

ASLA/ACE Mentor Program Legacy Project Planning Guide

In 2008, ASLA introduced the Legacy Project as a gift to the host city of the ASLA Conference on Landscape Architecture. The host chapter teams up with the local affiliate of the ACE Mentor Program to design a project to be installed after the meeting. ASLA exhibitors donate plants, products, services, and equipment to support this effort at the conclusion of ASLA EXPO, allowing ASLA to give back to the city that hosts the conference. This project requires coordination from the ASLA Marketing team, ASLA Director of Meetings, ACE Legacy Project Co-Chairs, the regional affiliate ACE Mentor Program, along with the local community to identify a location, project, and plan, and execute a design solution for a public space with an agreed timeline through implementation. ASLA National promotes the Legacy Project to its Conference on Landscape Architecture attendees and exhibitors and features a presentation produced by the ACE Mentor Program Legacy Project Co-Chairs at the opening General Session.

ASLA TEAM ROLES

Manny Gonzalez

Director, Communications and Marketing

202.216.2371

mgonzalez@asla.org

The marketing team coordinates communications between ASLA National and Co-Chairs, promotes the Legacy Project in conference marketing materials, and highlights request for donation ‘wish list’ to ASLA exhibitors. ASLA EXPO Show Manager coordinates onsite pick-up of donated materials at ASLA EXPO.

ACE MENTOR PROGRAM LEGACY PROJECT CO-CHAIRS

The host chapter will appoint two ACE Mentor Program Legacy Project Co-Chairs to work directly with the regional affiliate ACE Mentor Program to coordinate the project and ensure all adhere to timelines while maintaining communication and coordination efforts with ASLA national marketing team.

Project Planning Points

- Location and project scope to be determined by the Host Chapter Co-Chairs, ACE Mentor Program Legacy Project Co-Chairs, and regional affiliate ACE Mentor Program.
- Project funding and insurance liability are the responsibility of the Host Chapter.
- Sponsorships through non-ASLA EXPO exhibitors are prohibited until the conclusion of the ASLA Conference on Landscape Architecture. The donation ‘wish list’ is a specification list including the product description with relevant measurements and quantities that will be promoted to ASLA Exhibitors.
- A video presentation describing the project and the participants produced by the ACE Mentor Program Legacy Project Co-Chairs will be shown during the opening General Session. This video should showcase the community impacted by the project and serve as the onsite advertisement to drive donations.

- The video should be approximately three minutes and credit participants and verified EXPO donators at the time of final production. See below for full video specs.
- Post-conference local promotion by host chapter is encouraged with support and coordination from ASLA national marketing team.

LEGACY PROJECT DEVELOPMENT TIMELINE

December/January

Conference on Landscape Architecture Host Chapter Kick-Off Meeting 2021/2022

ACE Mentor Program Representatives invited

ASLA staff present to review parameters

March 2022

2022 ACE Project selected

May to November 2022

ASLA Conference on Landscape Architecture registration launches with website and LAM gatefold;

ASLA National begins promotion of the ACE Mentor Legacy Project to exhibitors and attendees.

Promotions continue up to the conference through digital and print formats.

June 2022

Detailed description and images/drawings of the proposed project and materials wish list due to ASLA National for inclusion in Conference on Landscape Architecture registration brochure and website launch.

Mid July 2022

Materials wish list begins promotion to ASLA EXPO exhibitors Legacy Project Co-Chairs submit project team attendee list and Early

Early October 2022

Legacy Project Co-Chairs submit project team attendee list and acknowledgements for the president's introduction during the Opening General Session acknowledgements for the president's introduction during the Opening General Session

Early October 2022

General Session video files to Conference on Landscape Architecture production company

November 2022

Opening General Session featuring video presentation with an introduction by ASLA President

November 2022

Donations collected from ASLA EXPO exhibitors by ACE Mentor Legacy Project Co-Chairs

January 2023

Local and national promotions of project realized/completion, images

ACE MENTOR PROGRAM LEGACY PROJECT GENERAL SESSION VIDEO SPECS AND TIPS

The video should be approximately three minutes in length and include anyone the Co-Chairs wish to credit or thank for the project. If filming interviews and video footage with students/mentors/firms, Co-Chairs may want to use a release form. If any subjects are under 18, a parent or legal guardian will need to sign as well.

Specs for capturing footage

- Ideal source footage specs are 1920x1080

Audio

- Fairly robust video cameras with audio gear (like wireless or wired mics for any possible interview subjects), are ideal, especially since this video will be played in a large ballroom.
- If no mics can be used, have the subject speaking fairly close to the camera – and work to eliminate any background noise or noisy air or heating ducts. Conduct a quality check after filming a moment or two. The cleaner the audio is, the better.

General

If participants do need to use their cell phones to capture some footage (preferably general footage where audio isn't a factor), beware of vertical video.

Editing

If incorporating narration, the following for audio is recommended:

- Main audio level (narration, interview bite, or sole music track): Around -12dB (with some peaks at -9dB)
- Secondary Audio (music under narration or interview bites): Around -24dB (with some peaks -23 to -22dB)
- Preferred Output: AAC, 48KHZ, Stereo (L, R).

Specs for the final video

- Dimensions - 1920x1080
- Codec - Any hi-res QuickTime but the preference is AppleProRes.