



April 26, 2014
Florida ASLA Chapter
Strategic Planning Meeting
Renaissance Orlando Airport Marriott
5445 Forbes Place
Orlando, FL 32812

Attendees

Deena Bell, ASLA	Chair, Conference Committee
Cris Betancourt, ASLA	Chapter Secretary
Jeff Brophy, ASLA	Chapter President
Jeff Caster, FASLA	Chapter Fellows Chair
Andrea Douglas, ASLA	Section Chair, SW Florida
Michael Ekblad, ASLA	Chapter Treasurer
David Ferris, ASLA	Chapter President-Elect
David Flanagan, ASLA	Member-at-Large: Leadership & Membership
Jonathan Haigh, ASLA	Member-at-Large: Advocacy & Licensure
Richard Klar, ASLA	Section Chair, Orlando
Corey Mathews, Affiliate ASLA	Chapter Executive Director
Michael Miller, ASLA	Chapter Past President
Emily O'Mahoney, ASLA	Chapter Trustee
Jan Stern, ASLA	Section Chair, Daytona
Kevin White, ASLA	Section Chair, Jacksonville
Julie Zigler, ASLA	Section Chair, Tampa

Facilitator

Barbara Drobins Fles	ASLA Member and Chapter Services Director
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Florida ASLA Mission

To serve, educate, promote, engage and lead the membership, the profession, and the community.

Florida ASLA Vision

A world where the built environments coexist in harmony and sustainable balance; where all peoples can express their diverse heritage and their individual desire to grow and thrive; and where we, as a profession, can substantially contribute to the process of achieving these ends.

Florida ASLA Strategic Objectives

- Preserve, protect, promote, and strengthen the regulated practice of landscape architecture in Florida.
- Enhance the public's awareness, understanding, and appreciation of the value of landscape architecture.
- Deliver members professional development opportunities, effective advocacy, and meaningful fellowship.
- Invest in the future of the profession through academic outreach initiatives.
- Provide transparent, accountable, and accessible leadership for responsible management of the chapter.

Strategic Objective Statements and Goals

The participants then drafted the following strategic objectives for the Florida ASLA, set goals and identified programs, activities and events to reach each objective.

Advocacy & Awareness

Strategic Objective: Preserve, protect, promote, and strengthen the regulated practice of landscape architecture in Florida.

Goal 1: Increase presence of FLASLA to government agencies and municipalities.

- Advocate to agencies: Florida Department of Business and Professional Regulation (DBPR)
- Welcome new agency heads
- Increase municipal level advocacy
- Promote member involvement in allied and community organizations/boards
- Utilize advocacy network or other advocacy alert app
- Engage lobbyist and Tallahassee action crew (members)
- Assign a representative to the Friends of Landscape Architecture representative
- Support the Friends of Landscape Architecture

Goal 2: Engage allied organizations.

- Host allied organization presidents council
- Target the following allied organizations: Florida Engineering Society (FES), Florida Section of the American Society of Civil Engineers (ASCE), Florida Institute of Architects (AIA), Florida chapter of American Planning Association (APA), Florida Planning and Zoning Association, Florida Recreation and Park Association, Florida Association of Environmental Professionals, United States Green Building Council (USGBC), Urban Land Institute District Councils of Florida (ULI), Florida Trust for Historic Preservation, University of Florida's Institute of Food and Agricultural Sciences (IFAS), Florida Nursery, Growers and Landscape Association (FNGLA).

Strategic Objective: Enhance the public's awareness, understanding, and appreciation of the value of landscape architecture.

Goal 1: Improve allied organization relationships (via sustainability committee and expand activities).

- Host allied presidents council meeting
- Increase value communications targeted at allied organizations
- Submit education session proposals to allied organization meetings and invite them to FLASLA meeting
- Target the following allied organizations: Florida Engineering Society (FES), Florida Section of the American Society of Civil Engineers (ASCE), Florida Institute of Architects (AIA), Florida chapter of American Planning Association (APA), Florida Planning and Zoning Association, Florida Recreation and Park Association, Florida Association of Environmental Professionals, United States Green Building Council (USGBC), Urban Land Institute District Councils of Florida (ULI), Florida Trust for Historic Preservation, University of Florida's Institute of Food and Agricultural Sciences (IFAS), Florida Nursery, Growers and Landscape Association (FNGLA).

Goal 2: Craft a public outreach campaign.

- Increase external communications (i.e., press releases, social media posts, web content)
- Produce an awards publication (magazine)
 - Increase press release distribution (spotlight members: LARE, FASLA, promotions, awards, HALS)
 - Host National Landscape Architecture Month (NLAM) events
 - Facilitate NLAM proclamations
 - Craft NLAM stories to local newspapers (i.e., proclamations and events)
 - Utilize white papers as a promotion tool
 - Identify philanthropic opportunities to membership (public outreach and promotion tool)

Member and Chapter Services

Strategic Objective: Deliver members professional development opportunities, effective advocacy, and meaningful fellowship.

Goal 1: Increase membership engagement initiatives.

- Craft a member retention plan
 - Calls and written notes to new members
 - Calls to members due to renew
- Craft member recruitment campaign
 - Outreach to firm principals to promote membership value and to encourage involvement
- Develop emerging professional targeted programming
 - Initiate informal mentor programs
 - Leadership development/ladder opportunities
 - Landscape Architecture Registration Exam (LARE) prep
- Outreach to FLASLA Past President and Fellows
- Identify volunteer appreciation opportunities
 - Handwritten notes to volunteers
 - Administer chapter service award
- Survey members on interests and satisfaction

Goal 2: Host education and networking events at the state and section levels.

- Host annual state meeting offering continuing education
 - Increase non-licensed professional incentives/activities
 - Expand “off-year” annual meeting activities: networking, education, portfolio review, Landscape Architecture Registration Exam (LARE) prep
- Assist and support sections for host continuing education and social events
- Promote sections activities in newsletter
- Initiate vendor continuing education opportunities
- Historic American Landscapes Survey (HALS) education to membership and University of Florida /Florida International University

Goal 3: Produce consistent and relevant communications highlighting value of membership.

- Produce relevant content for newsletter and social media outlets
 - Add Member spotlight in newsletter
 - Spotlight section activities in newsletter
 - Maintain robust website

Goal 4: Administer annual award and recognition programs.

- Administer design awards
 - Evaluate design award criteria and categories (consider increasing categories)
 - Jeff Segal Leadership Award
- Facilitate Fellows application submissions
- Increase non-landscape architect recognition; possible award

Supporting the Future of the Profession

Strategic Objective: Invest in the future of the profession through academic outreach initiatives.

Goal 1: Support students and faculty at Florida International University and University of Florida

- Identify opportunities to re-engage students and faculty
- Consider hosting Executive Committee meeting at University of Florida and Florida International University
- Invite students to annual meeting; utilize student volunteers
- Host student portfolio review at FLASLA annual meetings
- Solicit invitation to present/teach professional practice classes
- Present/display student research session at conference
- Increase on campus presence
- Encourage section level internship connections and portfolio reviews
- Consider administering the ASLA student honor and merit award
- Consider utilizing a graduate student to assist in chapter document archiving

Goal 2: Develop career discovery program.

- Organize Career Discovery day (look at allied models)
- Promote career discovery materials to membership
- Collaborate with universities on career discovery programs

Governance & Management

Strategic Objective: Provide transparent, accountable, and accessible leadership for responsible management of the chapter.

Goal 1: Re-evaluate Executive Committee and committee structure.

- Re-evaluate sections; define purpose and boundaries
- Update section guidelines (event planning, philanthropic work, etc.)
- Review committees charges and define committee goals
- Modify bylaws
- Edit policy and procedures manual
- Revisit leadership position responsibilities (workload)

Goal 2: Responsibly allocate resources to facilitate efficient program management.

- Develop annual budget and audit
- Administer valid election process
- Identify centralized record/document management system
- Document Retention plan
- Craft policy and procedures manual
- Conduct Executive Committee training related to meeting management (Roberts Rules, agenda, procedures, reporting)
- Utilize Executive Director
- Re-design Vendor Alliance sponsorship program
- Craft an internal communications policy

Goal 3: Cultivate chapter leadership

- Formalize “leadership ladder” concept (future planning)