

ASLA-MN Strategic Plan 2016_17
American Society of Landscape Architects - Minnesota Chapter
Dec. 1, 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 (2016/2017)

- Member retention and new member recruitment, particularly emerging professionals
- Diversifying the profession by connecting with students in high-diversity schools
- Using our theme in programs and initiatives: equity – designing for the 21st century
- Strengthening and rejuvenating the new and existing programs and initiatives outlined in this plan

Executive Committee Positions

President (P)

President Elect (PE)

Past President (PP)

Trustee (T)

Treasurer

Secretary

Director of Education and Professional Development (Edu)

Director of Programs (Pro)

Director of Communications (Comm)

Director of Public Relations (PR)

Directors of Awards and Banquet (Awards)

_Scape Editor (Scape)

Fellows Representative

Student Chapter Liaison (U Liaison)

Committee Chairs: Government Affairs (GA), Membership Chair (MC)

Golf/Bowl Committee (G/B)

WILA (same)

Executive Director (ExDir)

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 Day in DC d. State Level Advocacy e. Local tours for US Senators/Reps</p>	<p>P, PE, T GA P, PE, T 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. Continue 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 Joint Professional Committee (JPC) activities; continue attending JPC meetings c. Provide updated information on licensure to members d. Provide information and materials related to health, safety and welfare to the membership for use in describing the value of the profession e. Work on effort to define our work scope</p>	<p>P GA 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. Encourage membership to participate in World Landscape Arch. Month b. Establish annual theme that ASLA-MN programs and related content can be developed and communicated around. 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. Promote ASLA-MN activities using social media i. Develop PR plan for external relations to increase awareness of profession's skills and knowledge j. Feature Landscape Architects in the community and as volunteers in social media, the ASLA-MN e-Newsletter and _Scape. k. Partner with allied organizations and businesses around events and education that relate to the annual theme.</p>	<p>PR P PR P P P P PR PR Comm, Scape Pro, Edu</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, Website, eNewsletter) 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. Continually update website to become an invaluable tool for members. e. Encourage members to make presentations to allied professions, other groups</p>	<p>Comm/Scape U Liaison Edu Comm P, PE, PP</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. Provide links on website to national special education opportunities</p>	<p>Edu Edu, Comm</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. Continue the daylong Education Session c. Foster a continuing education program that matches the varying levels of experience in the membership. d. Provide shorter CEUs through the year, combine with social events e. Develop an Emerging Professionals Group – meets quarterly f. Explore different formats – i.e. coffee shop meet-ups g. Keep website up to date – make it an invaluable tool for members</p>	<p>Edu Edu Edu Edu, Pro Edu, Pro Edu Comm</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 (new member welcome packet) that welcomes orients and engages new members to 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. Increase volunteer/committee participation</p>	<p>MC 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"> a. Fall BBQ student welcome b. Firm (Winter) Open House c. Awards Banquet d. Golf Outing e. WLAM Activities f. Bowling g. Solo Practitioners (group inactive – revive or retire?) h. WILA (Women in Landscape Architecture) i. Periodic happy hours, in months when there aren't member events j. Host family friendly events-summer or fall picnic 	<p>Pro, U Liaison Pro Awards Pro, G/B Pro Pro, G/B Pro Pro Pro Pro</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"> a. Publish _SCAPE twice a year b. host editorial committee for SCAPE c. include opportunities for U of MN faculty and students to publish current research updates d. Communicate news and information through e-newsletter and with as-needed e-blasts e. Add timely content to e-newsletter that supports annual theme and ExCom initiatives f. Update website to enhance awards, member event communications, volunteer opportunities 	<p>Scape Scape Scape Comm Comm, P Comm</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"> a. ASLA-MN Awards Program and Celebration b. Send out press releases c. Publish award winners in _SCAPE d. Review and update design and service awards applications 	<p>Awards Comm, PR Scape Awards</p>

<p>SUPPORTING THE FUTURE OF THE PROFESSION</p>	<p>ASLA-MN Program</p>	<p>Primary Responsibility</p>
<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"> a. Middle school outreach: encourage members to participate in local Future Cityor competitions as a mentor (get the word out). b. Develop and implement a plan to make presentations to classrooms or career fairs (elementary, junior or senior high, community college) each year. c. High school outreach: encourage members especially firm leaders to participate in local ACE mentor competitions (get the word out). d. Encourage members to connect with undergraduate college students through their alma maters. (get the word out). e. Identify and partner with organizations that can give youth exposure to careers in L.A.. 	<p>Comm ? Comm Comm ?</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"> a. Encourage members to participate in the Coll. Of Design mentor program. b. Invite Student president to attend ASLA-MN meetings c. attend student meetings at the U d. promote membership at the beginning of the school year, year prior to grad. e. Host meeting with Coll. of Design Alumni Board and professors to provide updates on efforts and directions in advocacy, research and ways to work together. 	<p>U Liaison U Liaison U Liaison U Liaison U Liaison</p>
13. Provide career development tools and resources	<ul style="list-style-type: none"> a. Utilize materials provided by ASLA b. Keep career development tools on website current and relevant – firm finder, job link, links to educ. opportunities by allied organizations c. Send a student chapter leader to ASLA Advocacy Day in DC 	<p>ALL Comm</p> <p>U Liaison, P</p>
14. Support the growth and recognition of the profession around the world	<ul style="list-style-type: none"> a. Participate in World Landscape Architecture Month 	<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"> a. Website that is current and relevant b. E-blast and e-newsletter c. New member welcome packet d. Expand Communications with sponsors/vendors e. Modify Board structure to include Member Relations Chair. f. Include HALS Rep in ExCom Meetings (quarterly report) g. Upload approved minutes to website on a monthly basis h. Update and align ASLA-MN bylaws with National 	<p>Comm P MC ExDir P P Secretary Trustee</p>
16. Exercise responsible financial management and administrative oversight to ensure effective use of the Society's resources	<ul style="list-style-type: none"> a. Initiate audit/review of ASLA-MN financial records 	<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"> a. Review strategic plan on mid -year basis b. Update strategic plan on annual basis c. Archive ExCom material on an annual basis at NW Architectural Archives 	<p>P P Secretary</p>