

**ASLA-MN Strategic Plan 2015\_16**  
American Society of Landscape Architects - Minnesota Chapter  
July 7, 2016

This document is an official guide for the chapter's programs and events to support the society's objectives. The best use of the Strategic Plan will provide guidance for the President and all of the board members as they prepare for and serve their term as an officer for the Chapter. The Strategic Plan shall be updated and approved on an annual basis at the time of the Society's annual meeting in order to have a true account of accomplishments made during the year and projected needs in the coming year.

The objectives listed in the left column are those approved by the Board of Trustees of the American Society of Landscape Architects. At the time that these objectives are changed at the national level, this document shall follow suit. The ASLA-MN Program column lists the work that the chapter does to support the correlating objective. Items in italics are planned event or program which the Chapter has agreed to initiate in order to support the Society. Both the ASLA-MN Existing Programs and ASLA-MN Initiatives have a board member assigned responsibility for that line item.

**ASLA Vision**

Leading the design and stewardship of land and communities.

**ASLA Mission Statement**

Landscape architects lead the stewardship, planning, and design of our built and natural environments. The Society's mission is to advance landscape architecture through advocacy, communication, education, and fellowship.

**ASLA-MN's Goal**

To carry out ASLA's Mission and Strategic Objectives at the state level.

**ASLA-MN's Primary Focus (2015/2016)**

- Member retention and new member recruitment, particularly emerging professionals
- Diversifying the profession by connecting with students in high-diversity schools and addressing the topic of a more diverse cityscape 2050.
- Strengthening and rejuvenating existing programs and initiatives to support the above focus areas and other strategic areas outline in the plan.

**Executive Committee Positions**

President (P)  
President Elect (PE)  
Past President (PP)  
Trustee (T)  
Treasurer  
Secretary  
Director of Education and Professional Development (Ed)  
Director of Programs (Programs)  
Director of Communications (Communications)  
Director of Public Relations (PR)  
Directors of Awards and Banquet (Awards)

Fellows Representative  
Student Chapter Liaison (U Liaison)  
Committee Chairs: Government Affairs (GA), Membership Chair (MC)  
Golf Committee (Golf)  
WILA (same)

**Executive Director (ED)**

ADVOCACY AND AWARENESS	ASLA-MN Programs	Primary Responsibility
<p>1. Promote adoption of laws and regulations that: enhance the design, planning, and stewardship of the natural and built environment; and foster a business and regulatory climate that supports the practice of landscape architecture</p>	<p>a. Participation in ASLA Advocacy efforts  b. Government Affairs Committee  c. Attendance at annual ASLA Advocacy Summit  d. State Level Advocacy  e. <b>Local Tours for US Senators/Reps</b></p>	<p>P, PE, T  GA  GA  GA</p>
<p>2. Promote licensure of the profession to protect the public health, safety, and welfare and to protect landscape architects' right to practice</p>	<p>a. Continued communication between State Licensure Board (AELSLAGID) representative and ASLA-MN with presentation to the board at least once a year  b. Maintain awareness of AELSLAGID and JPC activities; continue attending JPC meetings  c. <b>Provide updated information on licensure to members</b>  d. <b>Provide information and materials related to health, safety and welfare to the membership for use in describing the value of the profession</b>  e. <b>Work on effort to define our work scope</b></p>	<p>President    GA    GA  Trustee</p>
<p>3. Enhance the image, visibility, and understanding of the profession with client groups, public policy makers, allied professions, media, and the general public</p>	<p>a. Plan, participate in and report NLAM activities to ASLA  b. Continue establishing annual theme that ASLA-MN programs and related content can be developed and communicated.  c. Participate in conferences/events through sponsorship  d. Strategically plan to have booths at specific conferences and expos  e. Maintain landscape architect on State Design Selection Board  f. Maintain landscape architect on State Licensure Board  g. Maintain landscape architect on Capitol Area Planning Board  h. Maintain social media with externally driven information  i. <b>Develop PR plan for external relations to increase awareness of profession's skills and knowledge</b>  j. <b>Feature Landscape Architects in the community and as volunteers in social media, the ASLA-MN Newsletter and _Scape.</b>  k. <b>Partner with allied organizations and businesses around events and education that relate to the annual theme.</b></p>	<p>President  P, PR    PR  President  President  President  PR  PR and Ex  Comm    Membership    Program and  Education</p>

<p>4. Keep the profession and the Society in the lead on critical and emerging practice areas and issues</p>	<p>a. Highlight landscape architecture leadership in emerging issues (SCAPE)  b. Strengthen ties with University of Minnesota staff and faculty. Meet with University of MN College of Design on current research.  c. Provide opportunity for updates on research to the membership through brown bags or articles in publications  d. <b>Update website to become an invaluable tool for members.</b>  e. <b>Encourage members to make presentations to allied professions, other groups</b></p>	<p>Comm/Scape Editor  U Liaison  Education  Comm/Ex Dir President</p>
<p>5. Support the continued development of SITES, including its related project certification and professional credentialing programs, and advocate and promote broad use of SITES and its sustainability principles.</p>	<p>a. Provide Updates on SITES V2.0 to membership including education on its application and opportunities for project certification  b. Website link to national special education opportunities</p>	<p>Education  Communication s</p>

MEMBER SERVICES AND SUPPORT	ASLA-MN Program	Primary Responsibility
<p>6. Provide educational opportunities and technical and information resources to support the professional practice needs of ASLA members and enable members to expand their knowledge and skills</p>	<p>a. LARE review course – enhance existing course  b. Continuing Education Course  c. Foster a continuing education program that matches the varying levels of experience in the membership.  d. <b>Provide shorter CEUs through the year, added to social events</b>  e. <b>Develop an Emerging Professionals Group – meets quarterly</b>  f. <b>Explore different formats – ie coffee shop meet-ups</b></p>	<p>Education + President  Education Program  Program</p>
<p>7. Provide support and training to ASLA chapters and chapter leaders to enable the chapters to better support, serve, and advocate for the members</p>	<p>a. Maintain New Member Protocol that welcomes orients and engages new members Participate in the ASLA trainings, webinars and programs designed to foster chapter level support.  b. Directors to assemble annual plans for accomplishing their goals including providing calendar with possible volunteer opportunities. Make calls to members to join committees/manage committees to develop new chapter leaders.</p>	<p>Membership  President, Trustee, PE, PP and ALL DIRECTORS</p>

<p>8. Provide networking and fellowship opportunities to foster information exchange in support of members and their practices</p>	<ul style="list-style-type: none"> <li>a. Fall BBQ student welcome</li> <li>b. Firm (Winter) Open House</li> <li>c. Awards Banquet</li> <li>d. Golf Outing</li> <li>e. NLAM Activities</li> <li>f. Bowling</li> <li>g. Solo Practitioners</li> <li>h. WILA (Women in Landscape Architecture)</li> <li>i. Periodic happy hours, in months when there aren't member events</li> <li><b>j. Increase Volunteer/Committee Participation</b></li> <li><b>k. Host family friendly events-summer or fall picnic</b></li> </ul>	<p>Programs Programs Awards Programs Programs Programs Programs Programs Programs DIRECTORS Programs</p>
<p>9. Produce a high quality magazine that contributes to the profession's core body of knowledge and enhances the image of the profession</p>	<ul style="list-style-type: none"> <li>a. Publish _SCAPE twice a year</li> <li>b. host editorial committee for SCAPE</li> <li>c. include opportunities for U of MN faculty and students to publish current research updates</li> <li>d. Communicate news and information through newsletters and as-needed eblasts</li> <li><b>e. Add timely content to newsletter that supports annual focus topics</b></li> <li><b>f. Re-do website to enhance awards, member event communications, volunteer opps.</b></li> </ul>	<p>Communications Communications Communications</p> <p>Comm/Pres/Ex Dir</p>
<p>10. Recognize, celebrate, and promote the work and contributions of members through professional awards and honors programs</p>	<ul style="list-style-type: none"> <li>a. ASLA-MN Awards Program and Celebration</li> <li>b. Send out press releases</li> <li>c. Publish award winners in _SCAPE</li> </ul>	<p>Awards Awards + Comm Communications Awards</p>

SUPPORTING THE FUTURE OF THE PROFESSION	ASLA-MN Program	Primary Responsibility
<p>11. Raise awareness of landscape architecture as a career option and help recruit a diverse pool of individuals into the profession</p>	<ul style="list-style-type: none"> <li>a. Develop curriculum i.e. Future Cities or Fair School model that provides hands-on experience and understanding of the profession.</li> <li><b>b. Develop and implement plan to make presentations to 5 ethnically diverse classrooms or career fairs (elementary, junior or senior high, community college) each year. Engage younger kids</b></li> <li><b>c. Explore secondary and high school students (ACE) mentorship model</b></li> <li><b>d. Reach out to undergraduate college students (Encourage members to connect with their undergrad alma maters. Create a spreadsheet. Target schools.</b></li> </ul>	<p>Ed &amp; Programs Ed &amp; Programs PR/President</p> <p>President ? (Not assigned) All Member (Who leads?)</p>

12. Support landscape architectural programs, encourage growth of existing programs and establishment of new undergraduate and graduate programs	<ul style="list-style-type: none"> <li>a. Mentor students (U of M)</li> <li>b. Invite Student president to attend ASLA-MN meetings</li> <li>c. <b>attend student meetings at the U</b></li> <li>d. <b>promote membership at the beginning of the school year, year prior to grad.</b></li> <li>e. <b>Host meeting with CDes Alumni Board and professors to provide updates on efforts and directions in advocacy, research and ways to work together.</b></li> </ul>	<p>All U Liaison U Liaison U Liaison</p>
13. Provide career development tools and resources	<ul style="list-style-type: none"> <li>a. Utilize materials provided by ASLA</li> <li>b. Keep website current and relevant – <b>revise 2015-16</b></li> <li>c. Firm Finder</li> <li>d. Job Link</li> <li>e. Provide links to educational opportunities by allied professional organizations</li> <li>f. <b>Send a student chapter leader to Mid-Year Advocacy</b></li> </ul>	<p>Communications</p> <p>U liaison/President/Ex Comm</p>
14. Support the growth and recognition of the profession around the world	<ul style="list-style-type: none"> <li>a. Participate in World Landscape Architecture Month</li> </ul>	<p>PR</p>

GOVERNANCE AND MANAGEMENT	ASLA-MN Program	Primary Responsibility
15. Maintain effective lines of communication and information exchange with and among ASLA members, chapters, committees, the Board of Trustees and its Executive Committee, allied organizations, and others	<ul style="list-style-type: none"> <li>a. Website that is current and relevant</li> <li>b. E-blast newsletter</li> <li>c. New member welcome packet</li> <li>d. <b>Expand Communications with sponsors/vendors</b></li> <li>e. <b>Modify Board structure to include Member Relations Dir.</b></li> <li>f. <b>Include HALS Rep in ExCom Meetings</b></li> </ul>	<p>Communications President PE (?) President President President</p>
16. Exercise responsible financial management and administrative oversight to ensure effective use of the Society's resources	<ul style="list-style-type: none"> <li>a. Initiate audit/review of ASLA-MN financial records</li> </ul>	<p>Treasurer</p>
17. Identify priorities and objectives that respond to member needs and advance the Society and ensure that programs are managed and implemented in accordance with member- and Board- identified goals	<ul style="list-style-type: none"> <li>a. Review strategic plan on mid -year basis</li> <li>b. Update strategic plan on annual basis</li> </ul>	<p>President + President Elect</p>