

2017

communication | engagement | participation

POTOMAC



ASLA

Strengths 10/2015

- Diversity in Membership- breadth in leadership- public, private, experience, practice focus
- Awards program- good system in place and focused on small improvements
- Gala night- positive feedback from last year's event
- DesignDC- participation and attention much improved from last year
- Relationship with National- improved and improving
- District has depth of great spaces/landscape
- Executive Director position filled
- Online communication consistency is improving
- Website update better and content updates more frequent- still room for much improvement, but also getting much better
- Better social media activity- thank you Brett
- Strong relationship with student chapter at WAAC
- Securing a lobbyist and moving forward with licensure
- Expanded number of members in leadership positions
- Bike Tour- emerging prof outreach- new annual events

Strengths at 9/7/16

- Executive Director
- Increased attendance at events
- Improved online communication
- Increased awards submissions and winners
- New awards software
- Later and better timing for awards
- Executed a full-year program
- Initiated the well-received Fellows' Toast
- Increased number of ExComm members
- Made strides for DC Licensure
- Streamlined eblast process and schedule

Weaknesses 10/2015

- Travel time in metro area makes it hard to meet face-to-face. Turn out for events and meetings is better when location is metro accessible. Consider trying virtual meetings and call ins more often and be mindful to offer that as an option for Ex Comm.
- Lack of membership committee- this has been tackled by Brett and Sarah on top of what they do. Needs to be someone's primary focus.
- Hard to understand how to get involved- website not clear and lacks opportunities, personal calls and contact are how folks are getting involved. Are we missing folks?
- Lack of personal connection- communication is focused on emails and social media. Need to also make time to make calls.
- Inconsistent outreach- not providing consistent notices for events or using same program to send Evites so we are not well branded or recognized by members
- Have not found a successful way to offer prof dev opportunities- inconsistent turn out in the past- struggled to get attendance.
- Not capitalizing on sponsorship opportunities/fundraising- expand our network, have better follow through with plan
- Database- problems with accurate contact info

Weaknesses at 9/7/16

- Hard to confirm events much in advance
- Lackluster participation & attendance at DesignDC
- Commitment, consistency, and follow through of volunteers
- Need more tangible goals
- Lack of engagement of emerging professionals
- Membership is widely distributed geographically, making travel/attendance challenging
- Need more offices with metro accessibility to host ExComm meetings in more than N.Va
- Need to clarify how members can get involved and increase number of volunteers
- Having Pres-Elect chair the Gala; need continuity in that chair
- Lack of good network with other allied pros
- Weak relationships with WAAC and UMD

Opportunities 10/2015

- DesignDC- great revenue generator and networking opportunity. Easy to partner.
- Network with other local allied prof chapters org- AIA, ULI, APA, Green Building, etc.
- New REI flagship store- community posting board. Should look to expand our outreach
- Develop New member resource package- create a package of local resources, hidden gems, path to building network in chapter and professional community
- Collaborate with Maryland and VA ASLA- host events- speakers, tournaments, tours
- Host chapter at NBM to highlight OvS exhibit-
- GCBI- Nov.18-19 held in DC
- Green Day- USGBC- occurs in Sept. Focused on school yard improvements
- Adopt-a-School program- Hart Middle School- we are committed to 3 events through out the school year.
- Tie sponsorship to events- sponsors want more frequent and more meaningful ways to connect with our members
- Use the new ASLA Center for LA- this is going to be a great venue to host events and meetings. POASLA should get return for their donation
- DC licensure- opportunity to educate elected officials and build alliances with allied professionals
- Many strong built projects in the area- get out on sites more often.
- Prof Dev- Listing local/regional prof dev opps on website. Regional agencies and non profits offer workshops and prof dev. opportunities. We should partner or promote their workshops.

Opportunities at 9/7/16

- Center for Landscape Architecture opening early '17
- DC named biophilic city
- Partnering opportunities with other groups
 - Those who educate
 - Those who would hire Las
 - Non-profits
- Involving more federal architects
- Coolidge HS (former legacy project)- partner with LCA for a Spring (April) event?
- Collaboration with universities (MD, WAAC, Howard, UDC, ...), allied orgs.
- Pursuit of DC Licensure
- Partnering with MD ASLA and VA ASLA for a joint event
- More involvement of our award winners
- SITES
- New member event fall happy hour/ new to DC event?
- Increase clarity of “what you get” for membership

Threats 10/2016

- ROI for membership fees
 - Lack of member engagement
 - Budget
 - Ineffective communication
 - Poor attendance to events
 - What do they get from membership
- Threats to licensure- MD, VA
- Lack of Public Awareness
- Competition for members, sponsorship (MD, VA, and allied orgs.)

Threats at 9/7/16

- Leadership succession
- Not enough representation from different sectors, e.g. public sector
- Vitality of Chapter
- Reaching new members
- ROI for membership fees
 - Lack of member engagement
 - Budget
 - Ineffective communication
 - What do they get from membership
 - Start charging non-chapter members
- Threats to licensure- MD, VA
- Lack of Public Awareness
- Competition for sponsorship (MD, VA, and allied orgs.)
- Branding of ASLA/ rebranding

strategic goals 10/2015

- 1 Improve direct communication with members through scheduled, visually-interesting emails/newsletters that are brief and targeted, increase personal calls to encourage lapsed members to reconnect, and publish follow-up for special events.
- 2 Make the website the primary and comprehensive resource for chapter information by March 2016.
- 3 Increase membership and participation by 15% in 2016.
- 4 Increase sponsorship to \$20,000 by end of 2016.
- 5 Increase DesignDC participation by 10%; attendance by 20%.
- 6 Target at least one event throughout the year to reach different membership segments, e.g. :
 - students.....(networking with potential employers)
 - emerging professionals..... (building professional community)
 - mid -career professionals...(career advancement and leadership skills)
 - leaders..... (thought leaders and spokespeople for profession)
 - award winners..... (recognition beyond the chapter)

strategic goals at 9/7/16

- 1 Reduce the number of committees to provide better working mass for each
- 2 Achieve licensure for DC. [After licensure implemented, work to eliminate the sales tax requirement for LAs.]
- 3 Plan for succession.
 - o Need strategic outreach to mid-career professionals.
- 4 Increase diversity of membership.
 - a. Get more involved in college programs to help launch their careers.
 - b. Get LA recognized as STEM.
 - c. Participate in university career days.
 - d. New member outreach/ event
- 5 Increase communication and recognition of all aspects of LA.
 - o Create a Community Impact Award to show how LA helps community, sustainability, etc.
- 6 Continue to improve direct communication with members through scheduled, visually-interesting emails/newsletters that are brief and targeted, increase personal calls to encourage lapsed members to reconnect.
- 7 Publish follow-up from special events.
- 8 Improve the website as the primary and comprehensive resource for chapter information.
- 9 Increase membership and participation by 15% in 2017.
- 10 Increase sponsorship to \$22,000 by end of 2017.
- 11 Increase DesignDC presentations by 10%; maximize our involvement.
- 12 Target at least one event throughout the year to reach different membership segments and increase involvement in planning, e.g. :
 - students..... (networking with potential employers)
 - emerging professionals..... (building professional community)
 - mid -career professionals...(career advancement and leadership skills)
 - leaders..... (thought leaders and spokespeople for profession)
 - award winners..... (recognition beyond the chapter)

2016-2017 committees

- Membership
- Public Awareness
- Communication
- Fellows Nominating
- Advocacy
- Professional
Development/
Education
- Social/Networking

Committee Plans at 9/7/16

MEMBERSHIP *(Mike & Steve M.)*

- Add more prospective members to the list.
 - Find a contact at each member firm to help contact others within the firm about joining.
- Convince firm owners of member benefits and that they should pay part of dues and encourage employees to join.
- Consider charging \$15/non-member for events like Happy Hours.
- Develop a welcome email with resources linked.

Committee Plans at 9/7/16

Public Awareness *(Matt J., Annie, ..)*

- Social media feeds: FB/ Instagram/ Twitter
- Featured firm on social media, starting with award winners
- Highlight different sectors on social media
- Evaluate how often to update the featured firm
- Parking Day (the 16th of Sept!)

Committee Plans at 9/7/16

Professional Development (*Pete, Beth...*)

- SITES
- LARE
- DesignDC

Committee Plans at 9/7/16

Communications (*Brett, Reid, ...*)

- Standardize/update electronic formats
 - Website upgrades. [Reid volunteered to show ideas of new templates at Nov. ExComm meeting.]
- Rebranding (after ASLA's) and identity.
- Clarify who's responsible for graphics, flyers, etc.

Committee Plans at 9/7/16

- **Fellows Nominating, Advocacy** (*Elliot Rhodeside, Marsha Lea, Dena Kennett*)
 - Nominate
 - Fellows nominees by end of Sept.
 - Fellows Toast planning
 - Consider boat for Fellows' Toast
 - Mentoring
 - Fellows as mentors for emerging professionals. Start with small number.
 - Licensure

Committee Plans at 9/7/16

Social/Networking (*Kerri, Laurie Beth*)

- Feed to communications for Social media: Twitter, FB, Instagram
- Fall 2016: Program with Thomas Rainer (Susan to confirm)
- Dec. 2016 & 17: Holiday HH
- Jan-Mar: Open Studio Tours
- April-June: Outdoor Tours
 - April event: Outreach event for allied professionals
 - Coolidge HS possible
- May: Gala
- July: Anacostia boat tour (good as a ticketed event)
- Aug/Sept: DesignDC HH-same location as 2016
- Other: Picnic was a popular idea

Other ideas

- Consider ways to track goals and review during the year.
Ideas: focus on 1 goal/ExComm meeting; have a review of all at midyear.
- Publish the strategic plan notes on the website for all members to see

Overall year

- Sept: Parking Day, Fellows nominees
- Oct: Annual meeting, Arrange jury & location for November Illinois chapter judging, review/approve budget, DAC exhibit opens
- Nov: Approve budget, judge Illinois, layout Gala prep schedule/select venue, LARE workshop
- Dec/Jan: Design DC publicity/presenter call, Holiday HH, prepare to launch our call for awards
- January: Public Awareness summit, Gala Prep, Open studio
- February: Gala prep, open studio
- March: Gala prep, open studio
- April: World LA month, Coolidge HS event, Gala prep, Midyear meetings
- May: Gala, site tour
- June: Fellows toast, site tour, call for nominations for ExComm/officers
- July: HALS challenge – who is doing this?, Ticketed boat tour?
- August: Design DC/ reception happy hour, vote new board/officers
- Sept: Retreat, Parking Day,