



ASLA
ILLINOIS

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Activities Report 2019 (ExCom Full)

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. 2019 activities year to date are summarized on these pages.

2019 was an active year for ILASLA! The overarching theme was pursuit of a practice act and it was maintained while we continued to provide enriching education activities and build our student membership base.

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

ADVOCACY

o Practice Act Pursuit

- o Great strides were made to revise our current title act into a practice act. Throughout the year, the Advocacy team drafted and collaborated on a practice act with allied professionals. Then, sponsored by Assistant Majority Leader Senator Terry Link SB1899 passed through the Illinois Senate with a vote of 55-0. The bill moved to the Illinois House of Representatives and worked continued to fine tune the exemption and scope of practice language. The plan was to introduce the bill to the House in the fall where amendments would be added as necessary and a vote would be taken before it moved back to the Senate.

However, while details were still being negotiated, primarily with the Department of Financial and Professional Regulations (DFPR), the bill was put aside to focus on ensuring the title act continued. Work on the practice act with move forward in December 2019.

- o Illinois Strategies continued as a lobbyist for the chapter.
- o Members were invited to an Advocacy Update, live-streamed on Facebook.
- o The Executive and Advocacy Committee continued raising funds for legislative efforts and pay a lobbyist. The efforts included: applying for and receiving a national ASLA grant, special mailing to non-members and individual requests. \$48,500 was pledged during the year, enough to cover all advocacy expenses.
- o In November, the Chapter applied for a national ASLA grant and was approved for 2020.

o Title Act

- o In conjunction to pursuing the practice act, the chapter learned that the Illinois title act that was set to expire in 2019 was in jeopardy of being stripped to an unacceptable form. Due to the mechanisms in place such as a lobbyist and advocacy committee, the original title act was agreed upon to be extended. However, due to federal investigation issues overriding legislative issues, the act, along with several other bills, was left unvoted upon before the 2019 session ended. This left the profession without protection going into 2020. Efforts to reinstate the act began before the year ended and will remain the priority in the new year.

o Other Advocacy Activities

- o 3 Chapter Members traveled to the National ASLA Advocacy Day in May, meeting legislators and touring Washington with ILASLA Professionals.
- o 2 Site Tours for Legislators took place. Representative Michele Mussman (D 56th District) explored Bison's Bluff with Hitchcock Design and Representative Lamont Robinson (D 5th District) visited the east end of the River Walk with site design group.

MEMBERSHIP (as of October 2019)

- **Membership decreased by 2.5% in 2019 (compared to 8% in October, 2018). Student Membership, not included in the regular membership count, increased by 100% in 2019.**
 - 18 New members joined, and 22 members rejoined in 2018 (Oct – Oct)
 - 33 members lapsed in 2019
 - 420 Active Members 323 Full (v 343 in 2018) and 44 Associate Landscape Architects (v 34 in 2018), 21 Affiliate (23 in 2018), 3 Corporate (same) and 3 Complimentary, 9 Honorary Members, 16 Emeritus (v 15 in 2018) and 1 International member
 - 68% Registered as Suburban and State-wide Members; 32% Registered as Chicago Members in 2019 (no change in percentage from 2018)
 - 20 New student members joined in 2019, bringing the total to 40

EDUCATION

- **34.5 PDH credits offered through ILASLA, a new Webinar Series kicked-off and 25 members took advantage of a new member-voucher program offering complimentary education**
 - 1 Two-Day Workshop: InvigorateU in Bloomington/Normal with downstate partner Illinois Green Industry Association. ILASLA serves as the LA CES partner (13 PDH Credits)
 - Sponsored event: GreenBlue Urban (1)
 - 1 day of LARE Prep
 - 4 New Lunch-Time Webinars were implemented (4)
 - Green Infrastructure Plant Section
 - Public Art – Creating Wayfinding/Placemaking Elements in Your Design
 - Integrating Native Plant Species
 - Integrating the Edible Garden into the Landscape
 - 4 Field Sessions prior to Celebration+ (4)
 - IGIA Growers Tour – LA CES sponsor (6)
 - Education/Networking- APA Joint Event: Night Among the Trees (1.5)
 - (2) Midwest Groundcovers co-sponsor/LA CES sponsor (5)
 - 1 State of the Chapter Session – Oktoberfest

NETWORKING EVENTS

- **As of October 1, 2019, 484 (v 504 in 2018) individuals participated in Education and Networking events that were tracked by the Illinois Chapter,**
- **9 ILASLA Networking Events took place:**
 - Celebration+: The Chapter's annual professional awards recognition included a day of Field Sessions and Education Seminars. It was moved to July to optimize the outdoors. The awards event saw 165 members and guests in attendance.
 - Oktoberfest: Also reported as an Education event as our State of the Chapter.
 - A joint event with APA, Night Among the Trees, hosted 90 guests to an evening at the Morton Arboretum.
 - 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.

EMERGING PROFESSIONALS & STUDENTS

➤ **9 Emerging Professional and Student Events**

- Emerging Professionals Leadership Forum and Panel
- 2 Happy Hours for Emerging Professionals
- University of Illinois, Champaign Urbana (UIUC) Student Tours and Dinner
- Student Reception for the 2019 Landscape Architecture Professionals Development Career Fair
- UIUC Student Bar-B-Q in Champaign Urbana
- UIUC Sasaki Day; including student awards in Champaign Urbana
- Student Project reviews at both UIUC and IIT

PUBLIC AWARENESS

- **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.**

PARTNERSHIPS

- **27 Sponsorship Partners supported programing and events**
- **8 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)
 - Storm Water Solutions (SWS)