



January 9, 2019

Executive Offices

- Yesterday, EVP Nancy Somerville, Hon. ASLA, **Mark Dawson, FASLA**, Sasaki Associates, and **Dr. Dwane Jones**, University of the District of Columbia, gave a joint presentation with representatives of The **Wharton School at the University of Pennsylvania** and the **University of Maryland** at the **National Council for Science and the Environment conference**. The first portion focused on ASLA's [Smart Policies for a Changing Climate](#), the **Blue Ribbon Panel on Climate Change and Resilience report**. The second part focused on resilience in transportation infrastructure and the major disruptions to transportation networks associated with natural hazards and the social and economic impacts that could be exacerbated by climate change. EVP Somerville moderated the event.
- **ASLA will host the Presidents Councils meeting tomorrow. President Shawn Kelly, FASLA**, is chairing the meeting. Also attending are President-Elect Wendy Miller, FASLA, and EVP Somerville. The council is comprised of ASLA, **Council of Educators in Landscape Architecture, Council of Landscape Architectural Registration Boards, Canadian Society of Landscape Architects, Landscape Architecture Accreditation Board and the Landscape Architecture Foundation**. Agenda items include updates on organizational priorities, a review of landscape architecture professional demographic data, diversity training, and climate change issues and initiatives.

Government Affairs

- By the end of January, nearly all 50 states will be in legislative session. According to FiscalNote State, occupational licensure reform is anticipated to be one of the [top issues](#) facing legislatures in 2019. During the first few days of 2019, several states have introduced bills addressing licensure mobility for military spouses and compact bills for targeted professions. Additionally, [legislation](#) was **filed in Virginia that would deregulate landscape architects and two other occupations**. The legislation is loosely based on recommendations found in a 2018 [state report](#) on occupational licensing. The Virginia chapter is meeting with the bill sponsor and developing a response. On the regulatory side, amendments have been proposed in Connecticut to update the current rules and regulations on landscape architecture licensure.
- In late December, the Wisconsin Department of Safety and Professional Services (DSPS) released its "[Occupational Licensing Study Legislative Report](#)" that **recommends eliminating 28 licenses and implementing additional reform measures such as sunrise/sunset reviews and enhancing license portability**. Thanks to the **Wisconsin Chapter's outstanding advocacy efforts, landscape architecture was not listed** as one of the 28 licenses recommended for elimination. The chapter's advocacy efforts included several in-person meetings with DSPS staff and hosting its staff on a site-tour of a local project.

Finance, Meetings, Publishing, and Business Operations

- CFO O'Brien and the Accounting staff are working through the **year-end close** and preparing for the auditor visit in mid-January.
- **Advertising contracts** for 2019 *Landscape Architecture Magazine* reached **60 percent of the budget**.



- The **2019 EXPO** in San Diego has just under **200 exhibitors** signed up with revenue totaling **72 percent of the budget**.

Landscape Architecture Magazine

- The **February issue of LAM left for the printer on Tuesday** at 164 pages. The cover feature focuses on emerging uses of artificial intelligence in analyzing the uses of public space and ecological change. Also in features is a report on the efforts by ASLA to have landscape architecture designated as a STEM profession by the Department of Homeland Security, plus a feature on the landscape architect Christie Green and her practice, Radicle, in Santa Fe. In Departments is a report on a Great Streets project in Ferguson, Missouri, by SWT Design and a Materials piece on the pros and cons of plant warranties in client contracts. The Back features an exhibition by Future Green Studio in Brooklyn, and a review of a monograph about Ellen Biddle Shipman.

Public Relations and Communications

- ASLA convened its **2019 Public Awareness Summit** in New Orleans this past weekend. Representatives from 48 of ASLA's chapters came together to brainstorm public awareness strategies for 2019 and beyond. Discussion centered on building a stronger relationship between national initiatives and chapter awareness efforts. Among the topics covered were honors and awards programs, World Landscape Architecture Month, social media as an outreach tool, and improved access to national resources.
- Nominations are still open for the [2019 ASLA Honors](#), which includes [ASLA Honorary Membership](#). These prestigious awards recognize individuals and organizations for their lifetime achievements and notable contributions to the profession of landscape architecture. The deadline for all nominations is February 1.
- The end-of-year numbers are in for the ASLA websites. Some highlights:
 - Taking into account all the websites that make up ASLA.org, page views increased last year by 8 percent to 6 million and the number of users fell 5 percent to 1.5 million.
 - The top five pages in the site (based on page views) are *The Dirt*, *Landscape Architecture Magazine*, the home page of asla.org, JobLink, and LA CES.
 - ASLA.org receives traffic from 226 countries and territories. Just 58 percent of traffic comes from the United States. China and India account for 15 percent of traffic.
 - The new RISE system (my.asla.org) earned 688,000 page views in 2018, with JobLink accounting for 322,000. The new JobLink showed a 25 percent improvement in traffic over last year. In addition, the new FirmFinder received 80,000 page views.
 - The Member Login page received 170,000 page views, a 37 percent jump over last year, indicating more members seek to engage with ASLA member-only content and features.
 - LA CES, which underwent a significant upgrade, received 252,000 page views, a 36 percent increase over 2017.
 - The Field blog saw a 43 percent increase in traffic last year to 136,000 page views.



Member and Chapter Services

- **ASLA closed out 2018 with 14,498 members**, a 2.8 percent decline from the end of 2017. ASLA is meeting the industry standard for overall retention, demonstrating that new member acquisition is the key to sustaining and growing membership. The primary source of decline is emerging professionals, with associate membership dropping by 20.1 percent and student membership by 13.8 percent. On a positive note, full membership, which makes up two-thirds of the entire membership, remained steady. The Member Services Committee, Emerging Professionals Committee, Student Advisory Committee, and the Associate Advisory Committee are working to support chapter recruitment and retention efforts and directly engage students and emerging professionals.
- Yesterday, ASLA hosted the monthly **Ask Me Anything webcast, featuring Ken Smith, FASLA**, who fielded questions from emerging professionals from across the country. The webcast, originally broadcast on ASLA's Facebook page remains available for viewing. Thus far, nearly 300 people have viewed the program. ASLA is currently booking its 2019 guests.
- The **Member Services Committee sent its January Membership Minute** communication to chapter leaders yesterday. This issue demonstrated how small steps could lead to big gains. The next issue will be provided in March.
- The **LARE Prep Committee is presenting LARE Prep Week** in February, a series of five webinars covering all four sections of the licensing exam, plus an introductory webinar to review study strategies and other overall concepts. The webinars are tentatively scheduled to be offered the week of February 5. Upon confirmation of the schedule, registration information will be provided to chapter leaders and emerging professionals.

Education and Marketing

- Education Director Susan Apollonio and Career and Diversity Manager Lisa Jennings met with **National Building Museum staff** to discuss opportunities for collaboration around **career discovery and diversity** efforts during **World Landscape Architecture Month in 2019**.
- **CFO Mike O'Brien, Hon. ASLA, Director Apollonio and Manager Jennings** met with **the ACE Mentor Program National Executive Director** Diana Eidenshink and Education Director Ed Worthy to discuss the Conference on Landscape Architecture ACE Legacy Project and building a pipeline of future ACE Legacy volunteers.
- ASLA participated in the **American Institute of Architecture Students (AIAS) FORUM**, December 29 - January 1, in Seattle, WA. AIAS is an architecture student organization with over 5,500 collegiate architecture student members from around the country. **Barbara Swift, FASLA, AIA**, will be speaking on *Leveraging Rapid Change: Four Case Studies*.
- [The Call for Presentations](#) for the Conference on Landscape Architecture in San Diego will **close January 23**. To coordinate proposals and network with potential speakers, submitters are encouraged to use the Call for Presentations [Google group](#). Since the call opened, over 125 potential submitters and speakers have joined the group.
- The final phase of a yearlong system update to the **Landscape Architecture Continuing Education System (LA CES)** website went live. Updates include integrating LA CES course records with the ASLA member database and a new email course digest. Course attendees can sign up to receive alerts on new courses [here](#).



- The **Landscape Architecture Continuing Education System™ (LA CES™)** has **246** active providers offering **1,373** courses. There are two new provider applications pending review.
- The ASLA **Committee on Education (COE)** held its December conference call on December 20. **COE Chair Maria Bellalta, ASLA, Vice President of Education Lake Douglas, FASLA, and Accreditation and Education Programs Manager Kristopher Pritchard** conducted the call, which focused on the ASLA Committee Orientation and discussion around goals for the upcoming year. Additionally, **Career Discovery and Diversity Manager Lisa Jennings** provided the committee with STEM updates.

Information and Professional Practice

- On Monday, Sr. Manager Katie Riddle, ASLA, participated in the **Joint Call to Action to Promote Healthy Communities** meeting to kick start 2019 efforts. The group is coordinating a strategic planning session in May to explore best practices in cross-disciplinary partnerships.
- Throughout the year, **ASLA Professional Practice Network (PPN)** leaders and members shared their experiences and expertise as authors for *The Field* blog and as presenters for ASLA's Online Learning live webinars. ASLA would like to thank all who contributed to this body of shared knowledge in 2018. Check out [PPN 2018 IN REVIEW](#) to see what the collective PPNs have accomplished this year!
- On December 19, ASLA Professional Practice and PR and Communications staff participated in a year-end **coordination call with USGBC staff to review SITES communications plans** for early 2019. These calls are planned for each quarter of 2019.
- The [Leadership Calendar](#) can be accessed on the web.