



April 17, 2019

Executive Offices

- The **ASLA Center was officially awarded LEED Platinum certification** last week. The project earned a total of 83 credits. Plans are to present the plaque at the BOT/CPC open house during the spring meeting.
- During its April conference call, the **Executive Committee:** received program and budget updates; approved two public polices—Security Design and Historic Preservation—for action by the Board; and approved revisions to the Code of Professional Ethics and the Standards of Conduct and Whistleblower administrative policies, also for action by the Board at the spring meeting.
- **President Shawn Kelly, FASLA**, EVP Nancy Somerville, Hon. ASLA, **Past President Vaughn Rinner, FASLA**, represented ASLA at APA's **National Planning Conference** in San Francisco last week. EVP Somerville moderated a panel presentation on *Smart Policies for a Changing Climate*, the report of the ASLA Blue Ribbon Panel on Climate Change and Resilience, with panelists Rinner, Ying-yu Hung, ASLA, and Armando Carbonell, FAICP.
- ASLA and the American Institute of Architects co-hosted the lively panel discussion “**Embracing Our Differences. Changing the World. Women in Design**” at the ASLA Center last week. Speakers included Jane Frederick, FAIA, 2020 AIA President; Susan Schaefer Klimer, PhD, AIA, University of the District of Columbia; and EVP/CEO Somerville.

Government Affairs

- There's positive movement on landscape architecture licensure and sunset bills. Last week the **Illinois practice act legislation, [SB 1899](#)**, passed the Senate on a unanimous vote of 55-0. The legislation now moves to the house where the **Illinois Chapter** has secured a sponsor to help usher the legislation through the chamber. Additionally, **Alabama [HB 116](#), sunset legislation** that would extend the Alabama Board of Examiners of Landscape Architects through October 1, 2023, has passed the house and senate. The enrolled bill now awaits signing by the house and senate leadership before heading to the governor for final approval. On April 2, the New Mexico governor signed into law [SB 356](#), which extends the New Mexico Board of Landscape Architects until July 1, 2026.
- Recently, the **Prairie Gateway Chapter** worked closely with the Kansas governor to sign a [resolution proclaiming April 2019 as Landscape Architecture Month](#). To celebrate the signing, the chapter invited landscape architects, students, and guests to attend a continuing education class and construction site tour in Manhattan, Kansas.
- On April 10, EVP Somerville, State Government Affairs Director Elizabeth Hebron, and Government Affairs Coordinator Kaitlin Errickson, attended **Governing's Editorial Industry Roundtable on Infrastructure Updates**. The group discussed the possibility of a federal infrastructure policy, the need to create a comprehensive and unified vision to move infrastructure forward, and the need to provide measurable infrastructure initiatives and policies.
- **Great news!** Last week, Senators Ben Cardin (MD) and Roger Wicker (MS) introduced legislation (S. 1098) to improve the **Transportation Alternatives Program** by increasing its funding and allowing for more local communities to access the program. The senators issued a [press release](#) about the legislation that highlights ASLA and its partners, the American Planning Association, the National Recreation and Park Association, and others as supporters of the bill.



- Recently, the **Environmental Protection Agency (EPA) and Army Corps of Engineers issued [Docket No. EPA-HQ-OW-2018-0149](#), the Revised Definition of “Waters of the United States” (WOTUS)**. After hearing from its members, ASLA has [submitted comments to oppose the revised definition of WOTUS](#) because it ignores basic science, undermines the tenets of the Clean Water Act (CWA), and ineffectively addresses the need for a clear, consistent, and universal definition of federally regulated waterways. Government Affairs also alerted ASLA members to the opportunity to submit their own comments in a message sent through the iAdvocate Network.
- ASLA hosted its second Advocacy Day training webinar, “[Learning the Issues: Policies Important to Landscape Architects](#),” which is now available for viewing. The webinar included a brief logistical introduction and expectations for Advocacy Day on May 2, as well as an overview of the bills and issues our advocates will champion on Capitol Hill.
- **This week, Government Affairs created a campaign to urge Congress to support legislation** that would specifically fund deferred infrastructure projects. [The Restore Our Parks and Public Lands Act](#) (H.R. 1225, S. 500) would address the National Park Service’s (NPS) nearly \$12 billion deferred maintenance backlog by dedicating up to \$6.5 billion a year over five years for NPS’s infrastructure. You can write to your members of Congress and [take action here](#).
- Last week, Government Affairs co-hosted a meeting of the **Green Infrastructure Working Group** with the American Society of Civil Engineers. The working group’s purpose is to promote the use of green infrastructure through advocacy and education. The meetings, which are held every other month, is opportunity for organizations interested in green infrastructure issues to discuss important legislation, hearings, briefings, and other events. The “Waters of the U.S.” comments were also a major topic, with most members submitting comments in opposition to the new revised definition.
- Recently, Federal Government Affairs Manager Daniel Hart participated in a **National Complete Streets Coalition federal strategies** meeting that centered on language promoting, prioritizing, and incentivizing complete streets. This language is anticipated to be included in the next federal transportation reauthorization bill which must pass by September 2020.

Finance, Meetings and Business Operations

- The **financial audit** continued with a conference call on Monday. Vice President of Finance SuLin Kotowicz, ASLA, Audit Committee Chairman Robert Golde, FASLA, and other members of the Audit Committee held discussions and are working to finalize the draft financial statements. Acceptance of the financial statements is planned for next week.
- CFO Mike O’Brien, Hon. ASLA, and the Accounting Staff have **closed March**. The results are better than expected, but continue to reflect weakness in membership and advertising sales revenue. Results will be reviewed by the Finance and Investments Committee tomorrow.
- The **Meetings team is in San Diego** with all the Conference vendors performing walkthroughs of the host hotel and the convention center this week.

Public Relations and Communications

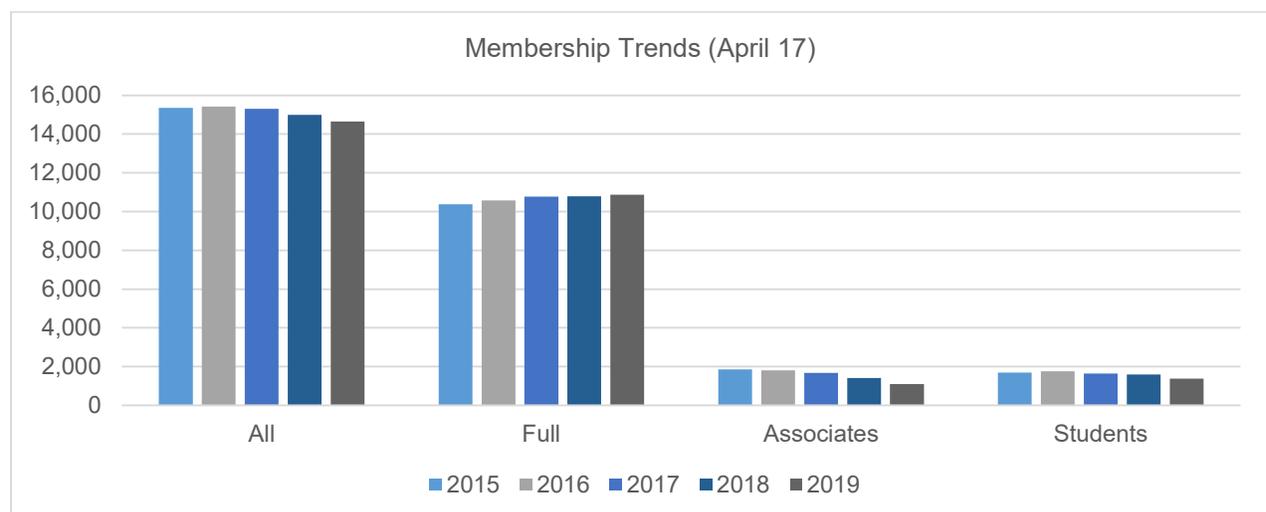
- Since April 1, almost 800 users have posted over 3,400 times on social media with the hashtag #WLAM2019 for the **World Landscape Architecture Month campaign**. Those posts have reached just under 1.7 million people around the world. To see how you can participate and track the chapter Instagram takeover, visit the [website](#).

Marketing and Development

- Marketing Director Angelika Ruehr and Manager Michelle Vorloeper met with departments last week to get a deeper understanding of their value proposition to their audiences. This **will be the foundation for the overall ASLA marketing strategy** and the tactics to implement it.
- One tactic is to **increase visibility in ASLA-owned media** to make potential advertisers and exhibitors aware of the benefits of promoting their products and services with the ASLA membership. Therefore, marketing placed two advertisements in the *LAM* June issue targeting that market.
- In addition, Marketing placed **two advertisements in the 2019 ASLA Conference on Landscape Architecture registration brochure** promoting membership and the benefits to exhibitors during the event.
- Marketing is **updating the ASLA website with search engine optimization (SEO) software** to create better search keyword results.
- The department is **developing reciprocity agreements with *topos* magazine and other aligned organizations.**

Member and Chapter Services

- As of today, **ASLA has 14,654 members**, a 2.3 percent decline from the same date in 2018, and a 4.6 percent drop since 2015. The primary source of decline is emerging professionals, with associate and student membership dropping sharply since 2015. On a positive note, full membership, which makes up two-thirds of the entire membership, remains steady. The spring CPC meeting agenda is laser-focused on membership retention and engagement efforts. **The spring CPC meeting information and agenda are now posted in [CPC Central](#).**



- The **Emerging Professionals Committee** hosted the monthly **Ask Me Anything** broadcast today. The April installment focused on student awards, with a panel consisting of past winners, jurors, and staff.



Education and Practice

- ASLA was represented at the **National Building Museum (NBM) Community Day: Growing Communities** in Washington, D.C. Each year, the NBM opens its doors to families to highlight intersections between design, the natural environment, and community building. **Media Relations and Public Awareness Manager Jacquelyn Bianchini** staffed ASLA's booth and led the VR experience, and **Manager Lisa Jennings** conducted two tours of ASLA's green roof.
- **Manager Jennings** secured the **NOAA Cooperative Science Center in Atmospheric Sciences and Meteorology (NCAS-M)** as a new Career Discovery and Diversity partner and held their first planning meeting at ASLA. NCAS-M is a program of the **NOAA Educational Partnership Program with Minority Serving Institutions (NOAA/EPP) Cooperative Agreement**.
- **Manager Jennings** published *Landscape Architects Got Game: Get Swept Up in March Madness in Your Classroom* to inspire K-12 teachers and members with a fun way to introduce the profession. The article was featured in the **American Society of Engineering Education (ASEE) Engineering Go For It! (eGFI) Teacher Resources** page among its collection of [March Madness STEM Resources](#). March Madness ends on April 6.
- **Manager Jennings** and members from the **Potomac Chapter** represented ASLA at the **2019 Mobilize Green Annual Conference and Diversity Career Fair** held on the campus of American University. Themed *Empowering Young Adults for Social Action: Mobilizing for Environmental Change*, the two-day event brought together the next generation of diverse green leaders to help communities solve equity and environmental challenges. ASLA was among a host of organizations that participated in sessions and the career fair. The event attracted close to 150 attendees.
- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **256** active providers offering **1,412** courses. There are five new provider applications pending review.
- Multiple **PPNs** held their monthly leadership calls to work on speaker recruitment for upcoming PPN presentations, a SITES® client slide deck as an advocacy tool for the rating system, and 2019 Conference PPN meeting planning. Four PPNs are planning May and June live webinars including topics of post-occupancy evaluation of therapeutic gardens, the LA Metro Equity Platform Framework, pollinator habitat, and how design archetypes can be applied to children's outdoor environments.
- ASLA staff have been participating in planning for the upcoming Joint Call to Action to Promote Healthy Communities strategic planning session, including an interview with a Master of Public Health Candidate at the Johns Hopkins Bloomberg School of Public Health, sharing ASLA resources and priority program areas that support health and health equity, and a kick-off call with the strategic planning consultant.
- The **Public Practice Committee** met this week, to review recent member work on a green infrastructure article for *The Field*, student career discovery efforts as a part of a city-wide green infrastructure program, and planning for upcoming Policy Shaper interviews.

Deadlines and Reminders

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