



## ASLA WI Annual Retreat Strategic Planning Meeting

Friday & Saturday, January 11-12, 2013  
Zimmerman Studios, 2122 W. Mt. Vernon Avenue, Milwaukee, WI 53233

The mission of the American Society of Landscape Architects Wisconsin chapter is to lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments

### Advocacy and Awareness

- Serve as the primary resource for critical and emerging issues impacting the landscape architecture profession.
- Strengthen, educate and promote the understanding and significance of landscape architecture.
- Maintain and enhance the right to practice landscape architecture.
- Encourage, enable and promote participation and leadership within the community and profession.

### Member Services and Support

- Provide education, resources and networking opportunities to support professional development.
- Keep members informed and connected.
- Recognize and promote member achievements.

### Supporting the Future of the Profession

- Support the viability and availability of an accredited Landscape Architecture program in the state.
- Engage and support landscape architecture students and emerging professionals.
- Raise awareness of landscape architecture as a career.

### Governance and Management

- Ensure the responsible and sustainable use of chapter resources.
- Grow and retain members and sponsors.
- Develop and promote leadership within the chapter.

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## **Strategic Objectives Statements with Goals**

Outlined below are the strategic objectives for the Wisconsin chapter, with goals and identified programs, activities and events to reach the objectives.

### Advocacy & Awareness:

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Serve as the primary resource for critical and emerging issues impacting the landscape architecture profession.

- Promote professional expertise at the local level
  - Positioning landscape architects at the table
  - Create presentation templates
  - Identify and examine issues & trends
- Promote allied profession collaborations
  - Summit with Allied leaders
    - WGBA, AIA, APA, PE, Sustain Dane, WGIF, WPRA, Planet, Wild Ones, etc.
  - Serve as bridge between Allied profession education programs

Strengthen, educate and promote the understanding and significance of landscape architecture.

- Organize and host awareness events
  - National Landscape Architecture Month (NLAM), Public Relations Events, PARKing Day
  - In-State Lobby Day

- Landscape Architect Discovery K-12 (aka. Career Discovery)
- Develop a visibility strategy
  - Press releases, local press/media contacts, social media, advertising
- Recognize and promote non-members that support the chapter or profession
- Recognize and promote member works and contributions to the chapter or profession

Maintain and enhance the right to practice landscape architecture.

- Maintain a positive relationship with lobbyist, agencies and elected representatives
  - Consider hiring a lobbyist to monitor and evaluate issues impacting landscape architects
  - Increase chapter and student Advocacy Network participation and encourage members to contact their elected representatives
- Promote and protect licensure
  - Educate members on maintaining integrity of license laws
  - Educate members and regulatory agencies on the rights to practice landscape architecture
- Communicate and encourage participation of members on critical happenings and outcomes

Encourage, enable and promote participation and leadership within the community and profession.

- Encourage individual participation on public boards or offices
- Identify service opportunities (philanthropic activities, community events, pro-bono work)

#### Member Services and Support

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Provide education, resources and networking opportunities to support professional development.

- Host annual education conference (Spring Conference)
- Provide continuing education opportunities: Annual Meeting, One-day events, webinars, lunch-n-learns, digital speaker recordings and tours
- Examine regional educational opportunities
- Provide professional development opportunities to targeted practice disciplines (Design-Build, etc.)
- Explore education partnerships
- Provide Landscape Architecture Continuing Education System (LA CES)
  - education sessions
- Provide Landscape Architect Registration Examination (LARE) preparation opportunities
- Provide networking opportunities: Spring Conference, Annual Meeting, social events, golf outing, Third Thursday, Boat Cruise, Member Meet & Greets, Office Open Houses

Keep members informed and connected.

- Develop a communication strategy and protocol
  - Create a quarterly newsletter (member spotlight, event recaps, licensure, advocacy updates, Notes & Numbers)
  - Utilize social media (LinkedIn, Facebook, Twitter)
  - Maintain website content relevancy (SEO – Search Engine Optimization)
  - Create a chapter brand (consistent with National ASLA and utilized throughout social media)
  - Explore communication management and delivery options
  - Disseminate Annual Report to members
  - Explore member to member information sharing capabilities (blog, etc.)
  - Engage members by making personal contact
- Maintain a communication conduit for member to chapter leadership
- Engage past leaders (bi-annual meeting, phone, email, etc.)

Recognize and promote member achievements.

- Administer member recognition and professional awards program
  - Review awards standards
- Identify and encourage Fellows nominations

- Recognize members for volunteer service (thank you's, etc.)

### Supporting the Future of the Profession

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Support the viability and availability of an accredited Landscape Architecture program in the state.

- Connect with University Dean, Program Chair and Educators.
  - Establish relationships
  - Offer the chapter as resource
  - Create a program liaison position
- Communicate with and engage alumni

Engage and support landscape architecture students and emerging professionals.

- Host student activities: Last Free Lunch, Capstone presentations, portfolio reviews, student awards (Design, Honor, and Merit Awards), student design competitions.
- Provide LABASH support
- Engaging emerging professionals through mentorship, portfolio reviews, workshops, mock interviews
- Develop leadership growth opportunities for emerging professionals; targeting for volunteer recruitment, establishing an EPC, and encouraging license obtainment

Raise awareness of landscape architecture as a career.

- Landscape Architecture profession promotion through ACE, career discovery, shadow day, classroom visits, and office open houses
- Develop career discovery materials (Toolbox)
- Outreach to educational institutions (K-12, higher education, etc.) to promote landscape architecture as a career opportunity

### Governance and Management

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Ensure the responsible and sustainable use of chapter resources.

- Develop a five-year financial plan (taxes, chapter accounts, audit, budget development, reserves, etc.)
  - Association Manager
  - Lobbyist
- Explore alternate funding sources (fundraising, grants, etc.)
- Follow bylaws, administration policies and reporting requirements
  - Standardize Chapter Operations to ensure program continuity
- Develop Position Handbook (job descriptions)
- Historian
- Photographer
- Association Manager
- Liaison positions
- Committee Chairs
- Transition protocol
- Event Checklist (Elections, Spring Conference, Annual Meeting, Professional and Recognition Awards, Social events, etc.)
- Planning Calendar (monthly meetings, etc.)
- Internal and External Communications format and schedule (teleconference, in-person, monthly meetings, etc.)
- Annual Report, financial audit, incorporation status
- Adopt Information disclosure policy
- Draft a Allied collaboration strategies policy

- Optimize chapter information management tools (cloud, programs, tech. equipment, online resources, archiving, branding, etc.)

Grow and retain members and sponsors.

- Create and effectively manage membership data (current members, lapsed members, prospective members)
- Conduct a membership recruitment drive
  - Target disciplines and regions
  - Identify prospective members
  - Re-recruit lapsed members
- Utilize continuing education and networking events as a recruitment tool
- Establish a membership retention strategy
- Membership satisfaction surveys
- Create member value communications (demonstrate member benefits)
- Initiate new member welcome communication (calls)
- Highlight membership milestones and member spotlights in newsletter
- Create chapter Notes and Numbers
- Recruit volunteers
- Develop sponsorship recruitment and retention program
- Create sponsor benefit program
- Solicit sponsor feedback

Develop and promote leadership within the chapter.

- Provide leadership development opportunities and training
  - Attend national leadership meetings (CPC, BOT, Advocacy and PR Summit)
  - Encourage committee participation
  - Promote volunteerism
- Develop specific volunteer activities
- Executive Committee training and mentorship program
- Develop a succession strategy
  - Identify and recruit future leaders