

ASLA Leaders E-Express ...

March 3, 2005

Governance and Administration

- An update/redesign of the **professional practice area of ASLA Online** is nearing completion, as is implementation of new **Professional Interest Group and chapter website templates**. The interdepartmental staff group working on the web redesign/update meets monthly to review new content and design. The next areas of the website to be targeted will include the Council of Fellows and government affairs.
- Items considered by the **ASLA Executive Committee** at its February 18-19 meeting included: review of the FY 2004 year-end financials and audit, review and discussion of the results of the Landscape Architecture Body of Knowledge Study; approval of a new student chapter at the University of Southern California; and approval of new administrative policies on the Landscape Architecture Accreditation Board (LAAB) and staff compensation guidelines, both of which will be forwarded to the Board for consideration at its midyear meeting. A full summary of the meeting will be sent to the Board of Trustees shortly.
- **Performance reviews for all ASLA staff** have been completed. As part of this annual process, all position descriptions are reviewed and updated as needed, and staff salaries are benchmarked against comparable positions in the D.C. market to ensure that ASLA stays competitive. **ASLA's benefits package** is reviewed regularly to ensure that it, also, stays competitive. Benefits for staff currently include major medical coverage, group life insurance and accidental death and dismemberment coverage, long-term disability, sick and annual leave, flexible spending accounts, a transit subsidy, and 401(k) contributions. Short-term disability insurance and AFLAC supplemental insurance programs are also offered as options, as are opportunities to participate in the HEW Federal Credit Union and group rates/discounts on home, renters, and auto insurance through ASLA's Liberty Mutual affinity program.

Government Affairs

- Yesterday, the House Transportation and Infrastructure Committee approved HR 3, TEA-LU, a **TEA-21 reauthorization bill**, and sent it to the House floor. Please see the next government affairs column in *LAND Online* for more details.
- The U.S. Congress has begun to make its displeasure known with respect to the **FY06 budget submitted by the administration**. Please see the next column in *LAND Online* for more details.
- **ASLA and the American Planning Association are co-sponsoring a legislative conference in Washington, D.C. on May 11-13, 2005**. All ASLA members are invited to participate. Please see this link for more details: <http://www.planning.org/legislation/2005policyconf.htm>.

Public Relations and Resource Development

- **The new *Dirt* has been getting a lot of attention** from other blogs and kudos from members. A new manual "*Dirt Alert*" system has been implemented, allowing readers to sign up for daily emails letting them know when the *Dirt* has been posted. So far, 225 members have signed up for the email alerts with additional requests continuing to arrive. Staff is working on automating the *Dirt Alert* sign-up and also implementing an "email this to a friend" option. Since *The Dirt* was relaunched on February 15, it has received 2,540 visits, making it the 8th most visited page on the ASLA website during that time. Since launching the "*Dirt Alert*" system, the page has average close to 500 visits every business day.

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- [LAND Online](#) published on February 22 with **2005 national officer election coverage** and coverage of the ASLA finalists for the Flight 93 Memorial. These articles received the most visits from the *LAND Online* readership. The new *LAND Online* also has an expanded "Opportunities" page that will soon be merged with the Calendar and Opportunities pages on the ASLA website. Staff is working on adding an automated "email this to a friend" and "subscription" option to increase readership. Certain proprietary areas, such as "Opportunities," will be password protected for members-only access.
- The [Firm Finder Enhanced Profile](#) telemarketing campaign is now underway and off to a good start. **To date, 47 firms have pledged to subscribe to an Enhanced Profile** and 19 have pre-paid by credit card. The others will be sent an invoice. Out of approximately 4,000 firms, there have been 659 "completed decisions" to date. We have received a couple of compliments from members on the professionalism of the telemarketers, which bodes well for the campaign.
- An email announcing the [2005 Professional and Student Awards call for entries](#) and linking to the online web area was sent on Monday to 17,343 members, subscribers, and prospects. Of these, 6,646 have opened the email and 506 have clicked on the link to the online Call for Entries. A print brochure will be mailed soon. A new residential design category has been added this year and the student awards now mirror the professional awards categories and entry requirements. The news release announcing the call was translated into Spanish, Portuguese, French, German, Japanese, and Mandarin Chinese to ensure international pickup. It has already been posted on several web sites and entry forms are beginning to arrive.
- Another version of the [Career Discovery brochure](#) has been created that allows members and chapters to download a file and have it printed professionally, with double-sided pages and an accordion fold. It will go online this week. Individuals who prefer to download the original version in single pages and print it on their own using a laser printer will still be able to do so.
- A promotional e-newsletter for LAM subscriptions was emailed to 5,253 former subscribers and prospects. The email contained one complete article from the March issue and three excerpts as a teaser to create interest in LAM. Recipients were encouraged to subscribe in order to read the complete articles, with a link to the online subscription page. To date, 1,411 people have opened the email and 69 have clicked on the link to subscribe.
- Preparations for [National Landscape Architecture Month](#) (NLAM) are gearing up and ASLA has retained a consultant to work on television and radio placements. Clara Frenk is a former producer for FOX and CNN and **will meet with the professional and student chapter coordinators on Tuesday, March 8, at 4:00 pm ET, via conference call to discuss ways she can help them with local media outreach.** She is also updating the online activities calendar and inviting allied organizations to become "partners" for NLAM and provide promotion to their members. Clara may be reached at 202-216-2371 or cfrenk@asla.org.

Meetings and Special Programs

- The **call for nominations for the 2005 Class of Fellows was announced on Monday, February 28.** The nomination packet guidelines can be found at: <http://www.asla.org/Members/FASLA.htm>. The closing date is May 6, 2005. The jury will meet the weekend of June 17-19, 2005.

Landscape Architecture Magazine

- Have you noticed **LAM's recent focus on our hemispheric neighbors, particularly Latin America?** The cover photo and a feature story this month focus on new parkland in Bogota, Colombia. Other highlights: A Clare Cooper Marcus essay looks at an exemplary garden for

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Alzheimer's patients in Michigan and offers guidelines for the design of such gardens; playground guru Robin Moore talks about returning to nature as the locus of children's play in Shared Wisdom.

- In next month's Landscape Architecture look for:
 - **A new department, Firm Focus, that will explore innovative business practices** in landscape architecture offices--what's working, what's not.
 - Landscape architects respond to the "Apocalyptic Manifesto" that predicts the demise of landscape architecture. Read it and see the sparks fly!
 - In the vein of critiques of built works, Mark Hinshaw wonders whether comfort and safety are enough to make Yerba Buena Gardens in San Francisco a great public space.

Information, Communication and Professional Practice

- **Housing and Community Design is the next Professional Interest Group to be featured in *LAND Online*.** The group's current chair, **Tom Ryan, ASLA**, is interviewed in this article.

Member and Chapter Services

- Membership is maintaining at just over 15,000. Membership counts as of February 28 are as follows:

February Membership Totals	
Associate	1404
Full	9516
Fellows	538
International	138
Student	2545
Affiliate	675
Corporate	132
Honorary	89
Total	15003

Deadlines and Reminders

- The **Leadership Calendar of Events** can be accessed on the web at <http://www.asla.org/membersonly/governance/clar2005.cfm>.