



## ASLA Texas Chapter Strategic Plan

October 2012

*The mission of the American Society of Landscape Architects Texas chapter is to lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments*

### Advocacy and Awareness

- Strengthen the profession by advocating the public benefit, value and expertise of landscape architects.
- Promote the profession with enthusiasm through active awareness campaigns that educate, excite and engage the public.

### Member Services and Support

- Provide opportunities for professional development through the benefits of the chapter.
- Retain and grow membership to enhance the chapter's effectiveness in awareness and advocacy efforts.

### Supporting the Future of the Profession

- Advance the profession through career discovery, mentoring and university program involvement.

### Governance and Management

- Exercise leadership and responsible management to ensure ethical, effective and efficient use of chapter resources.

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### Advocacy and Awareness

Strengthen the profession by advocating the public benefit, value and expertise of landscape architects.

Goal 1. Create an effective government outreach program.

1. Develop an advocacy network
  - a. Establish an Austin-based SWAT team
  - b. Distribute advocacy alerts (national and state) to members and non-members
2. Maximize use of lobbyist
  - a. Strengthen practice act
3. Identify legislative priorities
4. Survey membership for input
5. Reinstate state lobby day

Promote the profession with enthusiasm through active awareness campaigns that educate, excite and engage the public.

Goal 2. Design a public relations plan.

1. Select a Public Relations Representative
2. Utilize electronic media
3. Participate in ASLA Public Relations campaign (host state/local events)
4. Create portfolio of profession handouts
5. Host public service project
6. Compile state project portfolio

Goal 3. Distinguish the work of landscape architects from allied professions.

### Member Services and Support

Provide opportunities for professional development through the benefits of the chapter.

Goal 1. Engage chapter membership.

1. Require sections to host two events per year
2. Acknowledge the membership
  - a. Recognition of leadership and volunteers; verbal recognition at annual meeting
  - b. Recognition of membership milestones; new members and anniversaries in print (e-blast or newsletter) and verbal recognition at annual meeting
3. Refine chapter succession plan
4. Institute a volunteer recruitment program (enticements)

Goal 2. Set and adhere to a communication schedule.

1. Maintain website (post current information)
2. Share chapter annual report with membership
3. Encourage regular section communications
4. Email update to section members
5. Sections reports to Executive Committee
6. Launch e-blast (weekly/monthly TBD)
7. Draft quarterly newsletter (1 hard copy and 3 electronic)

Goal 3. Provide education opportunities.

1. Host LARE prep session at annual meeting
2. Continue chapter annual meeting
  - a. Continuing educations sessions
  - b. Networking events
  - c. Sponsorships
3. Sections to host continuing educations programs
4. Sections to host LARE prep sessions

Retain and grow membership to enhance the chapter's effectiveness in awareness and advocacy efforts.

Goal 1. Draft membership management plan.

1. Expand prospective member list
  - a. Obtain licensee list
  - b. Obtain alumni lists
2. Send new member welcome from chapter
3. Section new member welcome calls
4. Design membership marketing materials
5. Membership booth at annual meeting
6. Launch renewal campaign
7. Outreach to lapsed members
8. Develop member surveys
9. Promote membership to firms

### Supporting the Future of the Profession

Advance the profession through career discovery, mentoring and university program involvement.

Goal 1. Provide collaborative opportunities between students emerging professionals and seasoned professionals.

1. Create an Emerging Professional position on Executive Committee
2. Continue scholarship program
3. Utilize professional liaison
  - a. Establish relationships with faculty advisors
  - b. Regular communications with student chapter presidents
4. Highlight career discovery participation – spotlight a member's activities in e-blast or newsletter
5. Continue student awards
6. Continue section university programs (networking, portfolio reviews, etc.)
7. Hold targeted emerging professional event(s) at annual meeting
  - a. Host networking event (speed dating)
  - b. Season professional outreach (emerging professional and student pins)

## Governance and Management

Exercise leadership and responsible management to ensure ethical, effective and efficient use of chapter resources.

Goal 1. Continued Executive Committee oversight of chapter operations

1. Utilize Executive Director
2. Review and revisit strategic plan
3. Continue annual budget development (annual finance meeting)
4. Craft annual report
5. Develop chapter business plan
  - a. Grants
  - b. Sponsorships
6. Create an Annual meeting planning handbook

Goal 2. Develop Executive Committee Handbook.

1. Craft volunteer position descriptions
2. Draft section guidelines
3. Formalize executive Committee reports from sections and committees
4. Include Executive Director job description, organization chart

Goal 3. Maintain chapter management achieves.

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