



ASLA

Southern California

2019-2021

STRATEGIC PLAN

SOCAL ASLA MISSION STATEMENT

The purpose of the Chapter shall be 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 Chapter shall promote the profession of landscape architecture and advance the practice through advocacy, education, communication and fellowship.

COMMUNICATION

- ✓ Celebrating the Tapestry of Southern California
- ✓ Promote the value of ASLA to our members
- ✓ Professional support network

ADVOCACY

- ✓ LATC Sunset 2019
- ✓ Effectively advocate for the profession at the state, local and federal level
- ✓ Student Advocacy

ENGAGING MEMBERSHIP AND FUTURE LEADERS

- ✓ Provide diverse networking opportunities for members
- ✓ Support Emerging Professionals

GOVERNANCE AND MANAGEMENT

- ✓ Identify ExCom Leadership
- ✓ Chapter Annual Sponsorship



ASLA

Southern California

2019-2020

STRATEGIC PLAN (Expanded)

- 1 | Communication
- 2 | Advocacy
- 3 | Engaging Membership and Future Leaders
- 4 | Governance and Management

1 | COMMUNICATION {Chapter Vision, Promoting Our Value}

✓ Celebrating the Tapestry of Southern California

1. Weekly broadcasts
 - Monthly Theme (our regions, our schools)
 - Tell Your Story: (Board members show involvement – tell “our story”)
 - Spotlight on Members
 - Highlight members offices
 - Spotlight on students
 - Highlight Landscape Architecture programs
 - Photo Contest (sketch, video, etc.)
2. Podcast – about “community” – the community of landscape architects that bring us together.
3. Focus on the personal touch with more face-to-face meetings.
4. Vendor Videos on the website

✓ Promote the value of ASLA to our members

1. Communicate the benefit/resources ASLA can provide through Liaison to Students and Membership (in process)
2. Create “forum” opportunities where people can post idea or questions.
3. What is ASLA National doing with the current membership decline

✓ Professional support network

1. Provides resources for additional employment through networking & schools.
 - Why do people join the LALAs or “Leaders of Tomorrow (LOT)?
2. Professional advocacy – showing the value to the legislature and the public
3. Promote our professional resources page of our chapter website. “Did You Know” Campaign.

2 | ADVOCACY {Public Awareness, State and Local Advocacy}

- ✓ LATC Sunset Review 2019
 1. Hearings start in March 2019. Begin talking to legislators before this hearing. (done)
- ✓ Effectively advocate for the profession at the state, local and federal level
 1. Communicate to members by email re: the importance of meeting with their legislators
 2. CCASLA delegates meeting with legislators (done)
 3. Create content and regarding licensure and advocacy to send out to the members – CCASLA (in process)
- ✓ Student Advocacy
 1. Get students involved in advocacy (made it available)
 2. Continue our procedure of sending one student to Advocacy Day for the Spring Mid-Year Meeting

3 | ENGAGING MEMBERSHIP AND FUTURE LEADERS {Programs, Education}

- ✓ Provide diverse networking and programming opportunities
 1. Office hosted mixers
 2. Regional Events (i.e., BMLA BBQ)
 3. Rainwater harvesting (A. Terry)
 4. Urban Forestry (A. Lipkis)
 5. Stadium Tour in Los Angeles (N. Straabe).
 6. Connect with City office of Sustainability Roundtable (D. Border)
 7. Sponsor hosted events
 8. Shot hole beetle (P. Brief) - regional
 9. Piggyback on other events
 10. Annual SoCal gathering
 11. Fire Prevention
 12. Parking Day (in process)
- ✓ Support Emerging Professionals
 1. Confirm a Chair or Co-Chairs (done – Melanie and Chloe)
 2. Revenue neutral events for Emerging Professionals (LARE reviews, Kayaking, sketch crawl, Ciclavia)
- ✓ Meet the educational needs of our members
 1. Provide free educational webinars for members at lunch through Zoom
 2. Link ASLA webinars to Chapter Webpage (done)

4 | GOVERNANCE AND MANAGEMENT {Future leaders, Nominating}

- ✓ Identify a President Elect for the 2021 Fiscal year. (Pamela Brief serving a two-year term) - done
- ✓ Identify a Programs Chair for 2019
- ✓ Secure a Programs Chair
 1. Point person in each region to work with Programs Chair
 2. 1 event per year/per region
 3. Regional events – gatherings (not structured)

- ✓ Revisit our Sponsorship program in 2019 - done
- ✓ Form an education subcommittee to connect more with the students and professors (Duane)
- ✓ Link ASLA webinars to Chapter Webpage (done)
- ✓ Set up Communications Drop Box (Ex. Director) - done
- ✓ Continue with our social media platforms (Instagram, LinkedIn, Facebook) – continuing