

Prairie Gateway ASLA Trustee Report

Submitted by David Contag, Chapter Trustee
August 2022

Highlights

- The city of Austin, Texas, has [adopted a SITES certification requirement](#) for its Parks and Recreation Department (PAR) projects. The July 25 press release states, "Austin is the first city worldwide to incorporate the rating system into local policy and has more participating SITES projects than anywhere in the world...with 19 participating SITES projects." Past adoption of SITES includes the GSA for its capital construction program, the state of Rhode Island for all major facility projects of public agencies and public school districts, and Atlanta BeltLine Inc. for all the new parks and trails.
- *Landscape Architecture Magazine* won **six EXCEL Awards**: two golds, three silvers, and one bronze in the circulation category of 10,001 to 20,000 (See more in the *LAM* section).
- Press releases were crafted and distributed about ASLA priorities, including announcing the ["WELL Certified Gold" Label for our D.C. Center for Landscape Architecture](#) as well as announcing the election of [27 Members to Council of Fellows](#).
- President Eugenia Martin, FASLA, was the keynote speaker at the San Diego Chapter awards ceremony on June 30. Martin also participated in a lunch hosted by Past Presidents Dennis Otsuji, FASLA, and Pat Caughey, FASLA, and participated in tours of sites along the coastline.
- CEO Torey Carter-Conneen spoke to invited guests after the SoFi Stadium tour in Los Angeles on June 24, hosted by Mia Lehrer and her team of Studio-MLA. Studio-MLA was the landscape architecture firm chosen for stadium.
- CEO Torey Carter-Conneen was featured in a [The Washington Blade column](#) congratulating him on earning a Business of Pride award.
- *The Washington Post* interviewed several ASLA members for their article, "[Grass is a water hog. Here's how to create a drought-tolerant yard.](#)" They also linked to "Sustainable Residential Design: Improving Water Management" and "Sustainable Residential Design: Applying Ecological Design" guides on [asla.org](#) in the piece.
- Career Discovery and Diversity Senior Manager Lisa J. Jennings with Digital/Social Media Communications Manager Katie Caine launched ASLA's social media campaign around **DREAM BIG with Design** and its session tracks. The first theme, **Ecological Design with Bees** featured Clay Bolt, World Wildlife Fund, Entomologist Dr. Ramsey, and Patricia Algara, ASLA. It also includes our recognition of eight sponsors including [Boston Architectural College](#), [BrightView Landscapes](#), [Confluence](#), [OJB Landscape Architecture](#), Proven Winners [Spring Meadow Nursery, Inc.](#), [Sasaki](#), and [Tom Mroz, FASLA](#).
- Fundraising for Dream Big continues with \$17K raised to date. Join our **Circle of Supporters** for ASLA's annual virtual PreK-12 Summit, *DREAM BIG with Design, A Showcase of Landscape Architecture and PreK-12 Design Learning*. Many new sponsor benefits have been implemented, including several social media options. [Help us teach students about landscape architecture by sponsoring Dream Big.](#)

Meetings

- Wednesday, July 27, was the last day of early bird registration for the annual conference. Advance rate will run from July 28-September 21 where you can still save \$130 for conference registration. Please visit the conference [website](#) to register.

Development & Strategic Partnerships

- The new **Corporate Member Committee** has developed a list of goals in support of the ASLA Strategic Plan and is creating working groups to begin working towards those goals.
- The **ASLA Fund continues to grow the Founders Club**. The group of engaged and dedicated supporters will help the Fund in support of ongoing programming. Founders Club members will receive special recognition, access to exclusive events, and special communications. [Join the Founders Club today for \\$18.99/month.](#)
- The ASLA Fund's **work with Abundance Strategies continues**. We continue our outreach to the top prospects on our list of foundations and organizations that will help us fulfill our mission of investing in global, social, and environmental change through the art and science of landscape architecture.
- **LAM advertising sales are 81 percent of the annual budget** for 2022, including contracts through year-end, with the August issue closing June 21.
- Exhibit sales for the 2022 **ASLA Conference and Expo are 82 percent of the annual budget** for 2022. Sponsorship sales are also doing well, already obtaining 79 percent of the annual budget.
- The EXPO team launched a series of exhibitor bootcamp webinars to provide exhibitors with as many resources as possible to assist them with a successful exhibit experience.

Public Relations, Communications and Marketing

- The marketing company Constant Contact featured a landscape architect character in their recent ad, which was covered by [Ad Week](#).
- ASLA [released a statement](#) expressing disappointment in the U.S. Supreme Court decision on West Virginia v. Environmental Protection Agency (EPA), which limits the agency's authority to address our nation's climate crisis.
- Several outlets ran stories connecting landscape architecture's positive impacts and potential in the face of a warming climate, including [Phys.org](#) and [Inhabitat](#).
- Katrina vanden Heuvel, editor and publisher of *Nation* magazine, wrote an opinion piece for [The Washington Post](#) that highlighted Frederick Law Olmsted's contributions to public spaces, talked about his impact on journalism, and the healing power of designed landscapes today.
- Sara Zewde spoke to [NPR](#) about Frederick Law Olmsted, the Olmsted 200 anniversary, and his lasting impact today.
- Architizer published the piece "[Why Landscape Architects Are the Unsung Heroes of the Design World](#)" where they shared, "Now more than ever, our cities need landscape architects."

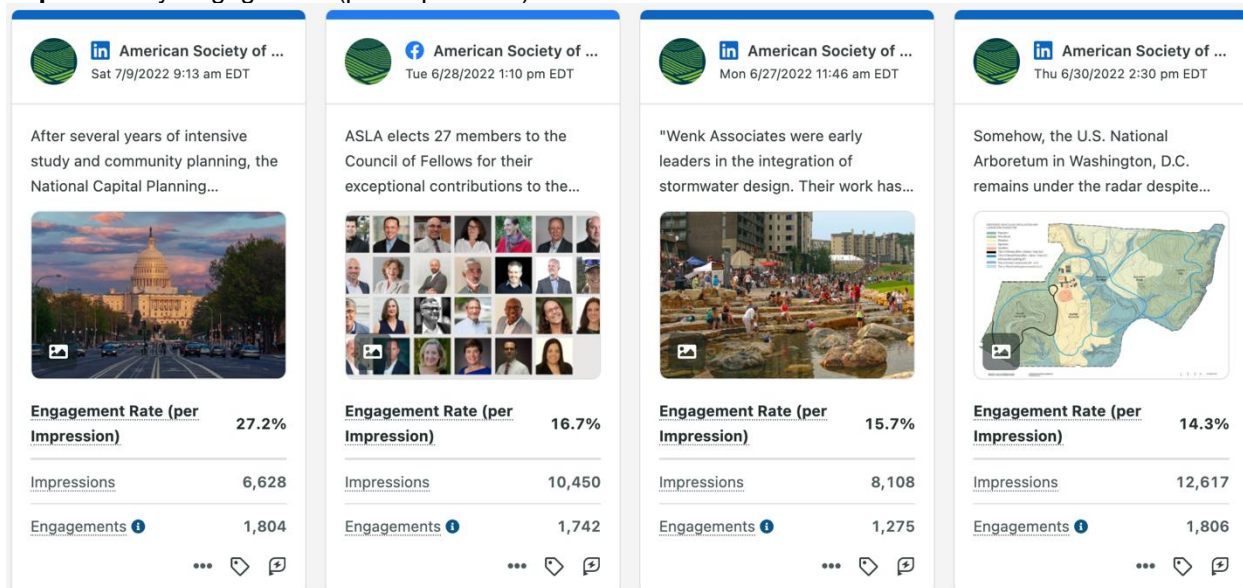
Marketing

- In coordination with the Events and PPN teams, Marketing issued several email messages to members, non-members, and students to promote ASLA conference registration. Messages focused on the educational content (e.g., field sessions) as well as heavy emphasis of the July 27 early bird rate deadline.
- Marketing has been working with the membership department on a Membership Campaigns plan that will be activated starting in August.

Social Media Activity (June 26-July 9)

- **Profile Performance** (across Facebook, Instagram, LinkedIn, Twitter):
 - Total Audience: 257,659
 - Total Net Audience Growth: 492
 - Total Posts: 85
 - Impressions: 248,644
 - Engagements: 12,814
 - Engagement Rate (per Impression): 5.2%

Top Posts by Engagement (per Impression):



Government Affairs

State Government Affairs

- As of July 22, 11 states remain in legislative session. The team continues to [track nearly 200 occupational licensing bills](#), including bills that threaten to weaken or undermine licensure, reduce barriers to licensure, and/or have a direct impact on the profession.

- The State Government Affairs team continued engagement with the Illinois Department of Financial and Professional Regulation's (DFPR) on their proposed rules—68 Ill. Adm. Code 1275—Implementing Public Act 102-0284 Landscape Architecture Registration Act. DFPR staff was receptive to ASLA's recommended rule language, which would align Illinois regulations with the newly adopted Council of Landscape Architectural Registration Boards (CLARB) Uniform Licensure Standard for Landscape Architecture ("Uniform Standard").
- In June, the Montana Department of Labor & Industry (DLI) released a survey, which asked licensees alarming questions about the future of landscape architecture licensing in the state. Due to the questions and design of the survey, ASLA activated the iAdvocate Network urging landscape architects licensed in Montana to express the profession's serious concerns with the survey and advocate for remaining licensed under a practice act and continuing to be regulated by the Montana Board of Architects and Landscape Architects. Thirty-one percent of the campaign recipients took action in contacting the DLI. The State Government Affairs team is working closely with ARPL to strategize on a coalition-wide response to the DLI's occupational licensure interests.
- In July, State Government Affairs submitted written comments and provided oral testimony on Colorado proposed Rule 1.7. ASLA supports improving the mobility of the profession and shared our concerns that the proposed rule would create a barrier to obtaining endorsement/reciprocity in Colorado for emerging professionals. We also recommended removing all references to federal licensure in order to avoid confusion and asked that the board consider aligning their education and experience requirements with the Uniform Licensure Standard for Landscape Architecture.
- The State Government Affairs team continues to work closely with the [Alliance for Responsible Professional Licensing](#) (ARPL) and has begun to strategically plan for 2023 legislative sessions, including an ARPL strategy to the Montana Department of Labor & Industry (DLI) occupational licensure interests.
- The team joined CLARB to host a [quarterly Web Licensure Summit](#) on June 29. Nearly 50 individuals received a update on 2022 legislative activity, ARPL, National Site Tour Month, and the Women of Color Licensure Advancement Program.

Federal Government Affairs

- The [National Complete Street Coalition](#), of which ASLA is a founding member, seeks to ensure that persons and communities are safely integrated into multimodal transportation planning nationwide. In July 2022, the Coalition released the [Dangerous by Design 2022 report](#). The report documents how our nation's streets remain dangerous and contribute to pedestrian fatalities, with underserved community members being the most at risk. The report's [resource dashboard](#) provides tools including statistical overviews, an interactive, searchable map of "dangerous streets" within the United States, and metropolitan and state rankings of pedestrian fatalities.
- Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, participated in a listening session with staff at the Federal Highway Administration (FHWA) where she provided input and feedback on the Biden Administration's [Thriving Communities Initiative](#). The program is designed to provide technical assistance and capacity building resources to improve and foster thriving communities through transportation improvements.
- The House of Representatives passed [H.R. 7776](#), legislation to reauthorize the Water Resources Development Act (WRDA) by a vote of [384-37](#). The measure would authorize an estimated \$40 billion for the Army Corps of Engineers (Corps) to implement critical infrastructure projects, studies, and policies related to our nation's waterways. Do you work on Corps projects? [Tell us about your experiences working with the Army Corps of Engineers](#).

- The U.S. House Appropriations Committee passed two funding bills relevant to landscape architects – [Energy and Water Development](#) as well as [Interior, Environment, and Related Agencies](#). These bills will fund projects related to climate resilience, biodiversity conservation, and ecosystem restoration. In recent surveys, ASLA members have identified their increasing work on projects utilizing investments outlined in both these appropriations bills. ASLA will continue to monitor this important legislation.
- ASLA continues to work to secure parks and recreation [funding and policies](#) that increase the profession's opportunities, including the [Outdoors for All Act](#). Related to this act, the Biden administration [relaunched the Federal Interagency Council on Outdoor Recreation \(FICOR\)](#) to advance the administration's [America the Beautiful Initiative](#). This initiative seeks to improve opportunities for outdoor recreation and access to nature.
- ASLA joined with allied organizations, including the U.S. Green Building Council, in sending a letter to the Senate urging them to take action to address climate change. The letter emphasizes the need to take immediate action to halt this crisis before it is too late.

Professional Practice

- **SKILL | ED: Project Management for Landscape Architects** took place June 21-23. The program included a daily live one-hour session, on-demand tech bytes, virtual discussion boards, and PDF download of the ASLA Standard Form Contracts package and a project management plan example. Almost 250 people registered for the event and about 160 attended the event daily. All education will be available on-demand to attendees through July 31.
- The **2022 ASLA Conference education program** has been approved by LA CES, AIA, AICP, and the Florida licensing board. The program has also been submitted to ISA and the NY licensing board and awaiting approval. The [conference website](#) is being updated as approvals are received. The conference website is being updated as approvals are received. Over 120 education sessions, 25 field sessions, and six deep-dive sessions are included in the education program.
- The **ASLA Climate Action Plan Task Force** continues their work incorporating Advisory Group comments for the draft ASLA organizational and member actions. ASLA team members and the Climate Action Committee are planning upcoming communications, including member emails, social media campaign, and media outreach to promote the plan.
- On July 13, the **ASLA Climate Action Network** hosted an introductory call to highlight Basecamp as a tool for the network, hear from chapters who have initiated climate action events, and host an interactive Jamboard session around shared regional climate change issues. The current [Climate Action Network roster](#) includes representatives from many, but not all chapters. The Climate Action Committee encourages chapters to continue recruiting for network volunteer leaders.
- On July 6, Director Katie Riddle, ASLA, shared a landscape architecture career discovery presentation with interns at the [American Experience Foundation](#) interested in AEC career pathways focused on sustainability and hospitality.
- For August, the **Free PDH of the Month** webinar will be Urban Street Tree Planting: Correcting Myths and Misconceptions - 1.0 PDH (LA CES/HSW). Members must log in with their ASLA member ID and password on [learn.asla.org](#) to access the course.
- This summer marks 10 years of [The Field](#), the Professional Practice Networks' blog. A [tenth birthday post](#) and [LAND article](#) highlighted the top 10 most-viewed posts of the 1,000+ published since 2012, along with the most productive PPNs and most prolific contributors.
- ASLA continues to partner with the National Park Service on the Historic American Landscapes Survey (HALS) to document historic landscapes in the United States and its territories to serve as

tangible evidence of our nation's heritage and development. The Historic Preservation PPN's HALS Subcommittee met on July 19 to discuss ways to engage more students and educators in the annual HALS Challenge competition and how to enhance communications and resource-sharing among ASLA's network of HALS Chapter Liaisons. Reminder: **July 31 is the deadline for submissions for the 2022 HALS Challenge, [Olmsted Landscapes](#).**

Education

- The **Landscape Architectural Accreditation Board (LAAB)** held its 2022 Summer Board Meeting on July 7-8 in Kansas City, MO. The board made accreditation decisions for the 14 landscape architecture degree programs who hosted accreditation visits this spring. LAAB continues to work on accreditation and operations improvements through committee work. CEO Torey Carter-Conneen also joined the meeting.

Member and Chapter Services

- 06/30/2022 - Renewals and New Members for February with Total Membership**

Member Type	Renewals	% Renewed	New	% New	Total	Share
Affiliate	245	74.7%	123	33.4%	368	2.45%
Associate	416	81.3%	300	41.9%	716	4.77%
Corporate	40	56.3%	31	43.7%	71	0.47%
Full Fellow	772	100.3%	10	1.3%	782	5.21%
Full Member	7835	89.5%	1347	14.7%	9182	61.15%
Full Member + Fellow	8607	90.3%	1357	13.6%	9964	66.36%
Honorary	187	100.5%	4	2.1%	191	1.27%
International	147	87.5%	61	29.3%	208	1.39%
Student Intl	261	36.1%	422	61.8%	683	4.55%
Student Affiliate	105	26.4%	245	70.0%	350	2.33%
Student	987	30.2%	1478	60.0%	2465	16.42%
Student ALL	1353	30.8%	2145	61.3%	3498	23.30%
Total	10995	72.4%	4021	26.8%	15016	100.00%

*Renewal percentage is calculated by comparing the membership from 06/30/2021 to 06/30/2022

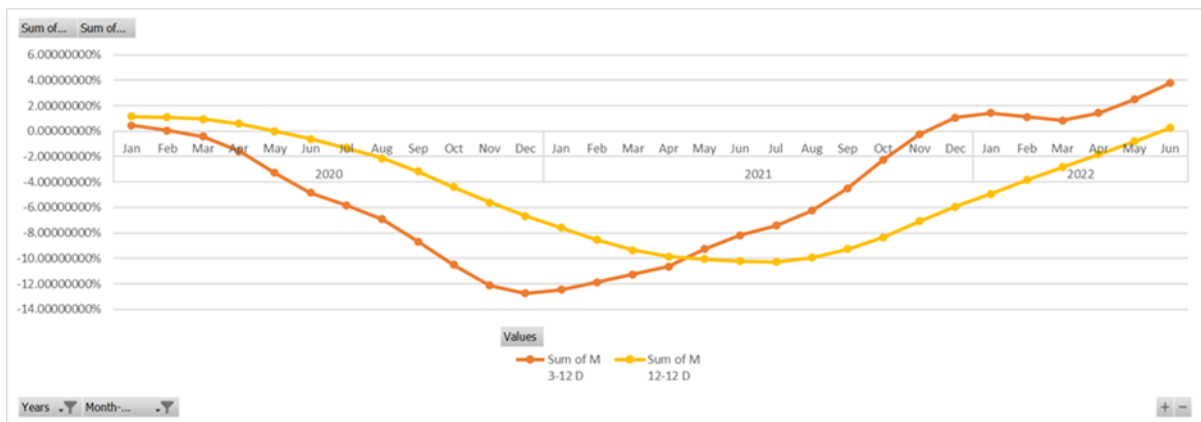
***"New members" is a cumulative from 06/30/2021 to 06/30/2022

- Full Membership trends for the last months:**

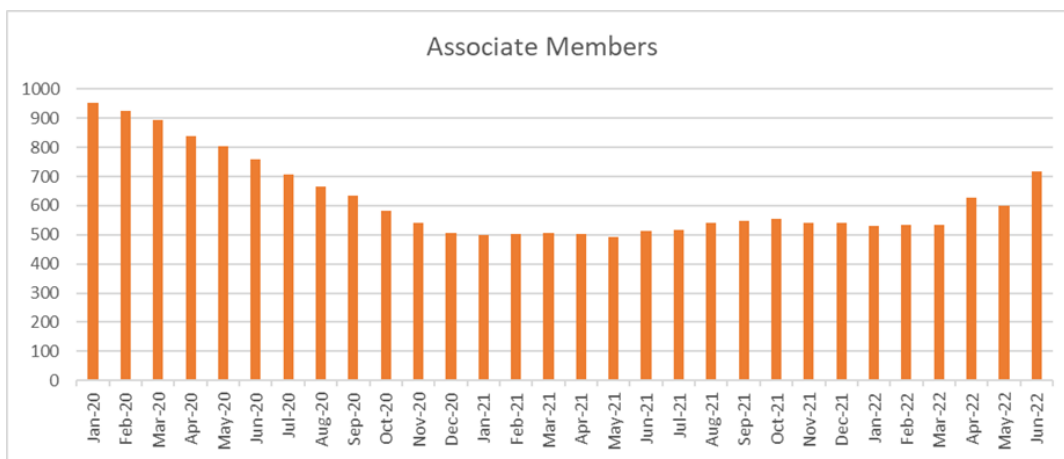
Full Member	Renewals	%Renewed	New	% New	Total	Share
September 2021	7550	83.8%	1259	14.3%	8809	59.7%
October 2021	7546	84.9%	1294	14.6%	8840	59.7%
January 2022	7572	85.9%	1285	14.5%	8857	60.8%
February 2022	7573	86.2%	1287	14.5%	8860	60.9%
March 2022	7627	86.3%	1290	14.5%	8917	60.9%
April 2022	7627	86.2%	1430	15.8%	9057	61.1%
May 2022	7705	88.0%	1418	15.5%	9123	60.9%
June 2022	7835	89.5%	1347	14.7%	9182	61.5%

- **3/12 Rate of Change Full Membership**

The full membership category continues to grow month over month.



- As of June 30, ASLA had 14,834 members, a decrease of 2.5% percent over June 2021. This decline is driven by the drop in student members. Students appear to not renew their free membership. Therefore, we changed the process for **new student members** so that they are automatically sign up until they graduate for their ASLA membership.
- There are over 600 students, 200 international students and 90 affiliate students that graduate in 2022 and are eligible to transition to the associate, international, and affiliate membership category. We proactively reached out to them with a mailed segmented package to invite them to continue their ASLA membership. Each package had a personalized letter with a unique value proposition, depended on their category, a prefilled membership application, a convenient business reply envelope, and a free gift in form of an ASLA branded graduation cord. The students received an invitation to participate in a virtual graduation event with CEO Torey Carter-Conneen and President Eugenia Martin, FASLA.
- So far, ASLA has gained over 120 new associate members (20% return), three affiliate, and 15 new international members.



- **Lapsed Member Mailing**

The monthly lapsed members mailing has brought back over 820 people since its initial launch in March 2022 (it is shows up in the Rate of Change chart). The campaign has four mailed letters

with different value propositions: Climate Change, Land8, Business Development, and Licensure Defense. Most members respond to the concept that ASLA defends their licensure.

Affiliate	9
Associate	37
Full Member	714
Full-Fellow	22
Student Affiliate	2
Student	25

Biz Dev Letter	103
Climate Letter	83
Land8 Letter	98
Licensed	537

- **ASLA's Mentorship Program** has 188 active relationships, in addition to 56 that have already been completed. Additional mentors are needed for the mentorship program. To register, [please enroll here](#). Emerging professionals are also eligible to enroll in the program as an added member benefit.
- **Save The Date:** The Member Services Committee (MSC) is planning the next New Member Town Hall for August 17 at 3pm ET. Calendar invitations will be sent to membership chairs to join in to meet new members, too. The committee will cover the benefits of membership and offer a warm welcome to the new members looking to connect.

Landscape Architecture Magazine

- *Landscape Architecture Magazine* was **honored with six awards at the 2022 EXCEL Awards Gala** on June 22, 2022, in Washington, D.C. The EXCEL Awards recognize design and editorial excellence in association media, publishing, marketing, and communication. The magazine won two golds, three silvers, and one bronze in the circulation category of 10,001 to 20,000:
 - GOLD for Design Excellence, for the April, May, and June 2021 issues
 - GOLD for Feature Article Design for the article "Worlds Away," by Glenn Dixon, September 2021
 - SILVER for Feature Article Design for "Paths Forward," by Katharine Logan, August 2021
 - SILVER for General Excellence for the April, June, and September 2021 issues
 - SILVER for Cover Design (Manipulated Media), for the May 2021 issue
 - BRONZE for Feature Article for "Worlds Away," by Glenn Dixon, September 2021

This is the magazine's third year in a row winning Silver in the General Excellence category after winning Gold in 2019, and the magazine has been honored with back-to-back Golds in Design Excellence and Feature Article Design. The Bronze for "Worlds Away" gives LAM two Golds and a Bronze in this category in the past four years.

- The EXCEL awards ceremony was held during AMPLIFY 2022, the AM&P Network's Content and Marketing Summit, and was attended by Editor Jennifer Reut, Deputy Editor Laurie Shuster, Art Director Chris McGee, and Editorial Design Assistant Emily Davidson. The winning publications will be featured in the September/October issue of *Signature*, the AM&P Network magazine.
- A short, future facing **LAM Reader Survey** went out to four sectors of the readership: Student Members; Associate Members; Full Members; and non-Member Subscribers. The survey focuses on design upgrades to the print magazine and most-wanted features on the forthcoming *LAM Online* digital transformation. Response from students has been particularly strong. The results will be reported out in *LAND* and *Leaders Express* in August.

- The [LAM Gift Guide for Graduates](#) is the magazine's first-ever guide to gifts for the graduating landscape architecture student, selected by the magazine's Editorial Advisory Committee. Practical and personal, the hand-curated list includes a range of books, handy fieldwork tools, technology, and, of course, lots of beloved drawing tools. The guide includes links to purchase the items online, and a portion of the sales will go to ASLA and the ASLA Fund.
- LAM hosted a webinar linked to the June cover story, "Your Stuff is Coming (Someday)," by Bradford McKee, entitled [What's Behind the Supply Chain Disruptions in Landscape Architecture?](#) The event focused on supply chain disruptions affecting landscape architecture schedules and budgets. The facilitator was Bradford McKee and the panelists were Bryce Carnehl, Specification Support Manager, Hunter Industries; John Denman, Sales Manager, Tournesol Siteworks; Bud Powell, Vice President of Sales and Marketing, Plantbid; and Evan White, Account Manager, Urban Accessories.
- Deputy Editor Laurie Shuster attended the **2022 LAF Innovation + Leadership Symposium and Awards Dinner** on June 2.

Innovation & Technology

- The discovery process related to the "[asla.org](#) and LAM website refresh" projects have concluded. The team announced its formal engagement with **Reason One** (a digital agency with a special focus on non-profit/government organizations) at the end of 2021.
- The Innovation & Technology team has been fully immersed in the transition from the legacy email marketing platform (Higher Logic) to HubSpot. The official transition to HubSpot was completed on July 25. The team is excited to roll out the new features and benefits of the new platform.