

2017

communication | engagement | participation

POTOMAC



ASLA

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

9/7/16

- 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

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

9/7/16

- 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

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

9/7/2016

- 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

9/11/17

- 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
 - 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.)

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

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.
4. Need strategic outreach to mid-career professionals.
5. 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
6. Increase communication and recognition of all aspects of LA.
7. Create a Community Impact Award to show how LA helps community, sustainability, etc.
8. 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.
9. Publish follow-up from special events.
10. Improve the website as the primary and comprehensive resource for chapter information.
11. Increase membership and participation by 15% in 2017.
12. Increase sponsorship to \$22,000 by end of 2017.
13. Increase DesignDC presentations by 10%; maximize our involvement.
14. 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)

Breakout Brainstorming

- Awards
- Mentorship
- Allied Professionals
- LAs in Government

Awards at 9/11/17

(Beth, Ron & Steve C.)

- Add Public Policy & Government category
 - Must be working in government agencies, non-profits
 - Metrics over 3-year period
 - Not limited to LAs
 - Steve C. to draft language for next meeting and send to Ron, Beth, and members in federal govt.
- Add Emerging Professional Award, as ASLA has

Mentorship at 9/11/17

(Matt J., Annie, Abby, & Jake's draft)

- Not expected to be time-consuming. 1 contact/month?
- Add job shadowing, site visits, reception at end of program
- Have a written contract for both mentee and mentor
- Support needed from faculty
- Matt to follow up with Jake

Allied Professionals at 9/11/17

(Mike, Luis, Laurie Beth)

- Focus on HSW credits
- Identify & publicize upcoming conferences; ultimately work to have speakers at other organizations' conferences
- Hold joint meeting with other local organizations (dinner/reception with leaders)

LAs in Government at 9/11/17

(Steve M., Dena, Ann, Kerri)

- Recruit
 - Budget for a series of events to bring LAs in government together. Have them bring a friend.
 - Educate everyone about opportunities & challenges; find out what they need.
 - Have a community meeting/happy hour. Show that a lot of ASLA members pay for their own membership.
 - Keep events less than \$25 value and no sponsor because a sponsor might scare them away.
 - Barbara Deutsch and Roxanne Blackwell might be good resources.

Other Ideas/Comments 9/11/17

- Consider landscape performance series, possibly sponsored by Victor Stanley
- Review ASLA's salary survey and how it filters for DC. Should we do one that's specific to the Greater DC Metro area or does ASLA's meet the need?
- Do we have budget money to start the LAs in government reception/happy hour in this fiscal year?