



October 26, 2016

Executive Offices

- Congratulations and thanks to the staff and volunteers who contributed to another successful annual meeting! **More than 5,500 registered, achieving 118 percent of the registration and ticket sales revenue goal.** See other departments for additional details about the annual meeting.
- **Vaughn Rinner, FASLA, was installed as ASLA President** at the President's Dinner on Monday evening at the annual meeting. Also installed were **incoming Vice Presidents Wendy Miller, FASLA (Professional Practice), Tom Mroz, ASLA (Finance), and Vanessa Warren, ASLA (Membership).** Greg Miller, ASLA, will serve as President-Elect. And thanks to Finance VP Jeffrey Townsend, FASLA, Membership VP Keith Wilson, ASLA, Professional Practice VP Hunter Beckham, FASLA, and Immediate Past President Richard Zweifel for their service on the Board of Trustees.
- **During the New Orleans meeting, the Board of Trustees reviewed and approved the FY 2017 Annual Operating Plan and FY 2017 Operating and Capital Expense Budgets,** approved the update of the **Chapter Model Constitution and Bylaws, and approved the Administrative Policy Revisions.**
- The Board also discussed the **status of the Center for Landscape Architecture,** were introduced to the **new Student Advisory and Associate Advisory Representatives to the Board,** passed the Public Policies on Open Space, National Parks, and Public Lands, and hosted panelists of the Presidents Council who discussed the **LAF Declaration of Concern** during the National Leadership Luncheon.
- EVP Nancy Somerville, Hon. ASLA, met with the **CEO Roundtable** during the annual meeting and updated the group on ASLA's priority programs and the Center's opening in the near future.
- The **Council of Fellows (COF) inducted 28 members** on Sunday night and then held its annual business meeting on Monday morning where the three COF scholarship students for 2016 received their certificates. Each also received a scholarship \$5,000.
- For the first time, the **Council of Fellows ceremony included a fundraising drive.** Donations and pledge amounts will be forthcoming once the numbers are tabulated.
- Resource Development Director Ron Sears spoke with dozens of ASLA members at the 2016 annual meeting about the **Campaign for the ASLA Center for Landscape Architecture.** ASLA is asking all ASLA Fellows to take a leadership role in the campaign by participating in a special Fellows Challenge. Donations to the Center now total \$1,115,319 or 74 percent of the \$1.5 million goal. For more information, click on the [ASLA CENTER CAMPAIGN.](#)

Government Affairs

- Government Affairs **worked to accrue signatures on a petition to establish landscape architecture licensure in Washington, D.C.,** while hosting an Advocacy booth during the annual meeting. With signatures standing at nearly 1,500, it's not over yet! If you haven't done so, please [Take Action](#) and add your name to the petition *and* send it along to family and friends for their support.

- Government Affairs staff presented to the Board of Trustees on the 2017-2018 Federal Priorities Agenda and requested their feedback on transportation, designing for pollinators, and stormwater management issues. Staff will review all the input, which will help further shape the society's federal legislative and regulatory agenda for the new Congress starting in January 2017.
- The [ASLA Statement on Climate Change](#) was also presented to the Board who then provided feedback on specific landscape architecture techniques, practices, and appropriate research that may be used to update the statement. It will then be used as a discussion topic for an ASLA-sponsored Blue Ribbon Panel on Climate Change.

Finance, Meetings, and Business Operations

- **The 2016 EXPO booth sales** finished at **98 percent** of budget. Additionally, the sales team continued to sell booths for 2017 show in Los Angeles.
- **The 2016 LAM advertising contracts** continue at **98 percent** of the budget.
- The EXPO Reception featuring the Alumni Tailgate was one of the highlights of the meeting with 39 schools participating. The **University of Wisconsin placed first for the most school spirit/best decorated space and won 15 complimentary student registrations** for the 2017 meeting in Los Angeles; **Texas A&M placed second, winning them 10 comp registrations**; and the **University of Kentucky placed third winning five comp student registrations** to next year's meeting. The new **Professional Portrait Lounge** in the EXPO was a **huge hit with more than 550 attendees** getting their makeup done by professional makeup artists and photos taken by professional photographers. Each received a 6x8 print and an electronic copy of their portrait.

Member and Chapter Services

- Key topics discussed included leadership development, career discovery tools, strategic planning, and the new model constitution and bylaws for ASLA chapters during the **Chapter Presidents Council October 20-21** meeting. The schedule included time for a variety of facilitated workshop topics, including expanding sponsorships, growing the chapter volunteer base, state lobby days, and best practices for continuing education events. Representatives from 47 chapters participated in the meeting.
- The **Student and Associate Advisory Committees** met on October 22 and discussed a variety of issues that will be applied as the committees begin their work in November, including expanding support for student chapters and mentoring of associate members.
- At **ASLA Central**, the Membership team responded to a variety of requests, including processing renewals, changing PPN assignments, and contributions to the ASLA Fund.
- **Several key programs for emerging professionals** were provided at the ASLA Annual Meeting, including two LARE Prep workshops, JobLink Live, and the emerging professional portfolio review. As a key indicator of success, the evaluations from the workshops indicate that most of the participants would recommend the workshop to a colleague. On a scale from one (unlikely) to ten (very likely), participants rated the Section 4 Technical Workshop at 8.5 and the introductory workshop 8.1.
- **Full Membership growth remains modest and steady, while student membership has shown strong growth in the past year after several years of decline.** After a large spike in Associate

members (6.9 percent increase in 2015), the category has shown a decline this year, but remains at a higher level than in 2014 and previous years.

| Member Type | 10/26/2015 | 10/26/2016 | Change % |
|-------------------|------------|------------|----------|
| Full Members | 10,550 | 10,742 | 1.8 |
| Student Members | 1,707 | 1,856 | 8.7 |
| Associate Members | 1,942 | 1,766 | -12.2 |
| All Members | 15,549 | 15,624 | 0.5 |

Public Relations and Communications

- ASLA trended **number-one on social media** in the New Orleans market both Saturday and Sunday, October 22 and 23, during the 2016 ASLA Annual Meeting and EXPO, with much of the traffic generated by the morning general sessions. [Here's a sampling](#) of Twitter feeds during and after Sunday's diversity panel.
- Press for the annual meeting totaled 17 journalists** from *New York Art*, Hanley Wood Publications, *Landscape Architecture Frontiers*, WWNO (New Orleans Public Radio), *The Times-Picayune/NOLA.com*, *Planning* magazine, *Journal of Architectural Education*, *Topos Magazine*, and *HealthNDdevelopment* magazine, among others. Check [here](#) to see a video interview of ASLA/APA member Phil Barlow created by Meghan Stromberg of *Planning*.
- Senior Communications Manager Jared Green and former intern Heidi Petersen **covered sessions** for *The Dirt* throughout the annual meeting and EXPO. [Read some here](#).
- Visitors to ASLA Central on the EXPO floor at the annual meeting were treated to the debut of the **virtual reality tour** of Toronto's Underpass Park, this year's Professional Award winner for Excellence in General Design. Attendees donned a headset and "toured" the site by simply turning their head and looking around.

Education Programs and LAAB

- The ASLA 2016 Annual Meeting and EXPO **featured 119 education sessions, 15 field sessions, four workshops, two general sessions, and featured over 400 speakers**. Early feedback about the education program is overwhelmingly positive. Education staff will soon begin to report all of the continuing education records to the various credentialing systems.
- The Landscape Architecture Continuing Education System™ (LA CES™) has **221** active providers offering **1,250** courses. There are **two** new provider applications pending review.
- The Committee on Education (COE) held its **COE and Academic Administrators Meeting** on October 21. Over 50 attendees were provided updates regarding: STEM by Vice President of Education David Cutter, ASLA, COE by Chair Sean Rotar, ASLA, and updated LA education survey numbers and Career Discovery by Director of Education Programs Susan Apollonio and Accreditation

and Education Programs Manager Kristopher Pritchard; Student Awards by Carolyn Mitchell; and CELA by President Katya Crawford, ASLA, and Executive Director Pat D. Taylor, PhD, ASLA.

- The **Landscape Architectural Accreditation Board (LAAB)** held its first **Accreditation Workshop** in New Orleans on October 21 with 25 attendees in attendance. Focus were an accreditation overview and updates regarding process/timeline, Self-Evaluation Reports, preparing for and hosting a team visit. Accreditation decisions were provided by former LAAB Board Chair **Stephanie Rolley, FASLA**, of Kansas State University, former LAAB Board member **Karl Von Bieberstein, FASLA**, of Newman Jackson Bieberstein, and Manager Kris Pritchard.
- Manager Pritchard met with **LA program chairs, educators, and LAAB ROVE members** throughout the Annual Meeting at ASLA Central in the EXPO on October 22nd and 23rd providing an opportunity to hear from the landscape architecture education community about successes, ongoing issues, and areas for improvement.
- LAAB conducted a program site visit at University of Pennsylvania (MLA) October 16-19 and will be conducting a program site visit at University of Massachusetts (BSLA) October 30-November 2.

Professional Practice and IT

- During the 2016 ASLA Annual Meeting, the EXPO's new **PPN Live** space was a success, offering meeting rooms, a lounge area for networking, and a larger presentation space, which hosted its largest PPN meeting to date: the joint meeting of the **Campus Planning & Design** and **Education & Practice** PPNs, which featured a series of short presentations on the theme *How has technology changed the nature of the university campus?* had **70 attendees**, compared to the previous record of 49. During the PPN meetings that took place, new PPN leadership volunteers were identified for the Children's Outdoor Environments, Design-Build, Ecology & Restoration, Environmental Justice, Historic Preservation, International Practice, Parks & Recreation, Planting Design, Transportation, Urban Design, and Women in Landscape Architecture PPNs.
- For this first year of ASLA Annual Meeting **PPN EXPO Tours**, 24 exhibitors gave short educational presentations for seven tours of the EXPO floor focusing on PPN topic areas. Each offered 1.0 PDH (LA CES / non-HSW) to the more than **140 attendees** who participated.
- Yesterday, ASLA hosted the SITES AP exam at the ASLA meeting in New Orleans. Other SITES events during the meeting included a workshop, *SITES: Navigating the Submittal Process and Trouble-shooting Challenges with the Experts* and an education session, *SITES: Early Planning for Maintenance and Performance Furthers Sustainability Goals and Marketability*.
- On October 10, the ASLA ASHRAE Working Group along with Manager Balon, Manager Straus, and Director Susan Cahill, Hon. ASLA, met via conference call to continue the **discussion on model codes within ASHRAE 189.1 specific to site sustainability and water use efficiency**. Through this endeavor, ASLA staff and members of the workgroup look to evaluate, contribute, and revise ASHRAE Codes within 189.1 ([Standard for the Design of High-Performance Green Buildings](#)).
- Recently, Director Susan Apollonio and Managers Linette Straus, ASLA, and Shawn Balon, ASLA, attended a biophilic workshop with **DOEE** and other **Biophilic DC** committee members. The main topics discussed were: creating a vision and mission for Biophilic DC; potential committee members and stakeholders; creating a timeline for the next year of implementing ideas and potential pilot demonstration projects for SITES® and Biophilia, one of which could be the Chinatown Green Street Demonstration Project.



- There were two main highlights SITES during the 2016 Greenbuild conference—the recent launch of the SITES AP and the announcement of the first two certified pilot projects under SITES v2.

Deadlines and Reminders

- The [Leadership Calendar](#) can be accessed on the web.