March 18, 2020

COVID-19 UPDATE

- In response to the COVID-19 pandemic, ASLA’s first and foremost obligation is to protect the health and safety of our employees, our members, and the partners and colleagues with whom we work and interact. Given growing concerns about the effect of the coronavirus on daily life in the Washington, D.C., area, we are implementing a series of actions that reflect an ironclad commitment to that principle. This includes:
  - Transforming the April 24-25 spring meetings of the Board of Trustees and Chapter Presidents Council, previously planned for Washington, D.C., to virtual meetings;
  - Cancelling all in-person meetings at the Center for Landscape Architecture and substituting virtual meetings whenever possible;
  - Suspending public tours of our green roof and access to our climate crisis exhibition;
  - Implementing a liberal telecommuting policy for staff impacted by state and local COVID-19 responses; and,
  - Suspending all staff and leadership business travel.

Be assured that ASLA has procedures in place to ensure that during this difficult time we are able to continue the same high level of support for our members and partners. Our members should expect no interruption in our services or a reduction in access to programs and staff.

If you have already booked your hotel room for the spring meeting, please cancel directly with the hotel before March 20. Also, check with the airlines for information regarding flexible ticket refunds. Refunds will be offered for nonrefundable tickets.

- **For the BOT and CPC hotel reservations:** Please contact Meetings and Special Programs Acting Director Kelli Bland or Janet Davis with questions.

- **For the CPC:** Staff will be working with CPC Chair Jessie McWilliams, ASLA, and Chair-elect Tim Slazik, ASLA, on plans to hold a virtual CPC meeting. Feel free to post ideas or questions to the Basecamp 3 group or chapters@asla.org. You may also contact Managing Director Julia Lent with additional questions.

**Highlights!**

- The ASLA CEO position prospectus has been released into the marketplace and the search for ASLA’s next leader is in full swing. The CEO will provide compelling, strategic leadership for ASLA and the landscape architecture profession. You can find out more about the position by visiting the ASLA website.

- Last week, ASLA submitted formal comments in opposition to the proposed National Environmental Policy Act (NEPA) rule. In January, the Council on Environmental Quality (CEQ) issued a notice of proposed rulemaking that would gut NEPA, which has protected our environment for 50 years. ASLA put out a statement opposing this rule after it was released. You can read ASLA’s comments here.

- ASLA Federal Government Affairs worked with coalition partners and U.S. senators to merge the Land and Water Conservation Fund (LWCF) full funding and National Park Service maintenance
legislation into a new bill in the U.S. Senate. This bill, S. 3422, the Great American Outdoors Act, was introduced on March 9, with much fanfare. The LWCF Coalition and Senator Rob Portman (OH) reached out to ASLA Federal Government Affairs for endorsement quotes, which appeared in Portman's statement. This legislation is nearly identical to the LWCF Permanent Funding Act and the Restore Our Parks and Public Lands Act, with added funds for the other land management agencies. As of this writing, this legislation has 59 sponsors in the Senate, including both the majority and minority leaders, and is expected to receive full Senate consideration in the near future.

- ASLA was heavily featured in a story from Katherine Roth of the Associated Press entitled, "Landscape architects shift emphasis to the ecosystem." This article was picked up by well over 100 national and regional news outlets, such as the Washington Post and ABC News, with an aggregate potential reach of almost 210 million people.

- The efforts of ASLA’s Climate Action Subcommittee and the Smart Policies for a Changing Climate Exhibition were featured in an article titled “How Conservationist Designers Are Reacting to Climate Change,” in Architectural Digest, a publication with over two million subscribers.

- The 2021 president-elect candidates, Eugenia Martin, FASLA, and Emily O’Mahoney, FASLA, will answer a series of three questions as part of their campaign for president. The candidates will also do a campaign video prior to the start of the elections, which begins on April 28 and runs for a month. Question one and the response for candidate Martin appears [here](#) and for candidate O’Mahoney appears [here](#). Question two and their responses, which appeared in the March 10 edition of LAND is located [here](#) for candidate Martin, and [here](#) for candidate O’Mahoney.

- ASLA held a virtual viewing of the documentary Claiming Open Spaces, followed by a live Q&A session with film producer Austin Allen, ASLA. ASLA chapters, landscape architecture firms, and university programs across the country participated in the Q&A. This event supported ASLA’s national celebration of Black History Month.

- Education staff led ASLA national in the kick-off of a series of Women’s History Month celebrations including:
  - A fun photo challenge around the historic/iconic Rosie the Riveter photo. The #ASLARosieChallenge encourages ASLA Chapters to show their support of women in the profession throughout the month of March.
  - A dedicated ASLA Celebrates Women’s History Month web page was launched that includes an inspiring message from ASLA President Wendy Miller, FASLA.
  - On March 5, ASLA hosted a rebroadcasting of the 2019 Conference on Landscape Architecture Session, Allies, Advocates, and Stakeholders: Building Up Women in Landscape Architecture, led by diversity summit participants, Magdalena Aravena, ASLA, Keith Wilson, ASLA, and Haley Blakeman, ASLA (see more in Education).

- With ASLA’s Online Learning library containing more than 200 on-demand courses, including over 40 sessions from the 2019 Conference on Landscape Architecture, ASLA now offers PDH bundle packages at a discounted rate of up to 50 percent off! This members-only benefits includes bundles in increments of four, eight, and twelve PDH.

Leadership Visits

- President Wendy Miller, FASLA, was the keynote speaker at the Potomac Chapter’s conference (D.C. area) on February 29. Miller presented the “Change Grows Here” video on climate change. She also discussed new mobility and disruptive transportation technologies, and federal and state
advocacy. The sold-out event had a great mix of topics, including climate change issues, DEI efforts and projects in the DC/Maryland area, and public parks/private residential projects in coastal zones.

- **Immediate Past President Shawn Kelly, FASLA**, was in Tupelo, Mississippi, for the *Twin States meeting of ASLA chapters* on March 6. Titled the “The Future of the Profession,” Kelly’s presentation included the changes at ASLA at the national level, change in education, and the projection forward of change in the environment and culture. Attendees were treated to a crawfish boil and catfish dinner held at the birthplace of Elvis Presley. Kelly also performed with the Elvis impersonator!

- **President Kelly** also visited the *University of New Mexico Student Chapter* as the keynote speaker, February 24-25, and presented to the graduate landscape architecture students, faculty, and local practitioners. The presentation, titled "Adaptive Response to a Changing Environment," included the topics of changing climate, stormwater, ecology, city structure, cultural patterns, and ASLA—all of which are undergoing change in notable ways. A Q&A session was held after the presentation, and the event concluded with a short reception. Past-President Greg Miller, FASLA, served as host and tour guide to some of his landscape architecture projects in Albuquerque. On Tuesday, there was a student breakfast with more Q&A, a campus tour, and a classroom appearance. Kelly also had lunch with Daniel Martin, Hon. ASLA, met with several classes, and had dinner with faculty, Mr. and Mrs. Martin, and Past-President Miller.

**Government Affairs**

- As of March 16, State Government Affairs is tracking **217 occupational licensing bills in 46 states**. Legislation throughout the country continues to largely focus on reducing mobility barriers to occupations that require a license to practice. State Government Affairs also continues to work closely with ARPL and to share resources with state chapters. Each chapter now has access, on the newly created *ASLA Advocacy Leaders Basecamp*, to an advocacy toolkit, issue-based key messages, and press-release templates.

- ASLA and CLARB will host a joint web licensure summit on Wednesday, March 25, at 3:00 p.m. ET. This 45-minute webinar will provide updates on 2020 legislative trends and activity in licensure affecting landscape architects across the country. Register today!

- Federal Government Affairs Manager Daniel Hart attended a meeting in the Senate on March 10 to discuss S. 3422, the Great American Outdoors Act. This meeting was called by the bill sponsors to discuss the introduction of the legislation and the next steps toward passage. In addition to coalition partners and senate staff, Senators Gardner (CO), Manchin (WV), Daines (MT), Burr (NC), Alexander (TN), Warner (VA), Portman (OH), and King (ME) attended.

- Federal Government Affairs participated in the *kick-off meeting for the Olmsted 200 Advocacy Working Group*. Olmsted 200 plans to celebrate the bicentennial of Frederick Law Olmsted’s birth while highlighting the importance of landscape architecture in today’s world. The Advocacy Working Group is tasked with garnering support in Congress to honor Olmsted. ASLA is also serving on the fundraising and communications working groups.

- Government Affairs is working with landscape architects at the *Environmental Protection Agency* to promote a webinar about their Resilient Design Resistance Tool, which will help identify and facilitate policy and planning measures that promote green infrastructure and help address flood-management and water-quality needs. ASLA encourages its members to promote and participate in this webinar, which will be held on Mar 24, 1:00-2:30 p.m. ET. You can register for the webinar here.
Federal Government Affairs has joined in signing coalition letters to Congress. As part of both the National Parks Second Century Action Coalition and LWCF Coalition, ASLA signed onto a joint letter to the Senate in support of S. 3422 the Great American Outdoors Act. As part of the Resilience Revolving Loan Fund Act Coalition, ASLA also signed onto a letter in support of the Safeguarding Tomorrow through Ongoing Risk Mitigation (STORM) Act of 2020, which invests in pre-disaster mitigation for natural and manmade disasters with a concentration on resilience.

Recently, Federal Government affairs activated the iAdvocate network to call members to action on the LWCF Permanent Funding Act. Our action was one of the main drivers behind stronger support in the Senate for permanent funding for LWCF and the introduction of the Great American Outdoors Act.

Finance, Meetings, and Business Operations

- CFO Mike O’Brien, Hon. ASLA, and the Accounting staff are wrapping up the February close and will discuss it via conference call with the Finance and Investments Committee on Thursday. The February results are in line with the budget.

- The LAM advertising contracts represent 69 percent of the 2020 budget.

- The 2020 EXPO in Miami has 235 exhibitors signed up, with revenue totaling 81 percent of the budget.

Landscape Architecture Magazine

- LAM staff has directed contributors in the field to cease or cancel all planned assignment travel until further notice.

- The April issue of LAM is scheduled to arrive soon. The cover feature is a profile of Claude Cormier & Associés in Montreal and its tenacious approach to creating landscapes of both meaning and humor. Another profile looks at the emerging practice of Terremoto (Italian for “earthquake”) in Los Angeles, and its approach to tight-budget projects around its base in Los Angeles. And a terrific feature reports on the work of Pam Linn, FASLA, at the Milwaukee Public Schools, and her team’s efforts to remake dozens of neighborhood play spaces following an equity matrix to address the spaces in areas with the greatest need.

- Art Director Chris McGee recently served as a judge for the Jesse H. Neal Awards, which honor excellence in specialized journalism. He reviewed entries in the categories for Best Art Direction for a Cover and Best Art Direction for a Single Article.

Member and Chapter Services

- ASLA is hosting a chapter treasurer webinar on March 26 at 3:00 p.m. ET to showcase lessons learned from the Michigan and Texas Chapters. Invitations have been sent to all chapter treasurers, and anyone is welcome to attend. Email chapters@asla.org with a request for an invitation. The session will be recorded and posted on the Chapter Operations Workbook.

- The Associate Advisory Committee is currently working on an Emerging Professional Survival Guide that will share tips on navigating the early years of practice. Topics include “The Office,” “Getting Licensed,” and “Career Development.” Part of this process will include reaching out to
seasoned professionals to solicit advice in many of these areas. The AAC will also be collaborating with other key committees, including the Emerging Professionals and the LARE Prep Committees.

- **Save the date!** The ASLA Emerging Professionals Committee is launching the biweekly ASkLA Podcast on April 7. This podcast is a retooling of the popular Ask Me Anything series. The first episodes will focus on World Landscape Architecture Month’s new “Life Grows Here” campaign. Stay tuned for more details.

**Public Relations and Communications**

- Efforts continue toward the launch of our “Life Grows Here” public awareness campaign, set to kick off on April 1 for World Landscape Architecture Month. National ASLA will once again host an all-month Instagram takeover, this year featuring student and professional chapters working in tandem to showcase a broad spectrum of the profession. Information on how members, students, and others can participate in the new campaign can be found here.

- ASLA released official statements of support for the Great American Outdoors Act. A statement from President Miller announced our support. A quote from Co-Interim EVP Roxanne Blackwell was included in a press release from our coalition partners, and a statement from Hawai’i Chapter President Simon Bussiere, ASLA, was sent for inclusion in a press release from Senator Mazie Hirono (HI), one of the bill’s sponsors.

- President Miller was included as a signer on a Letter to the Editor regarding professional licensure, organized by the Alliance for Responsible Licensure (ARPL). Publication is pending.

- ASLA and eight partner organizations of the Joint Call to Action to Promote Healthy Communities released ten conversation guides to highlight successful cross-disciplinary collaborations for healthy, equitable communities.

**Marketing and Development**

- *LAM* ads have been designed to “Save the Date” for the Conference on Landscape Architecture’s early bird registration. Soft launch is April 21 and the general launch will take place on April 28. Emails to advertisers to encourage ad space purchases were sent. If you know of anyone who might be interested in advertising in *LAM*, please contact the ASLA sales team.

- Development continues to collect on pledges to the ASLA Fund for the construction of the Center for Landscape Architecture. Over $130,000 has been collected in just six months! This leaves an outstanding balance of just over $45,600. Please contact Development Coordinator Judy Mehlman if you have any questions about pledges or to donate to the Fund.

- The team is designing the spring campaign “Students Grow Here.” It is focused on soliciting donations to allow landscape architecture students to attend the annual conference for free. This campaign will align with themes of World Landscape Architecture Month and the broader membership campaign.

- The registration brochure for the annual conference will be printed and delivered with the May *LAM* edition. In addition, Marketing is developing a postcard to reach past exhibitors who have not yet committed to the EXPO in 2020.
**Education and Practice**

- **Introduce a Girl to Landscape Architecture web page** was launched, highlighting two of the newest publications added to ASLA’s library for students in grades K-5: *Green Green* by Baldev Lamba, ASLA, and Maria Lamba, and *Green Trees and Sam* by Shannon Gapp, ASLA, with Bolton & Menk. The web page includes Girl Talk about the profession and showcases the Girl Power of ASLA members.

- **Landscape Architectural Accreditation Board (LAAB) ROVE Teams** continued accreditation reviews for spring 2020. *Arizona State University (BSLA and MLA), University of Illinois (BLA and MLA), and Pennsylvania State University (MLA)* had their reviews. Also, *Iowa State University (BLA and MLA)* had a combined review last week. Programs reviewed during spring 2020 are scheduled to be considered at the LAAB Summer 2020 Board Meeting.

- LAAB leadership has decided to **postpone the remaining accreditation visits for spring 2020** until fall 2020, due to the COVID-19 pandemic. The postponement included an initial accreditation visit to American University of Beirut (BLA), a candidacy visit to University of Cincinnati (MLA), a joint renewal accreditation visit to Virginia Tech (BLA and MLA), and a renewal accreditation visit to California Polytechnic State University, San Luis Obispo (BLA).

- **Manager Lisa Jennings** led ASLA’s first partner meeting of the year with the National Building Museum. ASLA PR/Communications and Marketing staff joined the open discussion to re-strategize around 2020 Partner Agreement activities.

- **Director Kristopher Pritchard** and **Manager Jennings** met with Landscape Architecture Foundation staff to explore areas of collaboration in 2020 to support diversity initiatives throughout the profession.

- On March 5, over 100 attendees participated in a rebroadcast of the 2019 ASLA Conference session, “Allies, Advocates, and Stakeholders: Building Up Women in Landscape Architecture,” presented by Magdalena Aravena, ASLA; Haley Blakeman, ASLA; and Keith Wilson, ASLA. This webinar is also being featured as the “Free PDH of the Month” as a member-only benefit, offering 1.0 PDH (LA CES/non-HSW).

- The eight member organizations of the **Joint Call to Action to Promote Healthy Communities** have published ten conversation guides to highlight successful cross-disciplinary collaborations for healthy, equitable communities. Each guide examines the successes and challenges of one case study and includes conversational questions any design or planning professional can use to kick-start collaboration in their community.

- **The Call for Game Changer Submissions** for the 2020 conference closes March 23. During these fast-paced, innovative talks, presenters will have just seven minutes to share a game-changing idea. Submitters are asked to share a short video describing their game changer. Submissions will be chosen by popular vote.

- ASLA staff and Florida field session chapter co-chairs **Deena Bell Llewellyn, ASLA, and Ritu Simlai, ASLA**, are coordinating field session submissions. Co-chairs are working with field session leaders to finalize submissions. Session notifications will be shared later this month.

- During a site visit to Miami Beach for ongoing conference planning, ASLA staff visited the office of Raymond Jungles, Inc., to meet with staff and learn about their local and international work and the
firm’s design philosophy.

Information and IT

- Web archiving is underway to save older items identified in ASLA’s Document Retention and Destruction Policy. Archived items will be saved offline and removed from ASLA’s web servers. Over 12 GB of such materials were removed last year.

Deadlines and Reminders

- March 25: ASLA/CLARB joint web licensure summit
- April 7: ASLA Emerging Professionals Committee is launching the biweekly ASkLA Podcast
- President-elect 2021 voting opens April 28 and closes May 28
- The Leadership Calendar can be accessed on the web.