

WI ASLA PUBLIC RELATIONS AND COMMUNICATIONS ADVISORY COMMITTEE

Term: Two Years
Program Area: Public Relations and
Communications

Chair Appointed by: WI ASLA President
Members Appointed by: Chair
Number of Members: Four to Six

Organizational Characteristics

Position(s):

Chair
Members

Charge and Responsibility

Development and implementation of media relations strategies, publicity materials (graphics and content), and outreach activities for the WI Chapter. Assist in the formulation of strategic communication plans and the development of the WI ASLA social media policy. Assist in development of programs and the development of internal, issue-oriented chapter public relations efforts; suggest opportunities to generate positive coverage of the profession; and regularly evaluate WI ASLA's publicity efforts.

Review and recommend improvements to WI ASLA's website and electronic communications (including e-newsletters and social media platforms) to better serve targeted audiences: landscape architects, students, allied design and construction professionals, the general public, and the media.

Meeting Schedule and Time Commitment

Twelve, one-hour conference calls a year, plus an informal meeting during the Annual Meeting; as needed email requests for comment on media exposure, materials and initiatives (four to six a year). Additional time, on a project by project basis to develop graphics and content that support the Chapter and include but are not limited to events, elections, education/CEU opportunities, World Landscape Architecture Month, Park(ing) Day, advocacy and our annual Spring Conference.

Please submit your interest to:

Sarah McDonald, PR & Communications Chair
communications@wiasla.com

WI ASLA EMERGING PROFESSIONALS COMMITTEE

Term: Two Years

Program Area: Emerging Professionals

Chair Appointed by: WI ASLA President

Members Appointed by: Chair

Number of Members: Two to Three

Organizational Characteristics

Position(s):

Chair

Members

Charge and Responsibility

Develop a program that will capture the interest of emerging professionals in Landscape Architecture and garner interest in joining ASLA and the Wisconsin Chapter. Provide educational opportunities that support the pursuit of licensure, including study opportunities for the LARE exam. Provide networking opportunities and mentoring opportunities for new professionals. New ideas for advancing the program are always welcome.

Meeting Schedule and Time Commitment

Eight to ten, one-hour conference calls a year, plus as needed by email. Attendance at scheduled events for emerging professionals.

Please submit your interest to:

Kristi Sherfinski, Emerging Professionals Co-Chair

Mara Redding, Emerging Professionals Co-Chair

hals@wiasla.com

WI ASLA ADVOCACY/GOVERNMENT AFFAIRS ADVISORY COMMITTEE

Term: Two Years

Program Area:

1. Defend and sustain Professional Licensure for Landscape Architects
2. Advocate for Issues/Funding/Legislation/Policy relevant to Landscape Architecture
3. Coalition building with allied design professions

Chair Appointed by: WI ASLA President

Members Appointed by: Chair

Number of Members: Two (Minimum)

Organizational Characteristics

Position(s):

Chair

Members

Charge and Responsibility

The Society's and Chapter's **Mission** is to advance Landscape Architecture through advocacy, communication, education, and fellowship.

Professional licensure; Identify and respond to legislation that may threaten the professional license of Landscape Architects. Coordinate response and advocacy to strengthen and sustain our license.

Monitor various advocacy efforts/initiatives at the state, county and municipal levels as well as federal legislation, policy and funding issues relevant to Landscape Architecture.

Build coalitions with allied professional organizations to strengthen our message and partner in implementing our mission; Landscape Architects lead the stewardship, planning, and design of our built and natural environments.

Identify 'champions'; Chapter members that have built relationships with key legislators that can be realized as issues arise.

Coordinate with PR/Communications Committee to educate and inform legislators and allied professions about our profession, how we protect public health, safety, and welfare, and why we license as a profession.

Coordinate with the Wisconsin Department of Safety and Professional Services (DSPS) and the Examining Board of Architects, Landscape Architects, Professional Engineers, Designers and Professional Land Surveyors to effectively sustain our professional license and monitor continuing education requirements.

Utilize and collaborate with ASLA Government Affairs staff and resources to effectively communicate our message to legislators, Chapter members, and non-members.

Meeting Schedule and Time Commitment

"Every day is Advocacy Day!"

As issues arise the Chair will mobilize the committee in response to threats to licensure and pending legislation. The Chair will work with legislative consultants and ASLA Government Affairs staff to identify and develop a response to issues of interest. The Chair will report to the Chapter President the issue and the response to be realized.

Twelve, one-hour conference calls a year, plus an informal meeting during the Annual Meeting; as needed email requests for comment on legislation, policy and funding issues. Additional time, on an issue by issue basis in response to advocacy issues, including in-person legislative meetings, conference calls and coordinated social media responses.

Please submit your interest to:

Jay Gehler, Advocacy Chair
advocacy@wiasla.com

WI ASLA AWARDS COMMITTEE

Term: Two Years

Program Area: Professional Design and Recognition Awards; Student Awards; Scholarships

Chair Appointed by: WI ASLA President

Members Appointed by: Chair

Number of Members: Two to Four

Organizational Characteristics

Position(s):

Chair

Members

Chair Members Charge and Responsibility

Assist in promotion and coordination of annual awards and recognition competition: promote the annual awards competition, create awards template and information materials, receive submissions from participants, coordinate with partnering chapters to judge submissions and select winners, attend jury session, attend awards ceremony at annual spring conference. Attend student awards jury session. Assist in creation of new scholarship awards: Establish scholarship content, judging criteria, award distribution, publicity, and attend jury session(s)

Meeting Schedule and Time Commitment

Two to four jury sessions to judge awards materials (sessions typically last from two to four hours). Two to four, one-hour conference calls for awards coordination. As needed email requests for miscellaneous tasks.

Please submit your interest to:

Bradlee Bertram, Awards Chair

awards@wiasla.com

WI ASLA EVENTS AND CONTINUING EDUCATION COMMITTEE

Term: Two Years

Program Area: Event and Continuing
Education Planning

Chair Appointed by: WI ASLA President

Members Appointed by: Chair

Number of Members: Four to eight

Organizational Characteristics

Position(s):

Chair or two Co-Chairs if deemed appropriate

Member

Charge and Responsibility

To develop, oversee, and implement chapter events that provide continuing education components. The prime focus is the coordination of the chapters premier event, the Annual Spring Conference, but does not exclude other events with a continuing education component.

To provide guidance and oversight to chapter events that receive [Landscape Architecture Continuing Education System \(LA CES\)](#) certification.

Member details include the following. Coordination will be done in conjunction with communications committee, executive committee, and with the support of Wisconsin Association Management (WAM).

- Overall coordination of event program/brochure development
- Manage event logistics such as venue, catering, audio visual needs, production of promotional and onsite printed documents, name tags, center pieces (if needed), etc.
- Coordinate the registration table at events.
- Develop/oversee communications/brochures with the communication committee for each activity, including as appropriate; mass emails, social media posts, onsite registration materials, etc. with timely implementation for recipient planning.
- Coordinate with WAM and PR & Communications Chair for distribution of above referenced communications.
- Help in developing ideas for speakers and help secure speakers if/when needed.
- Help in developing ideas for vendors and help secure vendors if/when needed
- Help in developing new concepts for keeping events fresh and exciting
- This position does not include acquiring sponsorships and speakers, or LA CES coordination of events. The executive committee and/or WAM may ask for input or help on these topics at times.

Chair or Co-Chair Specific Duties

- Attend Executive Committee meetings and report on efforts
- Coordinate event planning meetings.
- Organize a team as necessary to provide support for timely completion of

identified event tasks.

Meeting Schedule and Time Commitment

- Twelve, one-hour conference calls a year
- One in person meeting during the Spring Conference, if deemed necessary
- Committee tasks as needed. Anticipate 5 to 10 hours per month
- Additional time, on a project by project basis to support the Chapter initiatives related to event and continuing education planning that may fall outside the scope of original charge and responsibility

Please submit your interest to:

Christa Schaefer, Continuing Education Co-Chair

Rhonda James, Continuing Education Co-Chair

Treasurer@wiasla.com

WI ASLA MEMBERSHIP COMMITTEE

Term: Two Years

Program Area: Membership

Chair Appointed by: WI ASLA President

Members Appointed by: Chair

Number of Members: Four to eight

Organizational Characteristics

Position(s):

Chair

Emerging Professionals Chair

WI ASLA Student Chapter President

Members

Charge and Responsibility

The key function of the Membership Chair is to keep the chapter vibrant and strong by promoting chapter membership.

Current Programs and Opportunities

- Recruitment and prospecting of new members
- Retention and renewal of existing members
- Organize Member recruitment events (Summer & Winter socials)

Responsibilities

- Attend Executive Committee meetings and report efforts.
- Organize a team as necessary to provide support for tasks.
- Work with Secretary and Executive Director (WAM) in corresponding with members.
- Use letter templates provided by national and chapter.
- Monthly meeting with the Wisconsin Student Chapter and Emerging Professionals Chair
- Quarterly Committee Meeting/Conference Call with Membership Committee
- Maintain prospect lists.
- Follow-up to National recruitment efforts.
- Students and Associates/New Grads
- Grow the Chapter!
- Participate in quarterly National Membership Chair conference call, which will be used as a forum to share ideas and successes in increasing chapter membership.

Meeting Schedule and Time Commitment

- One-hour conference calls scheduled as needed, time on a project by project basis, as needed email requests for miscellaneous tasks, communication via email or phone as needed.

Please submit your interest to:

Audra Lofton, Membership Committee Chair, Student Chapter Liaisons

membership@wiasla.com