

2018

communication | engagement | participation



Strengths

9/11/17

- Executive Director
- Innovative ways to save money
- Better budgeting for Gala
- Doing so much & events are great
- Increased attendance at events
- Improved online communication
- Continued with same level of awards submissions and winners and better timing for awards
- Only Chapter with performance metric in awards criteria
- Executed a full-year program, planning more in advance
- Added new people to ExComm
- Broader base of volunteers
- DC Licensure achieved
- Streamlined eblast process and schedule

9/12/18

- Increased organizational capacity: able to do more as we've become better organized.
- Progress with social calendar, good communication, and involving volunteers not on ExComm.
- Executive Director
- Increased number of volunteers
- Good and new sponsors.
- Increased communication.
- Reaching more members
- Our new Mentorship program and working more closely with Student Chapter.

Weaknesses

9/11/17

- Lackluster participation & attendance at DesignDC
- Commitment, consistency, and follow through of volunteers
- 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
- Need more events for LA CES

9/12/18

- Low number of Chapter presenters at DesignDC
- Still need to increase 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
- Still need to improve relationships with other allied professionals

Opportunities

9/11/17

- 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 again for a Spring event
- Collaboration with universities (MD, WAAC, Howard, UDC, ...), allied orgs.
- Promoting DC Licensure once established
- Partnering with MD ASLA and VA ASLA for a joint event
- More involvement of our award winners
- New member event fall happy hour/ new to DC event?
- Increase clarity of “what you get” for membership
- Mentorship chain
- ASLA Library sponsorship
- Sponsoring LA CES events
- Planting design & performance sessions
- Working with lighting design firms

9/12/2018

- Partnering opportunities with other groups
 - Those who educate (horticulture programs, RE development, Environmental Studies, etc)
 - Those who would hire Las
 - Non-profits
- Involving more federal landscape architects
- Collaboration with universities, allied orgs.
- Promoting DC Licensure, once established
- Partnering with MD ASLA and VA ASLA
- Maintain involvement of our award winners
- Promote ASLA Library and CEUs as benefits
- How can we make our award winners more recognized outside DC?
- New member event; Recognize new licensees
- Increase clarity of “what you get” for membership
- Mentorship for Fellows candidates and Fellows’ Info Session
- Partnering with others, e.g. DCBIA
- Sales tax issue
- Emerging pros awards, e.g. “40 under 40”
- Programs for small firms; different niches
- Increase member involvement through task forces

Threats

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- ROI for membership fees
 - What do they get from membership
 - Threats to licensure- MD, VA
 - Lack of Public Awareness
 - Competition for members, time, & sponsorship (MD, VA, and allied orgs.)
 - National political climate
 - Diverse specialties-need to show benefits to all
 - Competing designations, e.g. CBLP
- ROI for membership fees; realize benefits differ at different times in career/life
 - Threats to licensure- MD, VA
 - Lack of Public Awareness of profession
 - Decreasing number of LA students and closing of the LA program at the WAAC will also adversely impact recruitment
 - Competition for members, sponsorship (MD, VA, and allied orgs.)
 - Members' confusion of Potomac with VA Chapter

strategic goals

9/11/17

1. **Implement & promote licensure for DC in 2018. [After licensure implemented, work in 2019 to eliminate the sales tax requirement for LAs.]**
2. **Actively recruit public sector LAs and invite to at least 1 event.**
3. **Offer at least 8 LA CES credits annually.**
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.
6. Continue direct communication with members through scheduled, visually-interesting emails/newsletters that are brief and targeted.
7. Increase personal calls to encourage lapsed members to reconnect.
8. Publish follow-up from special events.
9. Increase membership and participation by 15%.
10. Increase sponsorship to \$25,000 by end of 2018.
11. Increase DesignDC presentations by 10%; maximize our involvement; highlight our members who present
12. ExComm to submit an abstract for DesignDC about LA profession (working across disciplines, involve award winners).
13. Collaborate with at least 1 other organization (MD, VA, etc.) on a major conference
14. Plan for succession.
15. Target at least one event throughout the year to reach different membership segments and increase involvement in planning, e.g. :
 - a.students.....(networking with potential employers)
 - b.emerging professionals.....(building professional community)
 - c.mid -career professionals...(career advancement, leadership skills)
 - d.leaders.....(thought leaders and spokespeople for profession from different types of practice)
 - e.Government LAs
 - f. non-profit LAs

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Top Membership Benefits

1. **Target at least one event throughout the year to reach different membership segments and increase involvement in planning, e.g. :**
 - a.students.....(networking with potential employers)
 - b.emerging professionals.....(building professional community)
 - c.mid -career professionals...(career advancement and leadership skills)
 - d.leaders.....(thought leaders and spokespeople for profession)
 - e.award winners.....(recognition beyond the chapter)
 - f.Public Sector LAs
 - g.Small firms, large firms, small business owners
2. **Offer at least 10 LA CES credits annually.**
3. **Promote licensure for DC, after application process open. [After licensure implemented, work to eliminate the sales tax requirement for LAs.]**

Ways to strengthen the profession

1. **Connect to allied professionals; also provides business development for firms.**
2. **Increase communication and recognition of all aspects of LA and Chapter members and firms locally and nationally.**
3. **Increase members' presentations at DesignDC and other conferences by 10%; highlight those who present.**
4. **Increase diversity of membership within firms.**
 - a. Get more involved in college programs to help launch their careers.
 - b. Get LA recognized as STEM/STEAM.
 - c. Participate in university career days.
 - d. New member outreach/ event

Ways to grow the Chapter

1. Plan for succession by recruiting 3 new ExComm members annually.
2. Increase membership by 5% in 2019.
3. Collaborate with at least 1 other organization (MD, VA, etc.) on a conference.
4. Increase personal phone calls to encourage lapsed members to reconnect.
5. Publish follow-up from special events.
6. Create 3 task forces: Educational Outreach, Allied Professionals, Emerging Professionals.
7. Record \$25,000 in sponsorship revenue in 2019.

Breakout Brainstorming

- Educational Outreach
- Collaboration with Allied Professionals
- Engaging Emerging Professionals

Educational Outreach

- Create a replicable curriculum on a high level and then work down to create something for various age groups. Any member who got a call could then go into the classroom. Goal: That students understand LA is a profession, as well as what LAs do and are interested in.
- Considering:
 - BGCGW (middle school age)
 - Public Charter (high school)
 - Catholic University
- “The architect designs the building, the LA designs the world.”
- Legacy Project for 2024: Consider presenting what we’ve done & learned. Need more info from ASLA about Legacy Projects.

Allied Professionals

- Focus on AIA DC, LCA, USGBC, ULI
- Identify events that might have a tie-in to us.
- Consider hosting something after an event like the Stem Fair for Girls for exhibitors to network
- What can we offer? Service project with happy hour after? Educational event?
- Need regular contact to create relationships.
- Hold conference call check-ins every other month to stay on track.

Engaging Emerging Professionals

Goal: To increase participation and membership

Ideas:

- Earth-related/service events would tend to be more popular. Consider something with DCBIA.
- Have fun: Organize a sports team; Hold a beer garden event to survey attendees and determine which sports (if any) are of interest, if they want to play, if they want to do a service event.
- Consider different age group (to be named) events.
- Potomac Passport: Come to 6 events and volunteer for 1 and have ½ of your Chapter dues rebated.

Other Ideas/Comments

- Consider creating a knowledge bank as a resource and possible speakers' list. Ask members what would help them.
- Identify and reach out to self-employed LAs who are not members
- Review local universities' curriculum to look for connections to LA where we could make presentations.
- Offer support to WAAC students and Paul Kelsch.
- Reach out to UMD and build closer relationship.
- Can we be included in MD ASLA's magazine?
- Small firm quarterly gathering; something for large firms, too.
- Create/identify career timeline
- Leadership training program; how to start your own firm
- Reston design tour
- AIA DC Urban Design Committee: can we get on the committee?

More Ideas/Comments

- Ask firms to send PR to Chapter, especially about firm and personnel awards
- Ask members to tell us when they're speaking at a conference so we can promote
- Review DesignDC presentations to identify Chapter members and promote
- Recruit more volunteers for subcommittees/task forces