



March 6, 2019

## Executive Offices

- **President Shawn Kelly, FASLA, is representing ASLA at the Council of Educators in Landscape Architecture (CELA)** in Sacramento this week, and his presentation will focus on **climate change and the Blue Ribbon Panel report**; strategic objectives; mission, vision, values, culture, and the addition of diversity; **licensure threats**; and advocating for a STEM designation for the landscape architecture profession, in addition to other important topics. Also attending CELA for ASLA are **Education VP Lake Douglas, FASLA**, and Accreditation and Education Programs Manager Kris Pritchard.
- **President Kelly** was in New Jersey for the chapter's spring meeting where he discussed **efforts by the NJASLA to create a chapter presence regarding diversity and inclusion**. Climate change was also discussed and adaptive response issues relating to the work of the Blue Ribbon Panel, the Kresge Foundation's recognition of ASLA, advocacy wins on the Hill, and other national issues and programs.
- **President Kelly also made two presentations at the Wisconsin Chapter's spring meeting**. The first was a quick overview of ASLA, trends, successes, and challenges. The second was a 20x20 presentation on what inspires him. He suggested in his presentation that it was the members and their great work being done "to protect and promote life on and with our planet." Kelly then opened it up to Q&A with a discussion on licensure threats, coalition building, and zero tolerance for discrimination in the Society. **President Kelly** was also in **Kansas City to speak with the Prairie Gateway Chapter**.
- **Immediate Past President Greg Miller, FASLA**, was the keynote speaker at **Morgan State University** in Baltimore. A reception followed at the School of Architecture and Planning.
- The ASLA Center hosted a **mentoring workshop organized by the AIA|DC Emerging Architects Committee in partnership with Design+Wellbeing Committee and USGBC National Capital Region**. The evening featured a roundtable of presentations on the requirements of the LEED, WELL, and Fitwel certifications. The event kicked off with a tour of the ASLA Center given by the lead architect, Abram Goodrich.
- A webinar was held last week for **ASLA officer candidates to clarify election rules and procedures and help them prepare for the elections** at the spring meeting and post-election transition. All candidates were able to attend the presentation.

## Government Affairs

- Yesterday, **ASLA and the Environmental and Energy Study Institute hosted a successful congressional briefing** based on the [report of the Blue Ribbon Panel on Climate Change and Resilience](#) titled "Green Infrastructure: A Blueprint for Climate Resilient Communities". The briefing featured **Mark Dawson, FASLA**, of Sasaki Associates, Adam Ortiz, Director of the Montgomery County Maryland Department of Environmental Protection, Dr. Jalonnie White-Newsome of Kresge Foundation, and EVP Nancy Somerville, Hon. ASLA, who highlighted the benefits of green infrastructure, provided landscape architecture projects and research, and addressed environmental justice. Nearly 100 congressional staff, representatives from policy organizations, and others attended the "standing room only" event, with many others viewing the live streamed version from their computers. Highlights of the briefing will be added to the website and a video of the full briefing will be provided to ASLA members for professional development credit.



- Government Affairs had a successful 2018, with several policy and grassroots victories. The [iAdvocate Network](#) once again shattered the previous advocacy records, and in a huge legislative win, the **Water Infrastructure Improvement Act became law**. See the [Government Affairs' 2018 Advocacy Highlights](#) for more legislative and policy wins from last year.
- Last Tuesday, the House of Representatives passed S.47, The Natural Resources Management Act, by an overwhelming [363-62](#) margin. This legislation, which **includes the permanent authorization of the Land and Water Conservation Fund (LWCF) and reauthorization of the Every Kid Outdoors Act**, previously passed the Senate by a 92-8 vote on February 12. Government Affairs has been working diligently, with the support of our advocates and partners, to secure this bill's passage. **The measure now goes to the president for his signature.**
- **State legislative tracking is now publicly available on our [new interactive legislation map](#)**, and as of yesterday, State Government Affairs is [tracking 144 occupational licensing bills](#) in 38 states. Occupational licensing legislation is associated with deregulation trends, such as the Right to Earn A Living Act model legislation, occupation licensing reviews/studies, and the Consumer Choice Act model legislation. Additionally, occupational licensing legislation trends focus on licensure reciprocity of military members and their spouses, and bills restricting the use of prior criminal history in the granting of licenses. Staff is also tracking pertinent legislation affecting the landscape architecture industry, including proposals requiring businesses with state contracts to use verification tracking software.
- In a legislative win in Virginia, [S.B. 1559](#) passed both the State House and Senate and awaits the governor's signature. This bill would provide Virginian localities the ability to authorize contracts to grant loans for acquisition and installation of shoreline resiliency improvements on existing or new construction properties. The governor has until March 26 to sign the bill into law.
- **ASLA and CLARB held a joint licensure web summit** on February 28 with 75 participants receiving a legislative update on trends displayed in the roughly 200 legislative bills being tracked by ASLA State Government Affairs, as well as a review of updated resources and tools. Participants learned how the shared interests of licensure is utilized to build relationships within the industry, with aligned design professional organizations, and beyond to other highly skilled professional organizations who are also under licensure threat. Additional time was set aside to allow chapters and boards the opportunity to talk about their recent success stories. A recording of the webinar will be available soon.
- State Government Affairs Director Elizabeth Hebron and Manager Bradley Rawls attended a meeting last Thursday with the **Design Professions Work Group** and group members' respective licensing board councils. The group conferred on state legislative updates and any anticipated licensure threats. Additionally, the work group welcomed new partners from the interior design profession.
- Two weeks ago, State Government Affairs monitored several hearings regarding occupational licensure. Nevada's Senate Commerce and Labor Committee approved [S.B. 125](#) to improve the landscape architecture board's licensing operations. In a Washington hearing on [H.B. 1770](#), the Occupational Board Reform Act, proponents of the bill used landscape architecture as an example of a profession where there are "virtually no oversight functions" due to the board receiving few complaints or enforcement actions on issues involving safety. House Bill 1770 died in committee.
- In February, State Government Affairs submitted comments on proposed regulations for the D.C. licensure act passed in 2017.



- Recently, 20 states have introduced troubling legislation requiring private businesses who contract with the state to install verification tracking software on the computers of every employee involved on the contract. There is strong opposition to this because of the extreme intrusion of individual privacy and the high costs of data collection and storage. ASLA issued a [take action alert](#) to members to tell their state legislators to oppose these legislative proposals.

## Finance, Meetings, and Business Operations

- The **audit firm wrapped up field work last Friday** with a closeout with CFO Mike O'Brien, Hon. ASLA, and Accounting Manager Tim Grisham. Topics covered included proposed journal entries, trial balances, potential issues, and open items. CFO O'Brien and the Accounting staff are also planning the February close.
- **Advertising contracts** for 2019 *Landscape Architecture Magazine* reached **72 percent** of the budget goal.
- The **2019 EXPO** in San Diego has **248 exhibitors** signed; revenue totals **81 percent of the budget**.
- April Edwards has **joined ASLA as the new Accounting Technician**. April's duties will include ACHs and credit card payments, and corporate members, EXPO exhibitors, and sponsors payments and refunds.

## Landscape Architecture Magazine

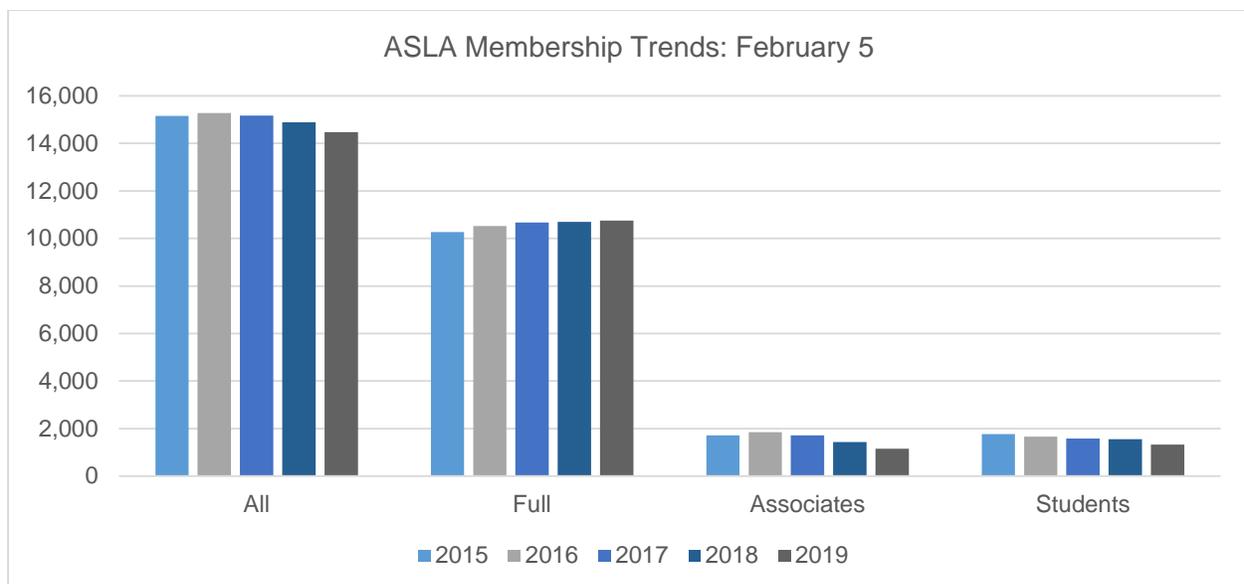
- The **April issue of LAM is going to press** today. The feature section focuses on a decade of **pop-up and tactical urbanism projects**, showing examples of a phenomenon that took hold during the Great Recession but has endured ever since as a useful, low-risk operating mode for creating public space. A feature tracing the history of pop-up, starting with Park(ing) Day, launched by Rebar (now Gehl) in San Francisco in 2005, is followed by a portfolio of pop-up projects of various types. Also in Features is a **profile of the nonprofit KaBOOM!**, which has built 17,000 playgrounds in North America in the past 25 years largely using pop-up methods before anyone called them pop-up. Also in this issue is a major piece in the Back that expands on a panel discussion at last fall's annual meeting in Philadelphia by Gina Ford, FASLA; Jamie Maslyn, ASLA; Cinda Gilliland, ASLA, and Rebecca Leonard on why they each left top-flight firms to start their own practices. The conversation is moderated by Steven Spears, FASLA.

## Public Relations and Communications

- Jacquelyn Bianchini has joined the Public Relations and Communications Department as Media Relations and Public Awareness Manager. She will be responsible for working with the communications team to implement the department's comprehensive approach to the Society's public awareness initiatives and media outreach efforts. Special emphasis will be placed on a campaign-style approach to key cross-departmental policy and issue-based initiatives, and to boosting the public profile of awards programs, among other priorities, including closer coordination with chapters.
- The **2019 Professional Awards call for entries closed on March 1, with over 540 eligible entries** submitted, a significant increase over 2018. The [jury](#) for professional awards will convene from March 29-31 to select the recipients in six categories. Entries continue to be accepted for the [2019 Student Awards](#); the registration deadline is May 10.

## Member and Chapter Services

- ASLA has just launched plans for **ASLA Portfolio Review Week, March 25-31**. In preparation for the reviews, ASLA is recruiting professionals to serve as reviewers for this program. **If interested, please RSVP with this [short survey](#) by March 18**. Next week, outreach will begin for students and emerging professionals interested in participating in the reviews. For more information, contact Member and Chapter Services Managing Director [Julia Lent, Hon. ASLA](#).
- As of March 5, **ASLA has 14,474 members**, which is a 2.7 percent decline from the same date in 2018 and a 4.5 percent drop since 2015. **The primary source of decline is emerging professionals, with associate membership dropping by 34.2 percent and student membership by 23.5 percent since 2015**. On a positive note, full membership, which makes up two-thirds of the entire membership, remains 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. Events like LARE Prep Week and Portfolio Review Week are aimed at serving the specific needs of these members.



- In February, State Government Affairs Director Elizabeth Hebron and Member and Chapter Services Managing Director Julia Lent, Hon. ASLA, facilitated two **chapter strategic planning sessions**. The Texas and South Carolina Chapters spent two days exploring priorities in meeting member needs and fulfilling the ASLA mission and vision. The plans are now in the refinement stage and will be released to chapter members later this spring.

## Education and Marketing

- The **Landscape Architectural Accreditation Board (LAAB)** met February 22-23 for the Winter 2019 board meeting. LAAB reviewed **10 renewal of accreditation programs**, including: Ball State University (BLA); Clemson University (BLA); Clemson University (MLA); Florida International University (MLA); Rutgers University (BSLA); Rutgers University (MLA); Temple University (MLA);



University of Minnesota (MLA); University of Tennessee (MLA); and University of Texas Arlington (MLA). Additionally, LAAB worked on organizational improvements and processes.

- LAAB held a **strategic planning meeting** in conjunction with its winter 2019 board meeting. Michela Perrone, Ph.D., president of MMP Associates, facilitated the one-day meeting where LAAB focused on three strategic initiatives: education and training, communication (internal and external); and board capacity, autonomy, and financial sustainability.
- The ASLA **Committee on Education** (COE) held its February conference call, which focused on revisions to the Landscape Architecture and STEM white paper. Additionally, LAAB and CELA provided updates to the committee. **COE Chair Maria Bellalta, ASLA, Education VP Douglas,** and Accreditation Manager Pritchard conducted the call.
- A **campaign targeting lapsed LA CES providers** was deployed last week with messaging covering the recent upgrades to the LA CES database. **Manager Whitney Mitchell** will hold weekly office hours in March to provide an orientation on the new upgrades.

## Information and Professional Practice

- On February 27, **Catherine Saunders, Affiliate ASLA**, of TBG Partners presented [Designing \(Digital\) Landscapes: Using Social Media to Raise Awareness](#) via the **ASLA Online Learning Series** to 69 registrants. The live webinar, moderated by Public Relations and Communication Coordinator JR Taylor, was available for 1.0 PDH (LA CES/non-HSW) and included tips for creating a social media strategy, improving post engagement, and ways to prove ROI through routine analytics monitoring and reporting. The webinar recording is now available for on-demand viewing.
- On February 27, the **Professional Practice Committee** met to review and discuss recent work by the PPC New Mobility and Emerging Technologies Subcommittee including the upcoming workshop at the [2<sup>nd</sup> National Urbanism Next Conference](#). The recently formed PPC Accessibility Working Group shared its plans to present an online learning webinar and compile materials for a LATIS Short.
- On February 26, the [Historic American Landscapes Survey](#) (HALS) Subcommittee held its first quarterly conference call. [Dr. Charles L. Leider, FASLA](#), a longtime member of the ASLA HALS Subcommittee, was commemorated; **Paul Dolinsky, ASLA**, Chief of HALS, announced his upcoming retirement from the National Park Service after nearly forty years; promotions for the [2019 HALS Challenge](#) and subcommittee membership and leadership succession planning were discussed; and Federal Government Affairs Director Roxanne Blackwell, Hon. ASLA, and Manager Daniel Hart shared information on ASLA's support for addressing the NPS maintenance backlog and advocacy for legislation that comprehensively addresses this issue. Subcommittee Chair **Chris Stevens, ASLA**, led the call.
- Professional Practice and PR & Communications staff participated in a first quarter call with USGBC staff to review **2019 SITES education, communications, and advocacy plans**.
- The **Archives and Collections Committee** held its February meeting via Zoom. Membership Manager Melissa Gobrecht discussed ASLA chapters' interest in online guidance for chapters on records, archive management, and conservation. The committee also reviewed the upcoming plans for World Landscape Architecture Month to invite chapter leaders and landscape architecture program administrators to identify new collections to be added to the [ASLA Landscape Architecture Archives Collection database](#).



## Deadlines and Reminders

- **Support our emerging professionals!** Professionals willing to serve as reviewers for **ASLA Portfolio Review Week, March 25-31**, should fill out this [short survey](#) by **March 18**.
- The [Leadership Calendar](#) can be accessed on the web.