

St. Louis Chapter of ASLA Strategic Plan - Adopted by the Ex-Comm, August 2002

Mission Statement

The St. Louis Chapter of ASLA promotes and raises awareness of landscape architecture in the St. Louis region and the state of Missouri, while also providing opportunities for members to serve, socialize, and to learn.

We do this by educating the public, allied professionals, elected officials, and students on the value that Landscape Architects bring in helping to positively and responsibly shape the natural and built environments and by assuring the public health, safety, and welfare.

We believe we can do more to promote landscape architecture together than individually. The chapter acts as a shared voice for members on the local and national level for issues that effect members and landscape architecture.

Criteria for Chapter Events and Programs

- Does it raise awareness of landscape architecture?
 - With allied professionals?
 - With politicians?
 - With the media?
 - Students?
- Can the event / program best be accomplished by St. Louis ASLA.
- Can the event / program be successful with limited attendance?
- Can the event / program be accomplished with a limited number of volunteers (Will the impact be worth the effort)?
- Is the event / program profitable?
- Provide an opportunity for members to serve?
- For members to learn?
- For members to socialize?
 - With other members?
 - Allied professionals?
 - Decision Makers (Politicians)?
 - Students?
 - Potential Clients?

Top Priorities for St. Louis ASLA next 1-2 years:

1. Continue Chapter Administrative Duties

- Annual Report to ASLA National
- CIP grant application
- Monthly Newsletter
- Chapter Awards
- Holiday / Awards Party
- Fellows Nomination

2. Cultivate New Chapter Leadership.

Goal: Ensure that new landscape architects join and are involved with ASLA.

- Social event for new hires and interns in the summer.
- Free invite to the annual awards / holiday party for new landscape architects in St. Louis.
- Put new landscape architects on the Chapter e-mail list.
- Send chapter web address to landscape architecture students at nearby universities.

Goal: Increase incentives for holding chapter leadership positions.

- Pay for an additional Ex-Comm officer to attend national convention.
- Recognize Ex-Comm and volunteers at the awards / holiday party.
- Annual Ex-Comm team building retreat.

Goal: Give members an opportunity to network in informal settings.

- Happy hours
- Summer reception

Goal: Support the growth of and development of young landscape architects.

- Support Jerry Loomis Memorial Scholarship

3. Increase Financial Resources and Income.

Goal: Maximize use of convention profits.

- Invest convention money in interest bearing account.

Goal: Increase sponsorship and advertising dollars.

- Create a database of potential advertisers / sponsors.
- Approach sponsors with opportunities for upcoming year.
- Events / Programs for sponsorship:
 - Jerry Loomis Memorial Golf Tournament
 - Web Page
 - Awards Brochure
 - Holiday / Awards Dinner

Goal: Research grant opportunities for new or one-time Chapter programs.

- ASLA CIP grant.

4. Raise Awareness of Landscape Architecture to Targeted Groups.

Goal: Raise awareness with local media.

- Identify targeted media contacts.
- Send Ex-Comm contact information and annual awards winners to media contacts.
- Work with Beth Young at national to send ASLA “position” to reporters who have written stories with topics related to landscape architecture.

- Give award at annual awards / holiday party to local media person(s) who raises awareness of the importance of stewardship of the natural or built environment.

Goal: Raise awareness with allied professionals and organizations

- Send the allied professionals ASLA's annual award winner brochure.
- Give award at annual awards / holiday party to local professional or organization who shows stewardship to the natural or built environment.

Goals: Raise awareness with the public.

- Plan a NALA week event that would be of interest to the public?
- Newspaper editorial during NALA week on the topic of landscape architecture.

Goal: Increase recognition and publicity of members' work.

- Create high quality ASLA Awards brochure

5. Defend and Raise Awareness of Practice Act.

Goal: Raise awareness of landscape architecture with state senators and representatives.

- Continue annual 'Day at the Capitol' lobbying trip with Prairie Gateway Chapter.
- Host 'Meet the Candidates' reception during election years. (Possible joint program with allied professionals.

Long-Range Priorities (2-5 Years)

- Strengthen Practice Act
- Establish CEUs (Continuing Education Credits)
- Hire a part-time executive director or a management firm to handle administrative tasks of the chapter.
- Increased involvement and collaboration with allied professionals.
- Raising awareness of the profession through greater outreach to students at the grade school and high school level.
- Develop prototypical landscape code to raise awareness of landscape architecture with cities and municipalities.
- Co-sponsor regional conference with allied organizations. (Possible topics could be: smart growth, regional greenspace, sustainability, etc.)