

**ASLA-MN Strategic Plan  
(Proposed November 2011)**

American Society of Landscape Architects - Minnesota Chapter (ASLA-MN)

**ASLA Mission Statement**

The Society's mission is to lead, to educate, and to participate in the careful stewardship, wise planning, and artful design of our cultural and natural environments.

**ASLA-MN's Goal**

To carry out ASLA's Mission Statement and Strategic Objectives at the state level.

**ASLA-MN's Primary Short Term Initiatives (2011-12)**

1. Develop a permanent public relations plan to be updated yearly
2. Finalize and approve 2011-12 Strategic Plan
3. Draft job descriptions to correspond to strategic plan
4. Amend bylaws to modify positions based on strategic plan

**ASLA-MN Programs**

- Awards and Banquet
- Communications
- Education and Professional Development
- Public Relations
- Governance and Management
- Student Chapter Liaison

Pending bylaws amendment

- Government Affairs
- Member Relations vs. Programs
- Academic Affairs vs. Student Liaison

**Oversight**

**PRESIDENT** - Level 2: Intermediate Level Requires Knowledge of ASLA-MN Operations

Trustee, Executive Director, Fellows Representative, Awards & Banquet, Communications, Public Relations

**PRESIDENT ELECT** - Level 1: Base Level Requires Knowledge of Profession

Audit Committee, Education, Member Relations, Student Chapter Liaison

**IMMEDIATE PAST PRESIDENT** - Level 3: Strategic Level Requires Knowledge of ASLA-MN + PR

Secretary / Treasurer, Nominating Committee. Constitution and Bylaws Committee, Government Affairs, Vendor Advisory Board

## **ASLA Strategic Objectives**

The purpose of the Society is the advancement of knowledge, education, and skill in the art and science of landscape architecture as an instrument of service in the public welfare. To this end the Society promotes the profession of landscape architecture and advances the practice through advocacy, education, communication, and fellowship.

### **Advocacy and Awareness**

- Promote adoption of laws and regulations that: enhance the design, planning, and stewardship of the natural and built environment; and foster a business and regulatory climate that supports the practice of landscape architecture.
- Promote licensure of the profession to protect the public health, safety, and welfare and to protect landscape architects' right to practice.
- Enhance the image, visibility, and understanding of the profession with client groups, public policy makers, allied professions, media, and the general public.
- Keep the profession and the Society in the lead on critical and emerging practice areas and issues.

### **Member Services and Support**

- Provide educational opportunities and technical and information resources to support the professional practice needs of ASLA members and enable members to expand their knowledge and skills.
- Provide support and training to ASLA chapters and chapter leaders to enable the chapters to better support, serve, and advocate for the members.
- Provide networking and fellowship opportunities to foster information exchange in support of members and their practices.
- Produce a high quality magazine that contributes to the profession's core body of knowledge and enhances the image of the profession.
- Recognize, celebrate, and promote the work and contributions of members through professional awards and honors programs.

### **Supporting the Future of the Profession**

- Raise awareness of landscape architecture as a career option and help recruit a diverse pool of individuals into the profession.
- Support landscape architectural programs; encourage growth of existing programs and establishment of new undergraduate and graduate programs.
- Provide career development tools and resources.
- Support the growth and recognition of the profession around the world.

### **Governance and Management**

- Maintain effective lines of communication and information exchange with and among ASLA members, chapters, committees, the Board of Trustees and its Executive Committee, allied organizations, and others.
- Exercise responsible financial management and administrative oversight to ensure effective use of the Society's resources.
- Identify priorities and objectives that respond to member needs and advance the Society and ensure that programs are managed and implemented in accordance with member- and Board-identified goals.

## ADVOCACY AND AWARENESS

OBJECTIVE		EXISTING PROGRAMS		2012 INITIATIVES		TIMELINE
1	Promote adoption of laws and regulations that: enhance the design, planning, and stewardship of the natural and built environment; and foster a business and regulatory climate that supports the practice of landscape architecture.			Establish a Government Affairs Director position on the Executive Committee. (2007)	Government Affairs	Short term
				Participate in lobbying efforts initiated by ASLA. (2007)	Government Affairs	Short term
2	Promote licensure of the profession to protect the public health, safety, and welfare and to protect landscape architects' right to practice.			Establish relationship between ASLA-MN and landscape architecture representatives on the registration board by inviting representatives to present registration information to the board once a year. (2007)	Government Affairs	Short term
				Maintain awareness of AELSLAGID and JPC activities; attend JPC meetings (2011+)	Government Affairs	Short Term
3	Enhance the image, visibility, and understanding of the profession with client groups, public policy makers, allied professions, media, and the general public.	Establish an annual theme around which ASLA-MN programs and related content can be developed and communicated	ALL	Develop and implement a public relations plan. (2007)	Public Relations	Short term
		NLAM	Public Relations	Increase number of conferences/events where ASLA-MN hosts a display booth. (2007)	Public Relations	Short term
		Maintain landscape architect on State Design Board	Public Relations	Increase sponsorship of seminars hosted by allied professions. (2007)	Public Relations	Short term
				Establish relationship between landscape architect on the State Design Board by inviting representative to present to the board once a year. (2007)	Government Affairs	Short term
				Get a landscape architect on the Minnesota Accessibility Code Committee. (2007)	Government Affairs	Short term
				Promote benefits of/opportunities for community service (i.e. city commissions, MN design team) to membership. (2007)	Member Services	Short term
				Establish an internal and external Public Relations plan to increase the awareness of landscape architect's skills and knowledge. (2011)	Public Relations	Short term
				More clearly focus _SCAPE magazine to promote the value of landscape architecture and the value that landscape architects bring to their projects.(2011)	Communications	Short term
				Shape the awards program to communicate the value of the landscape architect to bring more visibility to the profession. (2011)	Awards and Banquet	Short term
				Feature landscape architects in the community and as volunteers in ASLA-MN Newsletter, _SCAPE, and social media. (2011)	Communications	Short term
Increase ASLA-MN exposure and involvement on City Councils, Neighborhood Associations, Planning	Government Affairs	Short term				

**ADVOCACY AND AWARENESS**

OBJECTIVE		EXISTING PROGRAMS		2012 INITIATIVES		TIMELINE
				Commissions, community boards, etc. (2011)		
				Make connections for the members to the community by publicizing to members volunteer opportunities in the community. (2011)	Member Services	Short term
				Create an ASLA-MN award for volunteerism. (2011)	Awards and Banquet	Short term
				Develop a publication that reflects landscape architects that is relevant to the larger community. (2011)	Public Relations	Short term
				Get landscape architects in the media. (2011)	Public Relations	Short term
				Partner with allied organizations and businesses around events and education that relate the annual theme. (2011)	Education	Short term
				Work to understand the issues of affiliated groups and collaborate on relevant public policy issues. (2011)	Government Affairs	Short term
				Develop ongoing opportunities for connections to business and government leaders. (2011)	Government Affairs	Short term
				Raise the member awareness of the role ASLA–MN plays in public policy formulation and its importance to the profession. (2011)	Member Relations	Short term
				Develop information on emerging issues to help build positions and achieve desired outcomes. (2011)	Government Affairs	Short term
4	Keep the profession and the Society in the lead on critical and emerging practice areas and issues.	Develop Continuing Education Course(s)	Education and Professional Development	Develop PR to highlight landscape architecture leadership in emerging issues. (2007)	Public Relations	Short term

## MEMBER SERVICES AND SUPPORT

OBJECTIVE		EXISTING PROGRAMS		2012 INITIATIVES		TIMEFRAME
1	Provide educational opportunities and technical and information resources to support the professional practice needs of ASLA members and enable members to expand their knowledge and skills.	Education Seminar	Education and Professional Development	Foster a continuing education program that matches the varying levels of experience in the membership. (2011)	Education and Professional Development	Short term
				Update the website to become an invaluable tool for members. (2011)	Communications	Short term
				Provide support or members seeking professional registration with a formal LARE education program. (2011)	Education and Professional Development	Short term
				Develop several entry points for Fellows to engage with ASLA-MN members and MLA students like through quarterly brown bags or events hosted by the Fellows. (2011)	Student Chapter President, Student Liaison	Short term
2	Provide support and training to ASLA chapters and chapter leaders to enable the chapters to better support, serve, and advocate for the members.	N/A	N/A	Help directors to assemble/manage committees to develop new chapter leaders. (2007)	Member Relations	Short term
				Prepare job descriptions that align with strategic plan. (2011+)	Member Relations	Short term
3	Provide networking and fellowship opportunities to foster information exchange in support of members and their practices.	Continuing Education Course	Education and Professional Development	Increase committee participation. (2007)	Member Relations	Short term
		Fall BBQ	Student Chapter President, Student Liaison	Create professional practice networks for members to share their expertise and to discuss sensitive industry issues facing the profession. (2011)	Member Relations	Short term
		Firm Open House	Student Chapter President, Student Liaison	Identify member talents, interests and passions and recruit members to be actively involved in ASLA-MN. (2011)	Member Relations	Short term
		Awards Celebration	Awards and Banquet	Improve access to ASLA-MN services for non-metro members. (2011)	Member Relations	Short term
		Golf Outing	Member Relations	Provide networking opportunities for members. (2011)	Member Relations	Short term
		Bowling Outing	Member Relations			
		NLAM	Public Relations			
		Minnesota Women in Landscape Architecture (WILA-MN)	Member Relations			

## MEMBER SERVICES AND SUPPORT

OBJECTIVE		EXISTING PROGRAMS		2012 INITIATIVES		TIMEFRAME
		Solo Practitioners	Member Relations			
4	Produce a high quality magazine that contributes to the profession's core body of knowledge and enhances the image of the profession.	_SCAPE	Communications	Create editorial committee for _SCAPE. (2007)	Communications	Short term
5	Recognize, celebrate, and promote the work and contributions of members through professional awards and honors programs.	Awards Celebration and Gala	Awards and Banquet	Develop and implement a public relations plan. (2007)	Public Relations	Short term
		Publish award winners in _SCAPE	Awards and Banquet, Communications			
		Display award boards in exhibit booth at AIA and Northern Green Expo	Awards and Banquet, Public Relations			
		Issue press releases announcing winners	Awards and Banquet, Public Relations			

## SUPPORTING THE FUTURE OF THE PROFESSION

OBJECTIVE		EXISTING PROGRAMS		2012 INITIATIVE		TIMEFRAME	
1	Raise awareness of landscape architecture as a career option and help recruit a diverse pool of individuals into the profession.			Distribute Valued Places books to libraries. (2007)	Education and Professional Development	Mid term	
				Make presentations to 10 classrooms (elementary, junior or senior high) each year for career day. (2007)	Education and Professional Development	Mid term	
				Make one presentation to a community college each year. (2007)	Education and Professional Development	Mid term	
				Mentor students (ACE). (2007)	Education and Professional Development	Mid term	
				Establish a secondary education mentoring and outreach program (to high school age students). (2011)	Education and Professional Development	Mid term	
2	Support landscape architectural programs; encourage growth of existing programs and establishment of new undergraduate and graduate programs.	Mentor students (U of M)	Student Chapter President, Student Liaison	Fund Scholarship (U of M). (2007)	Treasurer	Mid term	
			Invite Student Chapter president to attend ASLA-MN meetings	Student Chapter President, Student Liaison	Maintain relationship with University. (2007)	President	Short term
			Invite practitioners to speak with students	Student Chapter President, Student Liaison	Explore specific ways in which ASLA Minnesota can collaborate with the College of Design. (2011)	President	Short term
			Provide student portfolio review sessions	Student Chapter President, Student Liaison			
3	Provide career development tools and resources.	Provide links to educational opportunities provided by allied professional organizations	Communications	Keep website current and relevant. (2007)	Communications	Short term	
				Utilize materials provided by ASLA. (2007)	Communications	Short term	
			Develop web page that provides links to technical references (i.e. ADA guidelines). (2007)	Communications	Short term		
			Provide product library on page (supported by vendors). (2007)	Communications	Mid term		
4	Support the growth and recognition of the profession around the world. state.						

## GOVERNANCE AND MANAGEMENT

OBJECTIVE		EXISTING PROGRAMS		2012 INITIATIVES		TIMEFRAME
1	Maintain effective lines of communication and information exchange with and among ASLA members, chapters, committees, the Board of Trustees and its Executive Committee, allied organizations, and others.	Keep website current and relevant	Communications	New member orientation sessions. (2007)	Member Relations	Mid term
		e-blast newsletter	Communications	Actively recruit new members from all segments of the profession. (2007)	Member Relations	Short term
		New member welcome packet	Member Relations	Modify Executive Committee structure. (2007)	President	Short term
		Improve communications with sponsors	Vendor Advisory Board	Develop member testimonials on the value of membership and use them to promote involvement in ASLA-MN and use of services. (2011)	Member Relations	Short term
2	Exercise responsible financial management and administrative oversight to ensure effective use of the Society's resources.	Initiate audit/review of financial records	Audit Committee	Develop alternative approaches to revenue generation. (2007)	Treasurer	Short term
				Evaluate 501 tax status. (2011)	Treasurer	Short term
				Shape the awards program to communicate the value of the landscape architect suppliers and vendors to bring more visibility to our sponsors. (2011)	Awards and Banquet	Short term
3	Identify priorities and objectives that respond to member needs and advance the Society and ensure that programs are managed and implemented in accordance with member- and Board-identified goals.	Update strategic plan on annual basis	President			