

**ASLA Board of Trustees
Mid-Year Meeting
April 24-25, 2015 Washington, D.C.**

Report

President's Report - Richard Zweifel

Since December 2014 ASLA Leadership has visited 18 states, 12 chapters and 14 student chapters.

Program and Operations Report - Nancy Somerville (Executive Vice President)

Purpose: To provide a summary of recent accomplishments across major program areas.

See Annual Operating Plan (Separate Document)

Highlights:

"The Landscape Report" produced by Landscape Architecture Magazine and emailed to members twice weekly.

BOT approved ASLA participation in the UN Global Compact (Separate Document).

The Global Compact offers a policy framework for the development, implementation and disclosure of sustainability principles and practices related to its four core areas: human rights, labour, the environment and anti-corruption.

BOT approved a Joint Statement on Diversity for the landscape architecture profession (Separate Document).

"The undersigned organizations hereby make a commitment to increase resources and actions that recruit minority students to landscape architecture programs and help mentor graduates through licensure and their careers".

American Society of Landscape Architects. Council of Educators in Landscape Architecture.

Council of Landscape Architectural Registration Boards. Landscape Architectural Accreditation Board.

Landscape Architecture Foundation

SITES Update

Partnership with Green Building Council in place. Details being finalized. Work is moving forward. ASLA is pleased with the role it will play in the program.

Same message as presented after annual meeting last fall. However, expect an official important announcement regarding SITES very soon.

Finance and Investments Report - Michael O'Brien and VP Jeffrey Townsend

See Separate Document

Highlights:

- Assets increased in 2014 by \$800,000.
- Denver Annual Meeting revenue \$4.2 million. Second highest in history.
- Annual revenue - LAM 26%. Meetings 35%. Membership 30%

Luncheon Panel - "Professional Diversity"

- *Patrick Phillips, Global Chief Executive Officer, Urban Land Institute*
- *Mark Golden, Executive Director, National Society of Professional Engineers*
- *Damon Leverett, Managing Director of Diversity and Emerging Professionals, American Institute of Architects*
- *Constance Thompson, Sr. Manager for Diversity and Inclusion, American Society of Civil Engineers*

Center for Landscape Architecture (ASLA Headquarters Renovation)

- Fundraising - 80% of \$1 million goal raised. From Chapters - \$395,000 (100% participation).
- Goal to be raised to \$1.5 million (and eventually to \$2 million).
- Fundraising packet being created for use in further donation solicitation (general membership and friends of the profession).

BOT approved increasing maximum mortgage amount from \$3 million to \$4 million, and construction loan from \$4 million to \$5.5 million.

Schematic designs presented by architect.

Vice Presidents elected -

Government Affairs, Education and Communications.

Following presentations by each candidate and small group Q&A Sessions.

President Candidates Presentations:

Shawn Kelly and Vaughn Rinner

Presentation of 2015 Nominees for ASLA Honors and Voting

Students and Emerging Professional Discussion (small groups)

Purpose: To review and discuss the current status of ASLA's student and emerging professionals members and how ASLA can better recruit and engage this demographic.

Key issues:

- How can we better attract/recruit students and emerging professionals?
- How do we make membership more valuable for students and emerging professionals?
- How do we improve communications with students and emerging professionals?
- How do we better engage academics to reach students?

What can ASLA do? What can chapters do?

Dues structure possibility:

Lengthen term of Associate Membership from 3 to 5 years.

Eliminate free first year for new professionals (if they were a student member). Instead, low cost first year (\$69) and gradual increase over 5 years to full membership dues (\$345).

Strategic Priorities and Planning Discussion (small groups)

Discussion of variety of issues including BOT membership requirements and terms. Expansion of Board to include public member and Associate ASLA member.

Use of ASLA logo by firms.

Chicago Annual Meeting - November 6-9, 2015

Registration has opened!

Alumni Reunion - Saturday on Expo floor 4:40-6:00pm

Edible Landscape Celebration - Saturday

Submitted by:

David Gorden, ASLA

Indiana Chapter Trustee

May 19, 2015