

ASLA Leaders E-Express ...

January 20, 2005

Governance and Administration

- ASLA has sent **letters of condolence and support** to the landscape architecture societies in Indonesia, Thailand, Malaysia, and India, the four countries affected by the tsunami that are represented in the **International Federation of Landscape Architects (IFLA)**. ASLA has offered to fund attendance of the delegates from those countries to the IFLA Eastern Region conference to be held in Mumbai, India, in February. A meeting on disaster relief and how the profession can assist with planning and rebuilding will be held as part of the Mumbai meeting.
- The **Green Roof Task Force** has reviewed the submitting firms' statements of qualifications and developed a short list for the ASLA headquarters green roof. The statements of qualifications were all of high quality. Selection criteria established by the task force include the firms' expertise in design/esthetics, technical capacity, leadership/promotion ability, and research/monitoring approach. ASLA membership and licensure status were also reviewed. Communications back to all of the firms that submitted statements of qualifications are in process.
- ASLA staff and members will participate in a **General Services Administration (GSA) roundtable on perimeter security** in Chicago on January 27-28. The roundtable is intended to provide input to and help shape a guide on perimeter security that is being authored for GSA by landscape architecture firms as part of the agencies' First Impressions program.
- **President-elect Dennis Carmichael, FASLA, James van Sweden, FASLA; Kristiana Farnsworth, ASLA, Jeff Lee, ASLA, Barbara Deutsch, ASLA, Sunny Scully, FASLA, Joan Honeyman, ASLA, Faye Harwell, ASLA,** and key staff gathered on January 10 for an ASLA-hosted lunch with **Drew Becher, associate director of the Department of Parks and Recreation for the City of Washington, D.C.** Becher was one of the most active individuals involved in the beautification movement in Chicago. He served as assistant to Mayor Richard Daley, Honorary ASLA, and as Chief of Staff for the Chicago Parks District. Having taken Chicago to international acclaim for its greening initiatives, Becher is now applying the same strategies to D.C. He shared his plans for greening D.C., which include developing a landscape ordinance and pursuing many significant landscape architecture projects.
- **Annual performance reviews and updating of job descriptions** are underway for all ASLA staff.

Public Relations and Resource Development

- New web editor Dave Connell sent his first issue of [LAND Online](#) on January 10 to 11,036 members (those with current emails). The issue achieved a **51-percent open rate**, one of the highest open rates for an association newsletter according to ASLA's email vendor. The most frequently opened stories were the new Business Indicators Survey (592 opened), People/Places (542), the Cultural Landscape Foundation (436 opened), and the National Building Museum's OPEN exhibit, which features many ASLA members (321 opened). Only 70 members have accessed the downloadable .PDF.
- ASLA continues to **update website information on [responses to the South Asian tsunami disaster](#)**. Additions include links to Architects for Humanity and ICOMOS, both of which are collecting money for reconstruction efforts. We will continue to update this coverage and provide additional coverage on the home page and in *LAND Online* as appropriate. Several members responded to *LAND Online* praising the association's response to the disaster.

ASLA Leaders E-Express ...

- **"The Dirt" is being redesigned** and will be re-launched on February 15. The new **expanded format will provide a more substantive daily digest** of media coverage of landscape architecture and the issues that affect it. The goal is to make it a daily "must read" for members. Meanwhile, the existing "Dirt" site is being updated with new articles.
- Results of the **survey of members who have not attended an ASLA annual meeting** in the past four years are in. A total of 2,180 responses were received from the 12,000 members surveyed, an 18 percent return, indicating a strong level of interest in the meeting. The majority of respondents indicated that they have not attended because their employers would not pay for registration or travel and almost half said that the annual meeting has been held on inconvenient dates. The most popular education session topics included urban planning, regional and community planning, elements of design, parks and recreation, graphics, and LandTech. A summary is being compiled of the results of the non-attendee survey, the attendee survey, the education session evaluations, and the Business Indicators survey.
- **Ads are being created to promote National Landscape Architecture month and the 2005 ASLA Professional and Student Awards Call for Entries.** Both ads will appear in the March issue of LAM.
- Also in the works is a **survey of LAM readers** to measure reader satisfaction and preferences in regard to content as well as to track purchasing habits and the effectiveness of advertising. The survey results will help to determine editorial direction of the magazine and to increase the value of LAM to advertisers. The survey will be sent out in early February and results are expected in May.
- A **2005 Annual Meeting & EXPO web page** has been created and includes "save the date" information and information for exhibitors. More information will be added as it becomes available.
- A **wristband** similar to the Lance Armstrong "Live Strong" wristbands is being created, with proceeds going to the ASLA Fund. The band will be green and bear the tagline **"Live Green"** as well as the ASLA logo. A card will be polybagged with the wristbands, with information on what people can do to protect the environment.
- The **re-designed web pages for Landscape Architecture (LA) Month** are scheduled to be "live" by the end of the day on Monday, January 24. A note will be sent to chapter and student presidents and LA Month coordinators once the pages are ready. The web pages will include ideas for activities, resources for getting started, special logos that can be downloaded, talking points, and other materials to help get organized for a great LA Month 2005.
- The **2004 ASLA Professional Awards have received international coverage**, both in the January-February issue of the French magazine *Jardins Passion & Decoration* and in the December issue of *Environment & Landscape Architecture of Korea*. The Korean magazine also featured multi-page coverage of the 2004 Annual Meeting in Salt Lake City.

Government Affairs

- The ASLA Executive Committee has reviewed and endorsed ASLA's new **legislative agenda for the 109th Congress**. The proposed agenda, developed by the Government Affairs Advisory Committee and staff based on Board and member input, will now go to the Board of Trustees for review and input. Priority issues are: reauthorization of the Transportation Equity Act of the 21st Century (TEA-21); funding for the Historic American Landscapes Survey (HALS); active living by design (including smart growth, parks, and conservation issues); security design; and water issues. Please see *LAND Online* for more details.
- **Legislation has been introduced in the Vermont senate to create a practice act in that state.** A committee hearing is expected to be held in the next two weeks. This year the bill is being sponsored

ASLA Leaders E-Express ...

by the Chair of the Senate Government Operations Committee. A companion bill in the Vermont house is expected to be introduced shortly.

- The **Utah Chapter** is working hard to get landscape architects added to legislation that will exempt certain professions from sunset review. As drafted, the bill would eliminate many health professions, plus architects and engineers, from the state's sunset act. If those efforts are unsuccessful, the next sunset review for landscape architects in Utah will be 2008.

Education and Academic Relations

- The ASLA **Council on Education** has sent a **survey to landscape architecture programs on faculty issues** including faculty composition and qualifications, policies for assessing and evaluating faculty, and future practices and trends in hiring and evaluating faculty.
- **ASLA chapters have been asked to let ASLA know about any upcoming LARE review sessions** for an upcoming *LAND Online* article and to update the ASLA website.
- The **results of the Landscape Architecture Body of Knowledge (LABOK) study** will be posted on ASLA Online on January 24. The study will be highlighted in a *LAND Online* article with links back to the LABOK report.
- The **Landscape Architecture Accrediting Board** has developed an online annual reporting system for accredited programs. Programs will receive a code to enter their data. This information will be sent to programs the week of January 24.
- The **4th Annual New Partners for Smart Growth Conference** will be held in Miami Beach on January 27-29. ASLA is a sponsor.

Information, Communication and Professional Practice

- **Jon Bryan Burley, ASLA**, gave a presentation, "Context-Sensitive Design Education," at the **Transportation Research Board's (TRB)** annual conference. Burley and Professional Practice Manager Strassfeld both attended the semiannual business meeting of the TRB's Committee on Landscape and Environmental Design, which includes the Context Sensitive Solutions Task Force. Members of the committee are landscape architects and ASLA members, including members of ASLA's Context Sensitive Design PI Group.
- Out of 12 strong proposals, ASLA has **selected 4 for papers to be published in the 2005 LATIS series**. The papers are "Security Design: Strategy, Integration, and Liability," "Wayfinding and Interpretation for Communities, Institutions, and Recreational Environments," "Successful Ecological Restoration: A Methodology for Planning/Design Professionals," and "Landscape Planning Prediction Modeling Tools and Application for Managing Urban Growth."

Deadlines and Reminders

- The **Leadership Calendar of Events** can be accessed on the web at <http://www.asla.org/membersonly/governance/clr2005.cfm>.