

March 10, 2006

Trustee Report – What’s Happening at a National Level?

-Jon Mueller, ASLA

GOVERNANCE AND ADMINISTRATION

- As noted above both fund raising and construction continued to roll along on the Green Roof. There was some doubt expressed as to whether they would be done for Earth Day dedication, how it sounds as if they will make the completion date. Check out the ASLA website for construction photos.
- Both Finance and Membership Committees have agreed on the need for a dues increase starting next year. It appears the amount will be in the \$10 range to respond to CPI metrics. The BOT will consider this in May.

GOVERNMENTAL AFFAIRS

- The preliminary results of the ASLA Grassroots Survey are in. More than 1,450 responses have been received to establish a baseline confirming the extent to which members engage with elected officials on issues critical to the LA Profession.
- Some findings:
 - 20% of the respondents say they contact local officials.
 - 36% have never contacted state officials.
 - 54% have never contacted federal officials.
 - 51% indicated they do not have the background information required to be credible.
 - 60% said their motivation to contact was email action alert from ASLA.

This information will allow ASLA staff to examine the options for developing an online action center. For more information or a detailed look at the process, contact **Scott Kovarovics**, Manager Federal Governmental Affairs at; skovarovics@asla.org.

PUBLIC RELATIONS and RESOURCE DEVELOPMENT

- Public Relations Manager Ashley Owens and Marketing Manager Julie Ziegler are coordinating materials for the “Use your ASLA Designation” campaign which will include a mailing with a pin, follow up emails and LAND coverage to encourage members to use their membership designation as well as when and how to use them.
- A new design for The Dirt debuted in early March. The functionality and look resemble LAND Online and other new sub-site designs. Chapters are encouraged to link to The Dirt from their websites.

EDUCATION and ACADEMIC RELATIONS

- The 2006 Graduating Student Survey is being prepared. The survey will once again be an online survey with data collection beginning in April. Results will be available in the fall.

INFORMATION and PRACTICE

- ASLA recently hosted a working meeting for strategic planning of the SITESS initiative. SITESS stands for “ Systems Integration Tool for Environmentally Sustainable Sites” and aims to develop metrics for site performance and means to evaluate and recognize overall site sustainability.

The focus of the meeting was in identifying the resources needed to meet project goals and planning to secure and optimize those resources.

If you have any issues or concerns, please feel free to contact me at jon@hatchmueller.com