

The Connecticut Chapter of the American Society  
of Landscape Architects



**STRATEGIC PLAN**

*Adopted February 2019*

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# Mission & Vision

## Mission

*CTASLA represents, educates and advocates for the profession of landscape architecture*

## Vision

*To continue as advocates for Landscape Architecture as essential to the health, safety and welfare of the citizens of the state, major contributors in the development of built environments while providing stewardship of the natural environment and stewardship of our communities.*

# Goals, Strategies, and Actions

## Goal One: Support our Members

Support individual members and member firms as they expand their knowledge base and their ability to practice to the fullest extent of the law. Reach out and engage the emerging professional.

### STRATEGY A: Provide quality educational and networking opportunities

#### Action 1: Through Programs/Conferences

- 1) Reach out to members to determine relevant topics
- 2) Commit to 4 programs or 12 CEU units per year for next three years
- 3) Investigate the option of a multi-day conference instead of individual programs
- 4) Determine if there are non-CEU programs that would be of interest and add one program a year if applicable: e.g., insurance, contracts, marketing, computer skills
- 5) Schedule programs at least 12 months in advance
- 6) Include topics that have appeal to allied professions
- 7) Create networking opportunities at each program
- 8) Develop after-program, web-based access to the material for members only
- 9) Develop a member and emerging professional pricing structure that makes membership appealing
- 10) Investigate outsourcing the program tasks to an independent contractor or expanding staff to include event planner

#### Action 2: Socials

- 1) Continue the annual holiday gathering
- 2) Revisit the scholarship gala and maybe tie that into LA month and Olmsted Award
- 3) Develop an Art in the Garden social event
- 4) Continue the golf outing as a way to promote our scholarship fund

### STRATEGY B: Recognize and promote member achievements

#### Action 1: Publications to support and promote members

- 1) Publish hard copy and digital copies of *The Connecticut Landscape Architect* consistently 2x/year written by and highlighting member achievements
- 2) Be consistent with weekly email/newsletter that provides information to and about members; reach out to members to provide information
- 3) Publish hard copy and digital copies of the *Annual* that highlights members

## STRATEGY C: Reach out to and support the students and emerging professionals

### Action 1: Continue to support the emerging professionals committee

- 1) Develop socials that appeal to the emerging professionals and prospective students
- 2) Develop low-cost, after-hours training sessions that assist in the emerging professional's ability to practice and ability to become licensed
- 3) Develop networking events with member firms that provide opportunities for future employment

### Action 2: Strengthen relationship with UConn

- 1) Coordinate student honor and merit awards into awards program
- 2) Re-energize the mentor program
- 3) Re-energize the UConn advisory committee
- 4) Research opportunities for another accredited program in the state
- 5) Set up meetings with UConn to market scholarships and educate on the profession

### Action 3: Introduce new people to the profession of landscape architecture

- 1) Engage members in career days for the profession
- 2) Engage members in the ACE mentor program
- 3) Create a landscape architecture "club" for high schools and promote
- 4) Work with state curriculum to infuse the basic tenants of landscape architecture into curriculum, such as outdoor/ecological design
- 5) Support and encourage diversity when attracting and engaging prospective students to the landscape architecture profession; target urban high schools (Hartford, Bridgeport, New Haven, etc.)

## STRATEGY D: Retain and increase membership in Chapter

### Action 1: Retain membership:

- 1) Promote what CTASLA does for members
- 2) Conduct a member survey to determine successes and disappointments
- 3) Develop a consistent list of member benefits and promote them
- 4) Develop benefits for 10, 20, 30 years of membership

## Action 2: Increase membership

- 1) Support the membership committee as they develop strategies to increase membership
- 2) Reach out to every licensed non-member in order to provide ideas that will engage them
- 3) Provide an incentive for non-members to become members
- 4) Reach out to all firms regarding membership
- 5) Develop and support a program to compensate students and emerging professionals for membership



## Goal Two: Expand Chapter Governance, Leadership, and Finance

Continue to be a well-managed and financially sustainable chapter while expanding opportunities for member participation and future leaders.

### STRATEGY A: A Budget to grow on

Action 1: Develop a budget that will meet the needs of the mission and vision

- 1) Engage a QuickBooks expert and/or bookkeeper to assist Treasurer
- 2) Ensure there is continuing funding for the “War Chest”
- 3) Prioritize expenditures
- 4) Insist on consistent and up-to-date billing from all consultants and contractors
- 5) Conduct an annual audit and review before December 31 that informs the next year’s budget and red flags any tax issues

### STRATEGY B: Develop a long-term strategy for funding scholarships and the Olmsted Legacy Trail

Action 1: Revisit the 501(c)(3) in order to create more opportunities to fundraise for scholarships

- 1) Consider the potential for a 501(c)(3) to facilitate research grants (member benefit) and support the Olmsted Legacy Trail (our legacy)
- 2) Research potential grant opportunities that could be administered by the 501(c)(3) for research in landscape architecture.

Action 2: Develop a fundraising event(s) for scholarships and the Trail

Action 3: Provide opportunities for donations

### STRATEGY C: Identify other opportunities for revenue

Action 1: Review present methods for additional opportunities:

- 1) Website
- 2) Publishing
- 3) Listserve
- 4) Sponsorships

Action 2: Research new methods for additional opportunities

- 1) Yearly fundraising event or item for sale

## STRATEGY D: Develop consistent and continuous leadership

### Action 1: Reach out to members to become involved in the Executive Committee

- 1) Provide new ExComm members with information package including strategic plan, recent minutes, bylaws, etc. and review responsibilities at the initial ExComm meeting following election

### Action 2: Enhance leadership development

- 1) Develop training and create a consistent succession plan
- 2) Continue to fund attendance at national meetings

### Action 3: Develop strong committees that have chairperson report to the ExComm

- 1) Develop benefit package for volunteers as enhancement
- 2) Prioritize actions for each committee
- 3) Review committees' achievements and provide support if needed

## STRATEGY E: Continue to identify the Executive Director's role

### Action 1: Pro-actively engage with the Executive Director (ED)

- 1) Review the previous year's performance and identify successes and challenges that can be incorporated in the next year's scope of work
- 2) Develop a detailed scope of work with benchmark dates
- 3) Continue to review the hours and dollars spent in order to ensure that the budget meets the needs of the position

### Action 2: Continue to engage an Executive Director to assist the ExComm in leading the Chapter

- 1) Continue to engage the ED in providing program continuity
- 2) Budget for the ED to attend the annual meeting in order to network with other chapters and national leadership

## Goal Three: Promote the Profession

Improve the public's and allied professions' understanding and appreciation of landscape architects as leaders in the design of outdoor environments and our communities that protect and enhance the health, safety, and welfare of the residents of the State of Connecticut.

### STRATEGY A: Develop a new brand for CTASLA that represents the Olmsted legacy as well as the future of the profession

#### Action 1: Engage consultants to assist with brand development

- 1) Engage a branding consultant and incorporate that brand in all materials
- 2) Engage a web designer that can assist in revising the CTASLA website so that it fully promotes the profession and supports the membership
- 3) Engage a social media consultant to assist in developing a social media outreach plan
- 4) Work with a consultant to develop a digital publishing strategy that ties into the website

### STRATEGY B: Identify and coordinate opportunities to create visibility for landscape architects and landscape architecture

#### Action 1: Develop a list of events and conferences to present the profession

- 1) Develop a marketing package and display to be used
- 2) Develop a list of members to attend the conference
- 3) Develop a method to collect contacts and integrate into listserve
- 4) Develop a list of presentations that could be used to promote the profession and develop PowerPoints with presenters

#### Action 2: Use our Olmsted legacy to create more awareness of landscape architecture and Olmsted

- 1) Develop an event and public relations campaign around the Olmsted Award
- 2) Develop and promote the Olmsted Legacy Trail website

#### Action 3: Leverage things we already do

- 1) Develop a list of public service projects:
  - a) Engage the UConn students
  - b) Promote the public service day
  - c) Create regional interest
  - d) PR the results
- 2) Continue to develop and promote the annual CTASLA Professional Awards

- 3) Develop a CTASLA lifetime achievement award
- 4) Continue to use the CTASLA publications as promotion for the profession
  - a) Work with a consultant to develop a digital publishing strategy that ties into the website
  - b) Develop and nurture the advertising base through consistent communication and publishing dates
  - c) Develop a hard schedule for publishing and meet it
  - d) Distribute publications widely digitally and as hard copy

Action 4: Develop partnerships with allied professions and public officials

- 1) Create a list of strategic partners to create projects and/or collaborations
- 2) Engage in an annual summit to discuss the business of Connecticut and what we can contribute to improve it
- 3) Invite allied professionals to all events and programs
- 4) Create a “team award” as part of our awards program
- 5) Create a public official award as part of our awards program

## Goal Four: Advocate for the Profession

Advocate for public policies and statutes that improve landscape architectural practice and the quality of the region's built environment.

### STRATEGY A: Continue to Support the Advocacy Committee

Action 1: Provide them with virtual assistant to help with paperwork, letters, emails, etc.

Action 2: Continue to engage and advocate in Hartford

### STRATEGY B: Raise visibility of CTASLA as a resource and advocate for issues concerning landscape architecture

Action 1: Develop a Connecticut state department action plan (DOT, DAS, DEEP)

Action 2: Create a 169-municipality action plan; prioritize municipalities, identify decision-makers and stake holders, identify tactics, discuss legal action if needed

Action 3: Identify restraints to practice and develop a plan to reduce: laws, policies, codes

Action 4: Organize a state "advocacy day" with events and food that will draw in the state commissioners, legislators, governor, etc., and add a virtual component to the advocacy day

### STRATEGY C: Increase awareness of advocacy issues to membership

Action 1: Discuss advocacy at every program and event to inform the membership

Action 2: Expand advocacy alerts to membership

### STRATEGY D: Ensure that the State Landscape Architecture Board seats are 100% filled

Action 1: Review for vacancies regularly

Action 2: Provide candidates to the State Landscape Architecture Board

Action 3: Maintain open communication between chairman of the State Board and CTASLA President

# COMMITTEES:

(Committee responsibilities listed by individual goals)

## General (all Committees):

- 1) Set goals/priorities and submit to CTASLA Executive Committee
- 2) Provide regular progress reports to CTASLA Executive Committee

## Committee Responsibilities: Goal One

### Advocacy Committee:

- 1) Identify opportunities to promote landscape architects as project managers
- 2) Encourage member participation on state land use agency boards (with Communications and Membership committees)

### Awards Committee:

- 1) Administer the annual awards program
  - a) Develop criteria for a lifetime achievement award
  - b) Develop an improved jury criteria form
- 2) Maximize the visibility of annual professional awards program
  - a) Recognize award recipient project teams and clients
  - b) Investigate adding a student category
  - c) Investigate creating a lifetime achievement award
- 3) Confer Connecticut Chapter Olmsted award – individual or organization (politicians/nonprofits)
- 4) Increase number of CTASLA Fellows

### Communications Committee:

- 1) Redesign CTASLA.org
- 2) Expand press release distribution (content)
- 3) Encourage member participation on state land use agency boards (with Advocacy and Membership committees)

### Executive Committee:

- 1) Organize state allied organization summit (beyond advocacy efforts)
  - a) Share annual priorities and programs
  - b) Improve in-state business opportunities for landscape architecture firms
- 2) Identify opportunities for allied profession collaborations and networking (with Programs Committee)
- 3) Establish an Emerging Professionals committee

- 4) Utilize the member-at-large position to serve as liaison between student chapter and CTASLA
- 5) Provide CTASLA activities calendar/list to University of Connecticut faculty and students (with Programs and Students and Emerging Professionals committees)
- 6) Facilitate the faculty advisory committee meeting schedule and agenda
- 7) Develop an approach to increase recognition of the University of Connecticut landscape architecture program within the university community
- 8) Annual review of programs: appraise the value of the CTASLA programs
- 9) Continue student pricing for CTASLA programs (with Students and Emerging Professionals Committee)

### Membership Committee:

- 1) Provide a minimum 12 LACES professional development hours at a reasonable cost
  - a) Tailor some programs to attract a broad audience
- 2) Host “Art in the Garden” social event
- 3) Host annual holiday party (invite allied organizations)
- 4) Investigate the feasibility of reinstating golf/social
- 5) Invite ASLA leaders to attend/speak at CTASLA event(s)
- 6) Utilize Yale speakers/themes for chapter programming
- 7) Increase two-way communication between membership and CTASLA leadership (with Communications Committee)
- 8) Establish new-member welcome procedures
  - a) Ask new members about their interests in volunteer opportunities
- 9) Introduce a “first event free” program with point person to greet and make introductions (with Programs Committee)
- 10) Brainstorm on new service/programs for membership
- 11) Promote the value for membership (member/non-member pricing)
- 12) Outline and launch a member recruitment campaign
- 13) Promote career discovery opportunities and resources to members (with Communications and Public Relations committees)
  - a) Promote member participation in the ACE program
  - b) Collaborate with the Student Conservation Association
- 14) Participate in Green Leaf schools program
  - c) Utilize ASLA career discovery promotional tools
- 15) Distribute landscape architecture coloring book to elementary schools
- 16) Send “How to be a landscape architect” book to high school counselors
- 17) Recruit new members as volunteers
- 18) Make a volunteer call to action at each CTASLA event

## Programs Committee:

- 1) Set goals/priorities and submit to CTASLA Executive Committee
- 2) Provide regular progress reports to CTASLA Executive Committee Make a volunteer call to action at each CTASLA event (request for volunteers)
- 3) Utilize education programs to attract non-landscape architects to create valuable networking opportunities
- 4) Introduce a “first event free” program with point person to greet and make introductions (with Membership Committee)
- 5) Provide CTASLA activities calendar/list to University of Connecticut faculty and students (with Executive and Students and Emerging Professionals committees)
- 6) Facilitate landscape architecture site field trips (with Public Relations and Students and Emerging Professionals committees)

## Public Relations Committee:

- 1) Facilitate landscape architecture site field trips (with Programs and Students and Emerging Professionals committees)

## Scholarship Committee:

- 1) Set goals/priorities and submit to CTASLA Executive Committee
- 2) Provide regular progress reports to CTASLA Executive Committee
- 3) Promote the CTASLA scholarship program to University of Connecticut students (with Students and Emerging Professionals Committee)
- 4) Market CTASLA scholarship broadly to all accredited programs within the country

## Students and Emerging Professionals Committee:

- 1) Identify interests and activities for CTASLA emerging professionals
- 2) Provide CTASLA activities calendar/list to University of Connecticut faculty and students (with Executive and Programs committees)
- 3) Coordinate student Honor and Merit award program (with Awards Committee)
- 4) Investigate feasibility of student category in CTASLA Awards (with Awards Committee)
- 5) Conduct University of Connecticut student portfolio reviews
- 6) Attend student chapter meetings
- 7) Investigate reinstating a mentor program with University of Connecticut (coordinate with faculty)
- 8) Promote the CTASLA scholarship program to University of Connecticut students (with Scholarship Committee)
- 9) Continue student pricing for CTASLA programs (with Finance Committee)
- 10) Provide an emerging professional presentation to students (life after graduation)
- 11) Facilitate landscape architecture site field trips (with Programs and Public Relations committees)



## Committee Responsibilities: Goal Two

### Audit Committee:

- 1) Conduct annual audit of chapter accounts and report its findings to the CTASLA Executive Committee within one-hundred-and-twenty (120) days of the close of the financial year

### Bylaws Committee:

- 1) Set goals/priorities and submit to CTASLA Executive Committee
- 2) Provide regular progress reports to CTASLA Executive Committee
- 3) Review CTASLA bylaws every five years
- 4) Review proposed amendments for consistency with the constitution or bylaws; assist the sponsor of a proposed amendment in its drafting and in rectifying any inconsistencies, if necessary

### Executive Committee:

- 1) Develop CTASLA scholarship funding policy (with Finance and Scholarship committees)
- 2) Evaluate leadership structure
- 3) Create leadership development/succession plan (with Nominating Committee)
- 4) Develop Executive Committee orientation program
- 5) Focus CTASLA committee efforts on priority programs
- 6) Develop, adopt, and adhere to an annual budget (with Finance Committee)
- 7) Obtain bookkeeper services (with Finance Committee)
- 8) Prioritize expenditures (with Finance Committee)
- 9) Evaluate/establish 501(c)(3) Connecticut Landscape Architecture Fund (with Finance Committee)
- 10) Host annual Executive Committee Fall planning meeting (set annual chapter goals and operations plan)
- 11) Use Executive Director to ensure progress on programs - continuity
- 12) Annual review of professional services (accountant, Executive Director, webmaster, bookkeeper, lobbyist)

### Finance Committee:

- 1) Set goals/priorities and submit to CTASLA Executive Committee
- 2) Provide regular progress reports to CTASLA Executive Committee
- 3) Develop CTASLA scholarship funding policy (with Executive and Scholarship committees)
- 4) Develop, adopt, and adhere to an annual budget (with Executive Committee)
- 5) Prioritize expenditures (with Executive Committee)

- 6) Evaluate/establish 501(c)(3) Connecticut Landscape Architecture Fund (with Executive Committee)
- 7) Identify additional sources for non-dues revenue
- 8) Identify and apply for grants
- 9) Administer sponsorship program
- 10) Obtain bookkeeper services (with Executive Committee)

### Membership Committee:

- 1) Set goals/priorities and submit to CTASLA Executive Committee
- 2) Provide regular progress reports to CTASLA Executive Committee

### Nominating Committee:

- 1) Create CTASLA leadership development/succession plan (with Executive Committee)
- 2) Conduct annual leadership election
- 3) Coordinate chapter leadership election process
- 4) Choose candidates for ballot

### Scholarship Committee:

- 1) Develop CTASLA scholarship funding policy (with Executive and Finance committees)

### Students and Emerging Professionals Committee:

- 1) Make a volunteer call to action at each CTASLA event (request for volunteers)

### Tellers Committee:

- 1) Conduct annual leadership election
- 2) Count and verify election ballots and other confidential ballots received from the membership; ensure that the votes counted are by members who are currently qualified to vote
- 3) Report the results of the election by forwarding a confidential written tabulation to the President and Secretary, within seven days of the close of an election.

## Committee Responsibilities: Goal Three

### Advocacy Committee:

- 1) Identify succession plan for committee leadership
- 2) Obtain a position on Connecticut Institute for Resilience and Climate Adaptation's (CIRCA) advisory committee
- 3) Evaluate the opportunities for landscape architects in transportation (TAP, TOD, etc.) and public health

### Awards Committee:

- 1) Investigate feasibility of expanding awards program to engage public
  - a) Recognize green education/student sustainability initiatives award
  - b) Recognize green cities
- 2) Coordinate student Honor and Merit award program (with Students and Emerging Professionals Committee)
- 3) Investigate feasibility of student category in CTASLA Awards (with Students and Emerging Professionals Committee)

### Communications Committee:

- 1) Publish the *Connecticut Landscape Architecture Annual* book
- 2) Publish *The Connecticut Landscape Architect* magazine biannually
- 3) Expand CTASLA social media presence
- 4) Increase two-way communication between membership and CTASLA leadership (with Membership Committee)
- 5) Promote career discovery opportunities and resources to members (with Membership and Public Relations committees)
  - c) Promote member participation in the ACE program
  - d) Collaborate with the Student Conservation Association
  - e) Participate in Green Leaf schools program
  - f) Utilize ASLA career discovery promotional tools
  - g) Distribute coloring book to elementary schools
  - h) Send "How to be an landscape architect" book to high school counselors

### Executive Committee:

- 1) Develop a relationship with Yale
  - a) Research opportunities and appoint liaison
- 2) Identify opportunities for allied profession collaborations and networking (with Programs Committee)
- 3) Identify regional alliance opportunities with other chapters (with Programs Committee)
- 4) Utilize the member-at-large position to serve as liaison between student chapter and CTASLA

- 5) Maintain the University of Connecticut ambassador group
- 6) Encourage the establishment of a landscape architecture program at Yale (appoint a key person to investigate a role for CTASLA)
- 7) Integrate landscape architecture into STEAM
  - a) Infuse the work of landscape architects into state curriculum - outdoors/ecological education; highlight the importance of outdoor environments

### Membership Committee:

- 1) Distribute e-blasts
- 2) Enhance social media presence
- 3) Increase two-way communication between membership and CTASLA leadership (with Communications Committee)
- 4) Conduct member survey (satisfaction, interests)
- 5) Centralize a volunteer interest roster

### Nominating Committee:

- 1) Conduct annual leadership election
- 2) Promote CTASLA volunteer opportunities to chapter members

### Programs Committee:

- 1) Identify opportunities for allied profession collaborations and networking (with Executive Committee)
- 2) Utilize education programs to attract non-landscape architects to create valuable networking opportunities
- 3) Identify regional alliance opportunities with other chapters (with Executive Committee)

## Public Relations Committee:

- 1) Set goals/priorities and submit to CTASLA Executive Committee
- 2) Provide regular progress reports to CTASLA Executive Committee
- 3) Make a volunteer call to action at each CTASLA event (request for volunteers)
- 4) Participate in World Landscape Architecture Month (WLAM) and other public awareness campaigns/initiatives
- 5) Identify public outreach initiatives and promote participation
  - a) Promote PARK(ing) Day participation to CTASLA members
  - b) Participate in public service projects
- 6) Outline a state “designed by a landscape architect” recognition program to raise the profile of landscape architects
  - a) Define “who we are,” “what we do,” and “what we are about”
  - b) Rebrand CTASLA
  - c) Utilize mobile technology (e.g., Landscape Architect’s Guide to [insert city])
- 7) Advance the Olmsted Legacy Trail initiative
  - a) Update website
  - b) Develop signage (plaques) for sites
  - c) Included in Connecticut Trail Mix program
  - d) Develop relationship with Department of Economic and Community Development (DECD)
- 8) Create a career discovery program
  - e) Identify high value targets (magnet schools and schools with community outreach coordinators)
- 9) Promote career discovery opportunities and resources to members (with Communications and Membership committees)
  - a) Promote member participation in the ACE program
  - b) Collaborate with the Student Conservation Association
  - c) Participate in Green Leaf schools program
  - d) Utilize ASLA career discovery promotional tools
    - i. Distribute coloring book to elementary schools
    - ii. Send “How to be a landscape architect” book to high school counselors

## Committee Responsibilities: Goal Four

### Advocacy Committee:

- 1) Set goals/priorities and submit to CTASLA Executive Committee
- 2) Provide regular progress reports to CTASLA Executive Committee
- 3) Outline a strategic plan for possible future legislative action
  - a) Review state statutes that should involve landscape architects
  - b) Review Connecticut licensure law
  - c) Identify priorities and tactics
  - d) Leverage lobbyist efforts to the highest degree possible
  - e) Review legislative reports from the lobbyist and advise ExComm Committee on topics of concern and talking points for meetings with legislators
- 4) Continue outreach to key state offices and agencies with targeted communications
  - a) Continue “what is landscape architecture” capitol displays
  - b) Outline action plan for state agencies to remove barriers to practice
    - i. Department of Energy and Environmental Protection (DEEP), Department of Transportation (DOT), Department of Health (DOH), Division of Construction Services (DCS)
- 5) Outline municipality landscape architect awareness strategy
  - a) Identify/prioritize towns and key personnel
  - b) Research associations of town engineers
  - c) Discuss staged approaches: from “what is landscape architecture” letter to legal action
- 6) Encourage members to report barriers to practice to CTASLA (with Communications and Membership committees)
- 7) Organize annual state lobby day
  - a) Investigate feasibility of expanded member involvement at state lobby day
- 8) Produce a state representative information piece to increase member awareness of elected officials (with Communications Committee)
- 9) Create a virtual state lobby day
- 10) Identify state issues for state lobby day
- 11) Maintain open communication between chapter and chair of the Connecticut State Board of Landscape Architects
- 12) Read public minutes of the Connecticut State Board of Landscape Architects
- 13) Request Governor to fill Connecticut State Board of Landscape Architects vacancies and suggest appointees (with Executive Committee)
- 14) Outline licensure encroachment action plan
- 15) Outline a strategic plan for possible future legislative action
  - a) Review state statutes that should involve landscape architects
  - b) Review Connecticut licensure law
  - c) Identify priorities and tactics for possible future legislative action

## Communications Committee:

- a) Encourage members to report barriers to practice to CTASLA (with Advocacy and Membership committees)
- b) Produce a state representative information piece to increase member awareness of elected officials (with Advocacy Committee)

## Executive Committee:

- 1) Request Governor to fill Connecticut State Board of Landscape Architects vacancies and suggest appointees (with Executive Committee)

# APPENDIX

## Strategic Plan Meeting Participants

February 20 and 21, 2015

AIA/ASLA Headquarters 370 James Street 4<sup>th</sup> Floor, New Haven, CT

### Attendees:

Barbara Yaeger, ASLA	President
David Verespy, ASLA	Immediate Past President
Debra De Vries-Dalton, ASLA	Vice President
Bob Golde, FASLA	Trustee
Brian Westermeyer, ASLA	Treasurer
Aris Stalis, ASLA	Advocacy Committee Chairman
Michael Hunton, ASLA	Member at Large
Matt Pafford, Assoc. ASLA	Member at Large
Nick Pouder, ASLA	Member at Large
Mike Rettenmeier, Assoc ASLA	UConn Ambassador, COLT Chairperson
Tom Tavella, FASLA	Past CTASLA President and Past National President
Eric Rains, ASLA	Member at Large, Past Chapter President
Jeff Mills, Aff. ASLA	CTASLA Executive Director

### Facilitators:

Barbara Drobins Fles	ASLA Member and Chapter Services Director
Julia Lent, Hon. ASLA	ASLA, Government Affairs Managing Director

## Plan Refinement Committee (2016-2018):

Phil Barlow, ASLA	Trustee, CTASLA Member
Jane Didona, ASLA	Past President, CTASLA Member
Oliver Gaffney, ASLA	Vice President, CTASLA Member
Gwen Heerschap, ASLA	Member at Large, CTASLA Member
Jeffrey Olszewski, ASLA	Member at Large, CTASLA Member
Barbara Yaeger, ASLA	Past President, CTASLA Member
Thomas Hammerberg, ASLA	President-Elect, CTASLA Member



## Yearly Accomplishments

ACCOMPLISHMENTS				
Year	Committee/Position	Name	Goal	Successes
7 2016	President	Debra De Vries-Dalton	Goal 4 Advocate for the Profession	Added to the Department of Construction Services Manual
7 2016	Advocacy Committee	Aris Stalis-Chair	Goal 4 Advocate for the Profession	Added to the Department of Construction Services Manual
8 2017	President	Debra De Vries-Dalton	Goal 4 Advocate for the Profession Strategy: Create Visibility	Meriden Site Visit Day 8-08-2018
8 2017	Advocacy Committee	Aris Stalis-Chair	Goal 4 Advocate for the Profession	Meriden Site Visit Day 8-08-2018
8 2017	President-Elect	Thomas Hammerberg	Goal 2 Strategy Develop a long term STRATEGY for <b>funding scholarships</b> and The Olmsted Legacy Trail	Golf Tournament, Create Separate Checking Account to track funds
8 2017	Scholarship Committee	Louis Fusco-Chair, Thomas Hammerberg	Goal 3 Promote the Profession Action 3: Leverage things we already do	Expand scholarship to high school students
8 2017	Golf Committee	Jeff Olszewski-Chair, Thomas Hammerberg, Brian Westermeyer	Goal 2 ,Strategy B, Action 2: Develop a fundraising event(s) for <b>scholarships</b> and the Olmsted Legacy Trail	Revive Golf Tournament
8 2017	Treasurer	Barbara Yaeger	Goal 2 Strategy A - Action 1	Hire new accountant, bookkeeper, set up new system of reporting