

JUSTICE, EQUITY, DIVERSITY, INCLUSION ACTION PLAN

the profession of
landscape architecture
lacks equal
representation

the ASLA-NCC
Chapter is no
different



it's time to make our
Chapter and profession
equitable, diverse and inclusive

before we begin, let's
look at where we are

Chapter SWOT Analysis

Strengths

- The Chapter Executive Committee has become more representative of the profession in the past 3 years
- Strong female representation on the Executive Committee (77% female)
- The Chapter is located within a diverse region and desirable a professional location

Weaknesses

- No active diversity initiative, program or committee
- Lack of diversity in the event attendees
- Engagement with entire membership is limited to events which, due to event type and location, only attract a certain type of attendee
- Minimal connection with local universities, community colleges and high schools
- No data on diversity within the Chapter

Opportunities

- Leveraging our diverse region provides the opportunity to meet and exceed diversity and inclusion goals
- Robust opportunities to partner with local groups in the Bay Area such as allied professions, non-profit organizations, artists, activists, high school groups, after-school programs

Threats

- The ASLA has a narrow and niche focus which drives individuals to join organizations like SPUR and ULI
- ASLA is losing relevance nationally and enrollment in Landscape Architecture university programs is declining
- Increased use of technology drives individuals, especially the younger generation, away from nature and in turn the profession
- Declining membership due to the current economic conditions

now is the time to take
action

the ASLA-NCC Leadership
is compelled
to the following actions:

Commit

to sustainable and accountable actions

- Immediately create a committee with the working title of Justice, Equity, Diversity and Inclusion
- Review and evaluate how Chapter resources are used and refocus those resources towards Justice, Equity, Diversity, and Inclusion by:
 - Supporting minority owned and disadvantaged businesses in everything we do
 - Set targets and goals to prioritize how we direct our financial resources
- Hold ourselves accountable by creating an annual Justice, Equity, Diversity and Inclusion report highlighting the Chapter's efforts and reviewing the Chapter's financial impact

Educate

ourselves, our members, local firms and
the greater public

- Create a page on the ASLA-NCC website devoted to sharing information and resources surrounding Justice, Equity, Diversity and Inclusion
- Work with ASLA National to understand the demographics of our Chapter membership
- Provide our members and local firms with resources and support to improve diversity in our profession
- Inform members of policies and legislation efforts that directly affect our profession and the communities we serve. Encourage and educate our members on how to affect change through advocacy

Open up opportunities

to create an inclusive and accessible Chapter

- Build an Executive Committee that represents our Chapter's demographics. Be intentional, reach out, show interest, and nominate people of color and those from diverse backgrounds to join the Executive Committee
- Visit, educate, and mentor students from local high schools, community colleges, and universities. Encourage and build relationships with students of minority backgrounds and provide resources to those looking to enter the profession
- Reduce financial hardship for those interested in joining the ASLA
 - Encourage firms and organizations to financially sponsor employee membership
 - Encourage students to take advantage of free membership. Work with the local ASLA student chapter president to sign up all eligible students for membership
 - Provide opportunities, access and exposure to the Chapter for non-members and disadvantaged landscape architecture professionals
 - Annually sponsor one new emerging professional through Chapter scholarship

Be intentional

in everything our Chapter does

- Encourage and support diversity in our events by providing inclusive and welcoming content that covers issues surrounding Justice, Equity, Diversity and Inclusion and features work of landscape architects and designers from minority backgrounds
- Create an equitable, diverse and inclusive awards program by:
 - Selecting a diverse jury
 - Providing award categories that highlight and provide opportunity to a more diverse range of firms and projects
 - Creating project evaluation criteria focused on our values towards Justice, Equity, Diversity and Inclusion
- Partner and support local and national environmental justice and racial equality organizations and initiatives

it's time for change and
together we can
improve our Chapter
and profession

We encourage all ASLA-NCC members to get involved. If you are interested in serving on the Justice, Equity, Diversity and Inclusion Committee, please email Blake Rhinehart @ brhinehart@asla-ncc.org

JUSTICE, EQUITY, DIVERSITY, INCLUSION ACTION PLAN