



**ASLA**  
ILLINOIS

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# Activities Report 2018



Each year, the association provides a foundation to advance landscape architecture through advocacy, communication, education, and networking. The Illinois Chapter continues to be a leader in the Society's mission. 2018 activities year to date are summarized on these pages.

**2018 saw active chapter activity and three items were overarching throughout the year:  
issues surrounding Advocacy, a new Website, and refreshed branding.**

**ADVOCACY ↔ WEBSITE ↔ MEMBERSHIP ↔ EDUCATION ↔ NETWORKING EVENTS  
↔ EMERGING PROFESSIONALS & STUDENTS ↔ PUBLIC AWARENESS ↔ PARTNERSHIPS  
↔ PUBLICATIONS & MEDIA**

## **ADVOCACY**

### **➤ Practice Act Pursuit**

- o Great strides were made to revise our current title act into a practice act. The third draft of the act is currently being reviewed by the Executive Committee and Allied Organizations.
- o Illinois Strategies was contracted as a lobbyist for the chapter.
- o Members were invited to an Advocacy Update and past presidents and trustees were brought up to date at the Legacy Dinner.
- o Throughout the year, the Executive and Advocacy Committee worked to raise funds for legislative efforts and to contract a lobbyist; including applying for and receiving a national ASLA grant, a Block Party fundraiser, special mailing to non-members and individual requests. Fundraising will continue throughout the process since a total of \$60,000 per year is needed toward the effort.

### **➤ Other Advocacy Activities**

- o 3 Chapter Members and 2 University Students traveled to the National ASLA Advocacy Day in May, meeting legislators and touring Washington with ILASLA Professionals.
- o 3 ILASLA Volunteers joined an AIA Advocacy Day, which included training and meeting with legislators.
- o Executive Committee members and the Advocacy Chair participated in quarterly conference calls with the Midwest Joint Licensure Caucus; formed to discuss advocacy issues and share ideas comprised of representatives from Illinois, Indiana, Michigan, Ohio, Kentucky, and Wisconsin.

## **WEBSITE**

- Past President Watkins worked with members of the External and Internal Communications team to create and launch a new look to the Illinois Website. Concurrently, ASLA refreshed it's branding and released their own new website as well as updated logos, consistent across the nation.

## **MEMBERSHIP**

### **➤ Membership decreased by 8% in 2018**

- o 9 New members joined and 27 members rejoined in 2018 (Oct – Oct)
- o 36 members lapsed in 2018
- o 431 Active Members (as of October 2018): 343 Full and 34 Associate Landscape Architects, 20 Full-Fellows (5 of which are Emeritus), 23 Affiliate, 3 Corporate and 8 Honorary Members in 2018 68% Registered as Suburban and State-wide Members; 32% Registered as Chicago Members in 2018

## **EDUCATION**

### **➤ 41 PDH credits offered through ILASLA**

- o 1 Two-Day Workshop: InvigorateU in Bloomington/Normal with downstate partner Illinois Green Industry Association. ILASLA serves as the LA CES partner (12 PDH Credits)
- o 3 Field Sessions and 2 education sessions prior to Celebration+ (5)

- o 1 session of Ignite! a lecture series to engage our members and friends throughout the industry. The event is sponsored in full by Victor Stanley and offered for free to all attendees (1)
- o Understanding Irrigation Professional Skills Workshop managed by Rainbird (8)
- o Need for Speed: Using Time with Ruthless Efficiency Development Seminar for mid-level leaders (4)
- o Storm Water Management Webinar in partnership with Storm Water Solutions (1)
- o Turn Awards Into an Award Winning Marketing Strategy (1)
- o Midwest Pollinator Session (3)\*
- o IGIA Growers Tour (6)\*
- o ASLA and APA on Argyle: A Tour of Chicago's First Shared Street (2)
- o 1 day of LARE Prep
- o 1 State of the Chapter Session – Oktoberfest

## NETWORKING EVENTS

- **As of October 1, 2018, 504 individuals participated in Education and Networking events (\*not included in count.)**
- **7 ILASLA Networking Events took place:**
  - o Celebration+: The Chapter's annual professional awards recognition included a day of Field Sessions and Education Seminars. The awards event saw 162 members and guests in attendance. The Chapter recognized 21 winners including 1 President's Award, 5 Honor Awards, and 13 Merit Awards, 1 Jensen Award and 1 Public Service Award.
  - o Summer Mixer Block Party for Advocacy: brought 88 members and guests together at Lake Street Supply.
  - o Oktoberfest: Also reported as an Education event as our State of the Chapter and volunteer awards brought together over 50 members and guests.
  - o Holiday Spritzer: The Chapter will hold its 9th-annual Holiday Spritzer celebrating the end of the year in December.
  - o A Legacy Dinner was held gathering past and current trustees, officers and committee chairs for dinner and industry discussion.
  - o Downstate members and landscape architects were invited to attend a complimentary reception in Bloomington, prior to a 2-day Education Session with InvigorateU presented by the Illinois Green Industry Association.
  - o A Sketch crawl was sponsored by Anova in Chicago.

## EMERGING PROFESSIONALS & STUDENTS

- **14 Emerging Professional and Student Events**
  - o Emerging Professionals Leadership Forum and Panel: How Millennials Will Save the World: A Millennial Manifesto
  - o 4 Happy Hours for Emerging Professionals
  - o University of Illinois, Champaign Urbana (UIUC) and Illinois Institute of Technology (IIT) Student Tours and Dinner
  - o Student Reception for the 2018 Landscape Architecture Professionals Development Career Fair
  - o UIUC Student Bar-B-Q in Champaign Urbana
  - o UIUC Sasaki Day; including student awards in Champaign Urbana
  - o Student Project reviews at both UIUC and IIT
  - o 4 High School Career Day Events

➤ **Designing Chicago – Discover Landscape Architecture**

- ILASLA, in conjunction with the University of Illinois, Champaign Urbana Landscape Architecture Program (UIUC) applied for and received a grant from the Society of Architectural Historians (SAH) to provide guided landscape architecture tours across the city. The program, designed as a diversity inclusion initiative, will take place in November and will be led by a professor from UIUC and two members of ILASLA. 23 students who volunteered from various schools are scheduled to attend.

**PUBLIC AWARENESS**

➤ **3 industry events were staffed with ILASLA volunteers to promote landscape architecture**

- 1 Chapter PARK(ing) Day charette and parklet created and staffed by members and volunteers and 2 member firm parklets. PARK(ing) Day is an initiative inviting firms and schools to bring the message to the street by taking on a parking space in September
- World Landscape Architecture Month in April was optimized through daily social media posts featuring images of built projects for the national “This is Landscape Architecture” campaign
- ILASLA attended and partnered with ICLA at a booth at the Illinois School Counselors Association conference for promoting the profession and equipping school counselors with information on how students can peruse the path to becoming a landscape architect.

**PARTNERSHIPS**

➤ **35 Sponsorship Partners supported programing and events**

➤ **10 Industry Partnerships were strengthened through co-sponsoring ILASLA events or providing discounts or free events for Members**

- American Institute of Architects (AIA)
- American Planning Association (APA)
- Illinois Green Industry Association (IGIA)
- Illinois Landscape Contractors Association (ILCA)
- Illinois Institute of Technology, Landscape Architecture Program (IIT)
- Millennium Park Foundation
- University of Illinois, Landscape Architecture Program (UIUC)
- Greenbuild
- Storm Water Solutions (SWS)
- Forest Preserve District (FPD)

**PUBLICATIONS & MEDIA** (January through October 2018)

➤ **A New Website was launched. The site and Social Media continue to increase in views**

- Website: 337,909 page hits to the Illinois Website; an increase of 26%
- Twitter: 56K impressions with 77 new followers
- Facebook: post reach average of 71 per week with April being the highest at 819 (how many people, followers or not, saw posts)
- LinkedIn: 4,559 impressions
- Instagram: 96 posts ytd and 1,036 followers
- Over 800 Members and guests received Stream update bi-monthly

**2018 Executive Committee  
and Chairpersons**

