

## ***CELA Representative's Report – Summer 2019***

**Report by the CELA Representative to LAAB**

**Kenneth R. Brooks, FASLA, FCELA, PLA**



This report is a summary of recent and current activities of the Landscape Architecture Accrediting Board (LAAB), prepared by CELA's appointed representative to LAAB. The report is intended to enhance the two-way communication between LAAB and CELA. The CELA Representative consults with the CELA President and Executive Director to make parallel reports of the activities, interests, concerns and recommendations of CELA to the LAAB at LAAB's winter and summer meetings.

Because of recent changes in the make-up of the CELA Executive Board, I have included several overview items below to give CELA Board Members more awareness of the mission, composition and activities of LAAB.

### **ACTION ITEMS:**

These issues are ones that need attention and action by the CELA Board.

- **Appointment of the next CELA Representative to LAAB.** My term as CELA's Representative to LAAB will conclude at the end of 2019. I am finishing my second term and therefore not eligible for reappointment. The CELA Board will need to recruit, select and appoint someone who will serve as a full member of LAAB's Board for the term that will start in January 2020 and go through December 2022. At the discretion of the CELA Board, that person could be reappointed for a second term. LAAB's Bylaws and Procedures don't specify qualifications or even procedures and leaves it to the judgment of the CELA Board for appointing the CELA Representative. My recommendations, based on my experience, is that both CELA and LAAB are best served by appointment of someone with experience in all three of these areas: 1) service on the Executive Board of CELA (giving them experience in the missions and interests of CELA); 2) service on an LAAB Accreditation Visiting Team (giving them experience with the values, standards, and processes of LAAB); and 3) experience in LA program leadership and administration (giving them experience in the interests of leading and advocating for professional landscape architecture programs). Although the term would begin in January, the CELA Board can make that appointment at anytime before then. If the next Representative is identified early this coming fall, he or she can be included in some of the communications to LAAB Board members so that they are "up to speed" when they step into the role.

- **Up-dating LAAB’s Standards of Accreditation** – LAAB will invite members of the CELA Board and CELA members to participate in the up-coming solicitation of commentary on the Standards for Accreditation. This was announced by LAAB Director Kris Pritchard at the Administrators’ Meeting at the CELA Conference in March 2019 and it will on-going as the LAAB Board conducts its regular five-year cycle review of its Standards.

**INFORMATIONAL ITEMS:**

These issues are ones that serve to share activities of the LAAB Board with the CELA Board.

- **Mission of LAAB** –LAAB is responsible for establishing accrediting Standards and Procedures that promote quality professional education for Landscape Architecture. It applies these standards equitably across individual programs and it seeks to collaborate with other landscape architecture organizations that serve practitioners, educators, advocates and the public in support of quality landscape architectural education.
- **Composition of LAAB** – The LAAB Board is made up of twelve persons – three landscape architecture practitioners, three landscape architecture educators, three representative of the public and one representative each of the organizations of ASLA, CELA and CLARB. Board members serve three-year terms and may be elected/appointed to a second term. The Representatives of ASLA, CELA and CLARB are selected and appointed by those organizations. The other members are nominated, evaluated and elected by the LAAB Board. The Board is served by an accreditation professional in the role of Director of Accreditation.

Current LAAB Board Members are:

Educators

Jack Ahern, FASLA, University of Massachusetts, Amherst, MA

Ned Crankshaw, FASLA, University of Kentucky, Lexington, KY

Lynn Ewanow, Kansas State University, Manhattan, KS

Practitioners

Joy Lyndes, ASLA, Coastal Sage Landscape Architecture, Encinitas, CA, Chair-Elect

Ramon Murray, ASLA, Murray Design Group, Inc., Winter Park, FL

Rodney Swink, FASLA, PlaceEconomics, Raleigh, NC, Chair

Public Members

Gilbert Holmes, University of LaVerne College of Law, Ontario, CA

Tom Jacobs, Mid-America Regional Council, Kansas City, MO

Lucinda McDade, PhD, Rancho Santa Ana Botanic Garden, Claremont, CA

Representatives from:

ASLA - Len Hopper, FASLA, Weintraub Diaz, LLC, Nyack, NY

CELA - Ken Brooks, FASLA, FCELA, Arizona State University, Tempe, AZ

CLARB - Tom Sherry, ASLA, SPVV Landscape, Spokane, WA

- **Operations of LAAB** – LAAB operates as a semi-autonomous body. Its authority is granted by CHEA (the Council for Higher Education Accreditation)

[<https://www.chea.org>] – operating under the authority of the U.S Office of Education). LAAB is funded through the annual fees paid by the accredited programs served. LAAB policies and operations are fully independent of other organizations. The ASLA contributes staff support (payment of the Director’s salary and benefits, providing logistical, accounting services and office space for the Director. The Board meets semi-annually in the winter and summer to take actions on reaccreditation of programs and other business advancing the mission and operations of the Board. It also meets by conference call quarterly and as needed.

- **Consultation with other landscape architecture organizations** – LAAB participates with other landscape architecture organizations including:
  - ASLA – American Society of Landscape Architects
  - CELA – The Council of Educators in Landscape Architecture
  - CLARB – The Council of Educators in Landscape Architecture
  - LAF – The Landscape Architecture Foundation
  - LAAB – The Landscape Architecture Accrediting Board
  - CSLA – The Canadian Society of Landscape Architects
  - (and CSLA’s Landscape Architecture Accreditation Committee)

The organizations meet together annually, sending their current President/Chair; their Executive Director and their President-elect/Chair-elect to a Presidents Council meeting for consultation on issues of shared interest.

The member organizations of the Presidents Council are currently collaborating on a multi-year project with consultants (The Frameworks Institute) to study the profession and make recommendations for enhancing the presentation and advocacy of the profession of landscape architecture to the public.

- **Nature of Accredited Programs served by LAAB** – In 2018, I compiled a summary of the nature and character of accredited programs served by LAAB. They can be summarized (at that time) as follows:

94	Total Programs
72	Total Institutions
26	MLA only Institutions
24	BLA/BSLA/BS only institutions
22	Combined Bachelors/Masters intuitions

88	Public Institutions
6	Private Institutions

62	Multidisciplinary Units
32	Single disciplinary Units

- 55 Programs where the dominant discipline of the College is Architecture, Design, or Environmental Design
- 9 Programs where the dominant discipline of the College is Art or Fine Arts
- 18 Programs where the dominant discipline of the College is Agriculture or Natural Resources
- 5 Programs where the dominant discipline of the College is Environmental Science
- 2 Programs where the dominant discipline of the College is Humanities or Social Sciences
- 3 Programs where the dominant discipline of the College is Engineering
- 2 Programs where the dominant discipline of the College is Arts & Sciences

- **Strategic Planning for LAAB** – At its winter 2019 meeting, the LAAB Board conducted a one-day strategic planning retreat, under the facilitation of MMP Associates, for developing plans to enhance the effectiveness of LAAB and its capacity to serve its constituent educational programs.
- **Information Systems** – LAAB is about to release a call for contract proposals to engage services for an on-line education management system. This system is intended to make it easier and more effective and efficient for school programs, visiting teams, Board Members and Director to receive and evaluate annual reports, SER Reports, Visiting Team Reports and related accreditation documents and information.
- **STEM Education** – The LAAB continues to consult with other members of the LA Presidents Council organizations and with members of ASLA’s Committee on Education about the designation of landscape architecture as a STEM (science / technology / engineering / mathematics) discipline. There is common concern that landscape architecture is not so recognized and some programs have changed their C.I.P. codes (classification of instructional programs - <https://nces.ed.gov/ipeds/cipcode/>) to indicate that their degrees represent STEM disciplines. LAAB doesn’t have a policy on C.I.P. designations, but many LAAB Board members are concerned that if programs move away from a C.I.P. of 04.06 to related disciplines that have a STEM designation, it will appear in a governmental review of programs, that the discipline of landscape architecture is in decline and disfavor.
- **On-line programs** – The LAAB Board undertook an in-depth look at strategies for accrediting on-line programs. It adopted language that was incorporated into the Standards for Accreditation that permit programs to seek accreditation for on-line degree programs. Essentially, the burden is placed on the institution to demonstrate how the learning objectives and outcomes required under the current Standards are met by the School’s program. This information has been shared with CELA and program administrators through annual Administrator’s meetings convened at CELA and ASLA conferences.

- **Program degree identification and configuration** – LAAB has observed that there are more accredited programs that are representing themselves with degree names and curricular descriptions different than the traditional four- or five-year BSLA/BLA and three-year MLA programs. We have seen School create and promote themselves as have two different MLA degrees (generally two-year and three-year degrees rather than tracks in a single degree program) and institutions promoting Masters degrees in one-year, two-year, three-year and five-year designations). A committee within the Board is exploring nomenclature, structure, operational practices, student outcomes and public representation with the goals of developing more consistency in representing and evaluating programs so that they can be comparatively presented to the public, to potential students and to state licensing boards. The committee hopes to incorporate these differing educational strategies and means for evaluating them into the next revision of Standards for Accreditation.
- **Kristopher Pritchard Promoted** – this past spring following annual personnel reviews, Kris Pritchard was promoted to Director of Accreditation and Education. His previous title was Accreditation and Education Programs Manager. The promotion places his title at a peer level with the lead staff heads of peer accrediting organizations and enhances his capacity to advocate for accreditation and professional landscape architecture education.
- **CELA Representative Brooks was Chair of LAAB in 2018** - I served as LAAB's chair during the 2018 calendar year and as Past Chair during 2019. Rodney Swink is the 2019 Chair of the Board and Joy Lyndes is Chair-Elect of the Board.
- **Next Meeting of LAAB** -- LAAB will convene its regular summer meeting August 2 & 3, 2019 in Portland, Oregon.

Submitted by



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 Professor of Landscape Architecture + Urban Design  
 Director of the PhD Program in Design, Environment & Arts  
 CELA Representative to LAAB  
 The Design School at Arizona State University



## Memorandum

TO: CELA Board of Directors  
FROM: Kenneth R. Brooks, FASLA, FCELA, PLA  
CELA Representative to the Landscape Architecture Accreditation Board  
DATE: August 10, 2019  
SUBJECT: Special Report of the CELA Rep to the CELA BOD

The Landscape Architecture Accreditation Board (LAAB) held its annual summer meeting in Portland, OR on August 2 & 3, 2019 with all members and staff present. This special report is intended to provide the Council of Educators in Landscape Architecture Board of Directors (CELA BOD) with an informal update of the business and actions of LAAB at that meeting. The following items of business were discussed at the meeting with action taken as appropriate:

- **Reports**

- LAAB heard and received reports on the activities of the following leaders or organizational representatives:
- LAAB Chair's Report on the activities of the LAAB Chair
- LAAB Accreditation Director's Report on the activities of the Director
- ASLA Representative's Report on the activities of the ASLA
- CLARB Representative's Report on the activities of CLARB
- CELA Representative's Report on the activities of CELA
- FrameWorks Update – A report of the current status of the FrameWorks Project by LAAB Board Liason Ned Crankshaw. FrameWorks is a study on the status of public perceptions of landscape architecture collaboratively funded by the Landscape Architecture Presidents' Council (ASLA, CLARB, CELA, LAF, & LAAB)

- **Accreditation Standards Update & Revisions Process**

Every five years, the LAAB examines its Standards for Accreditation to determine whether or not changes or modifications are appropriate for the standards. The current Standards have a release date of 2016. The process for review includes:

- a first round of "Call for Commentary" of members of the "Community of Interest (COI)", (the COI includes, membership and leadership of ASLA, ASLA's Board of Trustees, ASLA's Committee on Education, CLARB, CELA, LAF, members of LAAB's Roster of Visiting Evaluators (ROVE), administrators and faculty at LAAB-accredited programs, general public
- assessment and synthesis of potential changes by the LAAB,
- development of a draft of Standards for Accreditation with potential changes,

- a second round of “Call for Commentary on the Proposed Draft of Standards” to the COI
- review, adoption and publication of an updated Standards

Announcements of the process and the schedule for this round of Standards updates has been made by LAAB leaders and staff at the academic administrators meetings at the CELA 2018 and CELA 2019 conferences, at 2018 and 2019 Presidents’ Council meetings, and at CLARB 2018 Conference. An announcement has also been published in ASLA’s LAND On-Line Newsletter (August 6, 2019 edition at: <https://www.asla.org/Land/LandNewsletter.aspx>). Director Kris Pritchard will facilitate a webinar about the review of Standards for interested persons on Thursday, August 22 at 3:00pm ET. Interested persons can register for the webinar at a link in that ASLA LAND On-line news item.

The schedule for conducting the accreditation standards review and revision was announced as follows:

- August LAAB Meeting 2019 - Create committee (including non-Board members), establish guidelines and refine the overall process.
- November 1 through December 15 - Preliminary call for comment
- Winter LAAB Meeting 2020 - Review committee reports
- March 2020 - Present update report to CELA, schools, and educators at CELA 2020 conference
- April 2020 - Final call for comment on proposed standards
- Summer LAAB Meeting 2020 - Final review and editing of proposed revisions
- Winter LAAB Meeting 2021 – Adopt and publish new “2021 Standards for Accreditation”
- Spring Term 2022 – New 2021 Standards for Accreditation go into effect with spring 2022 accreditation visits and school actions.

The LAAB Board appointed a Standards Review committee of:

- Ken Brooks and Gil Holmes, Co-chairs, LAAB Board Members
- Terry Clements – educator, program head, ROVE member, CELA past-President
- Lorraine Davis – education administrator, ROVE member
- Tom Ryan – practitioner, ROVE member

- **Accreditation Management System**

The LAAB Board had previously authorized a call for proposals for the acquisition and implementation of an on-line data management system. Such a system would facilitate the collection and assessment of documents, including, School’s Self-Evaluation Reports, Visiting Team Reports, Principal Reader Report, Annual Program Reports, Progress Reports and LAAB meeting documents. The Board received proposals from three software companies. The Board established a sub-committee to evaluate the proposals and make an acquisition and implementation recommendation.

- **Strategic Planning Update**

The LAAB Board held a day-long strategic planning session at its Winter 2019 meeting. At the summer meeting, it received a report from the consulting Strategic Planning facilitator and appointed a sub-committee to prioritize Visions and Goals to implement strategies for becoming more effective in its operations and of greater service to the accreditation clients it serves.

- **MLA I & MLA II Programs**

For several meetings, the LAAB Board has discussed an issue about the accreditation status of graduate programs where an institution advertises that it has multiple independent degree programs. There is a concern about how these programs should be represented to the public so that potential students, alumni, registration boards and others can understand the differences. This issue becomes even more complicated as some institutions experiment with non-traditional degree structures and pathways. The Board will develop articulated policies for accommodating “advance placement” in programs and cultivate common language to assist schools with representing traditional and emerging non-traditional educational pathways to degrees. Clarification of these practices and policies will be clearly expressed in the up-coming revision of Standards for Accreditation.

- **School Actions & Program Updates**

The LAAB Board heard reports and took action on the accreditation or reaccreditation of programs visited during the spring 2019 term. Those actions will be reported to the effected programs in the next few weeks and summaries of the actions will be posted to the LAAB website (<https://www.asla.org/accreditationlaab.aspx>) in the near future.

Assignment of principal readers for anticipated fall 2019 visits and spring 2020 visits were made.

- **Budget**

The LAAB Board developed an adopted its operating budget for the 2020 fiscal year (running from January 1 – December 31, 2020).

- **Elections & Appointment of Members and Officers**

The LAAB Board elected Lynn Ewanow (educator) and Gil Hodges (public members to a second three-year term. The Board nominated a slate of practitioner candidates for an up-coming election of a new practitioner member.

The Board anticipates appointment of new representatives from CLARB and CELA to replace retiring representative members Tom Sherry from CLARB and Ken Brooks from CELA. It will be upto the Boards of Directors or the President of those organizations to designate new representatives. There terms will begin in January 2020.

The LAAB Board elected Jack Ahern (educator) as the Chair-elect for 2020 and reelected Lynn Ewanow as Secretary for 2020. Current Chair, Rodney Swink’s term as Chair will



conclude at the end of December 2020. Current Chair-Elect Joy Lyndes will become Chair in January 2020.

- **Next Meetings**

LAAB Director Kris Pritchard will schedule and facilitate a fall conference call of the Board.

The Board made recommendations for potential preferred dates and locations for the regular Spring 2020 meeting. ASLA staff member Kelli Bland, ASLA's Event Planner, will seek meeting proposals from potential hotels and work with Kris to arrange the meeting.

Chair Rodney Swink and Director Kris Pritchard will represent LAAB at the fall conferences of CLARB and ASLA. Chair-Elect Joy Lyndes will represent LAAB at a conference of the Association of Specialized and Professional Accreditors (ASPA). In early 2020, Chair Lyndes, Chair-Elect Jack Ahern and Director Kris Pritchard will represent LAAB in the LA Presidents' Council. Chair Lyndes and Director Pritchard will represent LAAB at CELA's spring conference.

- **Current Members of the LAAB Board**

The current members of the LAAB Board are:

Educators

Ned Crankshaw, FASLA, University of Kentucky, Lexington, KY

Lynn Ewanow, Kansas State University, Manhattan, KS

Jack Ahern, FASLA, University of Massachusetts, Amherst, MA

Practitioners

Joy Lyndes, ASLA, Coastal Sage Landscape Architecture, Encinitas, CA, Chair-Elect

Ramon Murray, ASLA, Murray Design Group, Inc., Winter Park, FL

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Public Members

Gilbert Holmes, University of LaVerne College of Law, Ontario, CA

Tom Jacobs, Mid-America Regional Council, Kansas City, MO

Lucinda McDade, PhD, Rancho Santa Ana Botanic Garden, Claremont, CA

Representatives from organizations

American Society of Landscape Architects –

Len Hopper, FASLA, Weintraub Diaz, LLC, Nyack, NY

Council of Educators in Landscape Architecture –

Ken Brooks, FASLA, FCELA, PLA, Arizona State University, Tempe, AZ

Council of Landscape Architectural Registration Boards –

Tom Sherry, ASLA, SPVV Landscape Architects, Spokane, WA

Accreditation Director, Kristopher Pritchard