

BOARD OF TRUSTEES UPDATE

Keith Billick, PLA, ASLA

Licensure: Deregulation efforts are continuing. State GA is tracking over 170 bills associated with occupational licensure that could potentially impact landscape architecture licensure. Some are benign, a couple are positive, and some are direct threats. All need careful watching.

World Landscape Architecture Month: The “This is Landscape Architecture” World Landscape Architecture Month campaign concluded with 1,087 users and over 5,800 posts on Instagram and Twitter, reaching 2.8 million people—many thanks to chapters for their participation.

FrameWorks Communication Project: Phase I is complete and the draft report has been reviewed by the participating organizations. The project, which is being conducted by the FrameWorks Institute, is a joint project of the Presidents Council (ASLA, CLARB, LAF, CELA, and LAAB). The goal of the project is to identify effective strategies for communicating the scope and value of the landscape architecture profession. The first phase identified gaps between the “expert story” and public understanding of the profession; identified relevant cultural assumptions and values; and provided initial recommendations for communications strategies. The Phase I report will be shared with the Board when finalized—in about a month. All of the Presidents Council organizations have confirmed their



participation in Phase II, during which the FrameWorks Institute will identify and test effective strategies to reframe landscape architecture and present actionable research recommendations. Phase II will begin in June 2019 and conclude in June 2020. A third and final phase will provide a communications toolkit and communicator training.

Budget/Finance: 2018 ended with an operating loss of approximately \$400,000. This was the first year since 2008 that ASLA ended the year in the red. Each of the previous three years ended with an operating gain of over \$300,000. This was a revenue-side problem. Expenses for 2018 ended at 99% of budget and revenues were at 93%. A major contributor was a fourth quarter drop in LAM advertising; coming late in the year, there was little to no time to adjust for the unexpected drop. For 2019, we are recalculating revenue assumptions conservatively, holding the line on expenses, and closely monitoring budget performance to identify any additional needed adjustments. Staff has been restructured to expand marketing and revenue development expertise and capacity. Revenue trends so far in 2019 include professional awards revenue up \$40K over 2018, EXPO sales pacing ahead of 2018, full membership flat but continued loss in student and associate categories, and LAM advertising similar to 2018 levels.

2018 also ended with an unrealized loss (volatility in stock market) of approximately \$550,000 in the long-term reserve. At



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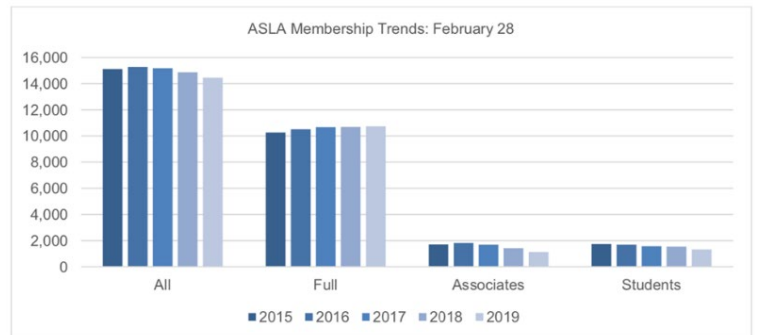
the end of the first quarter 2019, ASLA had contributed \$150,000 to the long-term reserve, which had an unrealized gain of 7 percent.

Climate Change Initiatives: Climate change continues as a strategic focus across program areas, including advocacy, public awareness/communications, education, and professional practice. Climate change was the #1 issue for ASLA members in the 2018 survey of legislative priorities. ASLA’s goal is to bring the profession’s expertise to bear on this critical issue. Key initiatives include ongoing promotion of the *Smart Policies* recommendations, especially with public policy makers, the design and planning community, coalition partners, and environmental and climate change advocacy groups. ASLA continues as a signatory to We Are Still In, is active with the Science to Action Community, and weighs in on relevant federal legislative activity. ASLA’s statement on the Green New Deal drew criticism from both ends of the political spectrum. An exhibition on the *Smart Policies* recommendations, supported by a grant from the National Endowment for the Arts, was just completed and installed at the ASLA Center.

ASLA is also working on greening the Society’s operations. The Center is already using 100% renewable energy. ASLA will offset the carbon footprint of the Conference on Landscape Architecture this year (approx. \$2,500) and a voluntary

transportation offset has been added to the conference registration.

Membership: After several years of post-recession growth, membership has been declining for more than two years. Full membership is steady—growing at a modest half of a percent, but student and associate membership categories have seen significant drops. Some, but not all of the drop in student and associate members, can be attributed to the drop in landscape architecture program enrollments. Recruiting, serving, and engaging emerging professionals continues as a strategic focus, with added and expanded programs for these members including student chapter leadership visits, *Ask Me Anything* webcasts, licensure exam preparation, portfolio reviews, and JobLink. Work is underway to enable better targeting of communications and services and tracking of member engagement. The CPC meeting focused on membership and National is partnering closely with the chapters on recruitment and retention.



| Member Type | 2/28/18 | 2/28/19 | Change (%) | Retention Rate (%) | Retention Goal |
|--------------|---------------|---------------|-------------|--------------------|----------------|
| Full | 10,691 | 10,745 | 0.5 | 88.5 | 91 |
| Associate | 1,424 | 1,127 | -20.9 | 68.7 | 75 |
| Student | 1,546 | 1,330 | -14 | 47.3 | 50 |
| Total | 14,871 | 14,450 | -2.8 | 80.5 | 80 |



Members in Shanghai, China, have expressed interest in becoming a chapter. Based on Board input, additional investigation of issues/parameters involved in the possible establishment of one or more international chapters or sections will continue, including how an international chapter or section would operate and what services ASLA would provide.

Career Discovery and Diversity: Enrollments in landscape architecture programs have reflected the overall trend of lower enrollment in professional programs. LA program enrollments dropped nine percent between 2013 and 2018. Numbers of international students have grown over that same time period, adding concern regarding the number of LA graduates entering the profession in the U.S. Career discover initiatives include: promotion/distribution of YOUR LAND and the Discover Landscape Architecture Activity Books (also available in Spanish) and The Roof Is Growing! website; new career discovery website (in process); a grant application to support develop of a new resource aligned with the Next Gen Science Standards; expansion of strategic alliances and visibility/participation with organizations representing the K-12/STEM educator community and allied stakeholders, with a special focus on reaching underrepresented populations.

Strategic Priorities and Programs Survey Results: Top priorities as ranked by the Board are: **1)** licensure support and defense, **2)** laws and regulations that advance the design, planning and stewardship of the natural and built environment (advocacy), **3)** advancing the visibility and understanding of the profession

(public awareness), **4)** keeping the profession and Society in the lead on critical and emerging issues, and **5)** Growing the Membership. There continues to be strong agreement on priorities and effectiveness among the Board, CPC, and staff.

ADVOCACY OP-ED

Zach Petersen, President-Elect

I recently lost the use of my left hand. I had an unfortunate tangle with a rogue salsa jar and subsequently lost the battle to open it in which the jar shattered, leaving a tendon in my thumb severed in the process. Luckily for me, I live near a hospital and after a brisk one-block walk, I found myself in the emergency room, where I was quickly moving up the queue to be seen (hint: bleeders get preferential treatment in triage).

Eventually, my name was called and I was seen by the nurse. After taking pertinent medical details and assessing my newly minted wound, the discussion shifted to my occupation and what I did for a living. I told her I was a Landscape Architect. Upon these words, her expression turned white as she told me, “Oh no! you are probably going to miss out on the entire growing season!” because in her mind, her preconceptions about my (our) profession meant that my injury meant I was going to be doomed to a season of disability, unable to perform my “work duties” of mowing lawns, trimming hedges and planting trees.

Once again, I was confronted with a situation where the person I was talking to had no concept of what I do for a living. After suppressing my rage, I set out on the all too familiar task of trying to explain to her what I actually did in my day to day job responsibilities, how I am involved with the design of practically everything between architecture and civil engineering, how I am rarely out in the field, how I easily have the worst looking lawn on my block, etc. I ended up receiving a polite nod from the nurse as if my explanation made sense (which it clearly didn’t) and we moved on to discussing more universal things like the weather. To make matters worse, when I was eventually seen by the doctor and he asked me about my profession, I was



subjected to a repeat performance of my previous discussion, also met with similar confusion that how could I possibly be able to perform my job duties without some sort of disability.

I am fairly confident you have all experienced similar conversations in hopefully a much different setting.

What did you do?



Did you try your best to explain your job duties? Did the person you were talking to eventually comprehend (if only slightly)? ...or did you give up, knowing full well, their predictable and invariable next line of conversation, “Well, I could sure use some ideas for my yard sometime...” I used to be the kind of person who would give up and humor the question about providing landscaping “tips” but recently, I have changed my tune.

Unfortunately for us in the profession, an overwhelming percentage of our elected representatives also do not ‘get’ what we do. The evidence of this is apparent in the recent uptick in legal challenges to landscape architecture practice acts. Even here in Iowa, we are not immune to these discussions and as such are constantly monitoring the political currents that have taken place about the validity and necessity of regulation. Years ago, I witnessed Bill Owens, then Governor of Colorado, proclaim on talk radio how he thought the most ridiculous thing in that legislative session was the attempt by the landscape

architects as he stated, “you know, those people who plant trees and shrubs in your yard,” to regulate their profession (at that time, Colorado was one of only two States that did not have a title or practice act).

Why is it so hard to communicate to others what we do and why landscape architecture matters? Should we change the name and rebrand from “landscape architect” to another term to differentiate and disassociate the profession from landscapers? A similar approach has been taken by “home economists” now being referred to as “family and consumer scientists,” or “human ecologists” as a way to disassociate from a preconceived bias inherent in the general population of what a home economist is and does.

Independent of such a landmark move, it is important for us to get the word out wherever we can. The recent “This is Landscape Architecture” social media campaign is an important step in breaking down misconceptions whenever possible. Perhaps on a smaller scale, we can all do our part, take some additional time, engage in conversation with those we meet in social settings who want to take us down the “you can help me with my yard” rabbit hole, and correct them (preferably politely), no matter how much our head (and hand) might hurt in the process. Who knows... if enough people hear the message repeatedly, perhaps we can get the polite nod after we are done speaking to change to a genuine nod of understanding.

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FALL CONFERENCE SAVE-THE-DATE

Patrick Dunn, PLA, ASLA

SAVE THE DATE

Please plan to join us for our upcoming IA ASLA Fall Conference and Awards on September 17, 2019. The conference will be held in a unique, never before utilized location... Lake Iowa Park. "Where is this park", you may ask. It is located in east central Iowa just south of Interstate 80 and is a hidden gem with wonderful amenities to support our indoor and outdoor conference activities. As we have done in recent years, this event will include opportunities for hands-on, "wear your boots" kind of activities along with educational sessions centered on innovative suburban/rural developments and sustainable agriculture practices. Also included this year will be our annual awards ceremony celebrating the best in Iowa Landscape Architecture. We look forward to seeing you there!

PUBLIC RELATIONS UPDATE

Garret Munch, ASLA

WORLD LANDSCAPE ARCHITECTURE MONTH (WLAM)

As many of you know, April is World Landscape Architecture Month (WLAM) and we try to find fun ways to celebrate each year. Like the last few years, we asked members and landscape architects around the world to share their favorite designed spaces on social media with a card that reads "This Is Landscape Architecture" with #WLAM2019. This has been a huge success over the years and with social media being more popular than ever, we were able to share our 'What We Do' with tens of thousands of followers.

Like our campaign in 2017, National ASLA had a different ASLA state chapter takeover their Instagram account for a day. The takeover took place all throughout April and May and it highlighted projects and work being done across the country and even worldwide. The Iowa ASLA Chapter took over National ASLA's Instagram account on April 20. We were able to post 10

times throughout the day and highlighted several great things. We posted our morning at the Mayor's Annual Ride and Run (MARR) volunteer event and had several posts about Iowa State University's Landscape Architecture Department and some of their recent successes. Our final 5 posts were the projects and firms from Iowa that won awards at this year's 2019 Central States Conference in St. Louis, MO.



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Overall, the campaign was extremely successful again. During the month of April, there were 204 posts, 279 stories, and approximately 1,500 new followers on the National ASLA

account. These posts highlight what we do as landscape architects and help get the next generation of professionals more involved. They also aim to help the public connect the term landscape architecture to the work of landscape architects that surrounds them.

AN INTEGRATED APPROACH



1 URBAN DESIGN

EXISTING DOWNTOWN



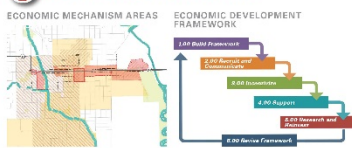
DOWNTOWN GROWTH POTENTIAL



2 STREETScape DESIGN



3 ECONOMIC DEVELOPMENT



03 | An integrated approach to a re-imagined corridor will promote economic development by creating attractive opportunities to developers and property owners.

We want to thank everyone for participating in this year's events and for your continued support of landscape architecture in Iowa. To find out more about WLAM and how you can participate in the future, please visit asla.org/wlam.

MAYOR'S ANNUAL RIDE AND RUN (MARR)

On April 20, Iowa ASLA was once again able to join forces with the Des Moines Park and Recreation Department to help sponsor the family rest stop for the **2019 Mayor's Annual Ride and Run for Trails (MARR)**. We had five volunteers, comprised of Iowa ASLA chapter members, executive committee members, and Iowa State University Landscape Architecture faculty. This year's MARR festivities included a 5k run/walk and a 24-mile route bike ride with a pre-ride breakfast.



HIGHWAY 14 CORRIDOR STUDY
WANKHARE | URBAN DESIGN
ASLA CENTRAL STATE 2019
PLANNING & ANALYSIS | MERIT AWARD

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ARCHITECTURE



SHIVEHATTERY
ARCHITECTURE ENGINEERING



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IOWA CITY, IOWA
ASLA CENTRAL STATE 2019
DESIGN-BUILT | MERIT AWARD

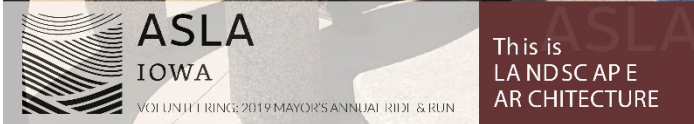
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ARCHITECTURE



VOLUNTEERING: 2019 MAYOR'S ANNUAL RIDE & RUN

This is
LANDSCAPE
ARCHITECTURE





For the past decade, the Iowa ASLA chapter has volunteered to prepare and hand out refreshments, fruit, and candy at the halfway point of the ride. As landscape architects and residents of Iowa, we love to help with this event each year. It is a great way to advocate for healthy living and to support safe and accessible trails throughout the state. The proceeds from this year's event will go towards area trail improvements. Thank you to all the volunteers and riders who attended.



GOLF OUTING RECAP

Nate Byro, ASLA

After an early morning filled with a constant rain, we had a delayed start to the annual golf outing. 32 golfers took to the course of Bos Landen battling for first place. As the day progressed, it warmed up to be a beautiful, sunny day. With triple the water hazards, the team of Randy Burke, Todd Happel, Rob Peck, and Brian Jones took first place with a seven under par. Nathan Gruver took closest to the pin on hole #3. Jim Host had the longest drive on hole #16. Jason Blome had the longest on hole #18. Thanks to all of our partnership members, hole sponsors, and golfers who attended the event!

