



ASLA  
ILLINOIS



► **2024 - 2027**  
**Strategic Plan**

# Acknowledgements

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**Communications Chair**  
Jim Forrester, ASLA

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Front Cover:

ILASLA 2022 Presidential Award

PopCourts!

Lamar Johnson Collaborative



# Why Now?

Functional /  
Administrative  
Challenges

Desire for  
Organizational  
Growth &  
Improvement

Practice Act

Plus, close alignment with National ASLA. In 2022, the National organization released a new Strategic Plan, which has served in many aspects as a great model for our own work. In 2024, National will start an update to their plan, which grants us an opportunity to get involved and garner support on our local initiatives that require National’s support.

## Introduction

Welcome to the 2024 - 2027 ILASLA Strategic Plan. Here in Illinois, life as an ILASLA member is pretty good. Because leaders before us engaged in thoughtful planning, we enjoy the luxuries of staff support, opportunities for training and CEUs, awards and recognition, and of course the drama of the eternal quest for the Practice Act. Today, as in years past, we plan with the goal of improving our future, ensuring resources are available to continue our mission of advocacy and support for Illinois landscape architects.

Right now is a critical time to undertake this effort. There are functional challenges on the horizon – our cash reserves are currently very low, our membership numbers are plateauing, and we need to develop a succession plan for contracted employees, like the Executive Director. We also heard from members that there is desire for improved offerings, including increased opportunities for participation in our Awards program, improved downstate member engagement, and better public-facing communication about the function and value of landscape architects in Illinois.

There is also continued, and robust, support among members for re-engaging our effort to pass a Practice Act in Illinois.

We are in a strong position right now to capitalize on unique opportunities that will help us address these challenges. We have a dedicated base of volunteers who bring great ideas to the table and who are always willing to help out. We have good relationships with several outstanding sponsors that support us. And, for better or worse, after all we’ve been through in the past few years, we’ve learned a lot about how advocacy for the profession in the State of Illinois really works.

There is one other key opportunity that has motivated us to create this meaningful and actionable Strategic Plan update: Close alignment with ongoing National ASLA initiatives. In 2022, the National organization released a new Strategic Plan, which has served as a great model for our own work. In 2024, National will update their plan. This will grant us an opportunity to get involved and garner buy-in for our local initiatives that require National’s support.

We believe we are in an exciting position to work together to build something great in Illinois, and we’re always looking for partners. We invite you to join us. Here’s to a great three years ahead!

Sarah White, PLA, ASLA  
Trustee and Past-President

Susan Ragaishis, Affiliate ASLA  
Executive Director

## Mission

Empowering our members to design a sustainable and equitable world through landscape architecture.

## Vision

Healthy, beautiful, and resilient places for all.

## Values

### Excellence

Committed to learning, constant improvement, and achieving the best outcomes for members in all endeavors. Mission-driven in service to members, the profession, and the public good.

### Stewardship

Committed to environmentally and socially conscious principles and practices across all aspects of the profession.

### Integrity

Committed to being honest, ethical, and forthright in all dealings.

### Diversity

Committed to fostering equity and inclusion within our profession, membership, and leadership, striving to mirror the communities we serve.

### Leadership

Committed to setting direction on matters of critical importance.



Photo:

ILASLA Strategic Planning Session  
May 2023

## Process Overview

In late 2022, ILASLA Chapter leadership kicked off a process to update the organization's Strategic Plan. The goal of the Strategic Plan process is to document our membership's collective vision for the future of the organization. We have achieved this by facilitating a process that allowed us to reflect on where we're at as an organization, consider how we want to progress or grow, and think about how we can get there. The planning process was almost 100% volunteer-driven, and we were lucky to have enthusiastic participation from membership in our surveys, interviews, and working group meetings. The planning process including the following opportunities for input:

### General Membership Engagement

General membership was engaged at the very beginning of the process through an on-line member survey.

### Key Stakeholder Engagement

Following the survey, ILASLA Chapter leadership engaged key stakeholders to help brainstorm ideas for strategic planning goals and objectives. ILASLA hosted several in-person meetings, interviews, and other engagement opportunities, including:

- Executive Committee Kick-Off Workshop
- Executive Committee Planning Retreat
- Legacy Dinner Planning Workshop
- Stakeholder Interviews
- Working Group Meeting 1
- Working Group Meeting 2

### Draft Plan Review

Next, ILASLA Chapter leadership refined and further prioritized the goals and objectives developed through key stakeholder engagement, and developed a draft Strategic Plan document. The draft Strategic Plan document was circulated to the Working Group and Executive Committee for review and comment.

### Plan Adoption

The plan was updated based on Working Group and Executive Committee comments. In March 2024, the Executive Committee voted to adopt the plan.

**August 2022**  
*Online Member Survey*

**October 2022**  
*Executive Committee  
Kick-Off Workshop*

**January 2023**  
*Executive Committee  
Planning Retreat*

**March 2023**  
*Legacy Dinner Planning  
Workshop*

**April 2023**  
*Stakeholder  
Interviews*

**May 2023**  
*Working Group  
Meetings*

**October 2023**  
*Internal Review Of  
Strategic Priorities*

**January 2024**  
*Review of Draft Final  
Plan*

**March 2024**  
*Voting and Adoption  
of Plan by ILASLA  
Executive Committee*



# General Membership Engagement

## Online Member Survey

We kicked off our effort at the end of August 2022 with a member survey to inform preliminary Strategic Planning efforts by obtaining a baseline of ILASLA membership characteristics and priorities. We received approximately 120 responses to the survey (approximately 32% of membership), with vital feedback on how we are performing today and ideas for the future. Following are the results.

### Licensure Status

- Slightly less than half of respondents (45.3%) are licensed in Illinois.

### Membership Status

- Majority of respondents (85.23%) are members of ASLA.
- Nearly half of respondents (41%) have been members of ASLA for longer than 16 years.
- Majority of respondents find membership in ASLA Very Valuable (40.38%) or Somewhat Valuable (40.38%).
- Majority of respondents’ employers (72.55%) pay for at least a portion of their ASLA membership.

### Employment Type / Employer Details

- Majority of respondents are employed in a small (17.65%), medium (17.65%), or large firm (34.31%).
- Sole practitioners, public agency employees, teaching professionals, and not-for-profit organization employees, retired professionals, and full-time students were also represented.

### ILASLA Communications

- Email messaging, newsletter, and website were ranked the most important communications formats. Most respondents indicated a satisfaction rate of “very satisfied” for each of these formats.

### ILASLA Advocacy

- “Communications regarding the regulation of licensure / reinstatement of the Title Act in the State of Illinois” was ranked the top advocacy issue, followed by “Advancing a Practice Act for landscape architects in the State of Illinois” and “Positioning landscape architects as project leaders.”

### ILASLA Programs and Events

- Most (69.32%) respondents have attended an in-person program offered by ILASLA in the last five years, and the majority (72.73%) of respondents have also attended a virtual program offered by ILASLA in the last five years.
- Professional networking and continuing education were ranked the most important programs and events.
- Time and topic were highly ranked factors in influencing respondents’ decision to participate in programs and events. Location and opportunity to interact with other allied professionals were also high-ranking factors.
- Some respondents feel that more events should be offered in the suburbs / downstate. Location is a barrier to participation.

### ILASLA Awards and Recognition

- Most respondents or their employer (56.32%) have NOT submitted a project for an ILASLA award in the last five years.
- The professional awards program and “promotion and recognition of member projects through ILASLA communications” were the awards and recognition efforts ranked highest by respondents.
- Some respondents are not aware of the Fellowship elevation process.
- Some respondents do not feel the awards program would recognize their projects.

### Volunteers

- Most respondents (63.53%) have NOT volunteered on an ILASLA committee or board, or volunteered to support an ILASLA event over the past five years.
- Most respondents (64.29%) indicate that “other professional or personal obligations” prevent them from volunteering.
- Location of available volunteer activities also cited as a barrier to participation in the comments.

### Mission, Vision, Values

- Excellence, stewardship, integrity were the highest-ranked core values (from National ASLA).
- Collaborative, Inclusive, Member-focused were the highest-ranked priorities for organizational culture (cultural priorities listed match those from National ASLA’s strategic plan).
- “To advocate for Landscape Architects as project leaders through strategic communications, messaging, and partnership and participation with allied professions” and “To prioritize advocacy of the profession at the state and local levels to advance a Practice Act” were the highest-ranked organizational objectives of the previous ILASLA Strategic Plan (2021).

# Q: How can ILASLA deliver greater value to its members?

## Focus on Public Awareness

“Landscape architects are trained to operate at the nexus of where complex design and engineering challenges come together. Landscape architects have an ability to synthesize solutions that no other single profession could do by themselves. That, to me, is the real thing that we have to offer, and not everybody understands it or knows it or appreciates it.”

## Expand Project Promotion and Recognition

“Interpretive site visits to residential, commercial and historic landscapes... ILASLA occasionally provides these opportunities. Most useful is access to sites not ordinarily open to the public.”

## Prioritize Downstate Professional Engagement

“For the high cost of the yearly membership, I wish more was included: continuing education options, professional information (current salary information), and events available to those that do not live in Chicago.”

## Expand Member Engagement

“Have more professionals participate to grow the whole in order generate more influence and create more change.”

## Defend Licensure in Illinois

“Prioritize advocacy and the continued fight for Practice Act. The Advocacy efforts to reinstate the Title Act has been very appreciated.”

# Key Stakeholder Engagement

## Executive Committee Workshop

In the fall of 2022, ILASLA hosted a facilitated strategic plan workshop with several Executive Committee members. This served as an opportunity to brainstorm ideas, review National’s strategic plan, and start to understand where how chapter goals align with National’s goals. The meeting was facilitated by Erin Fiegel, ASLA member, a past ILASLA president.

Before the meeting, attendees reviewed the August 2022 survey results. The survey data provided a foundation for the discussion. Based on the study and personal experience, we began by identifying current and near-future priorities. We then aligned these priorities with the new National ASLA strategic plan. This alignment meant categorizing our goals into one of the five areas classified by the new plan:

- Community;
- Connection;
- Innovation;
- Scale; and,
- Voice.

For instance, growing our Membership would fall under “Community,” and Communications and Public Awareness would fall under “Voice.”

We also began to explore how to align local and national needs and how to make the relationship more symbiotic.

This meeting represented a first step toward developing a comprehensive and transparent strategic plan for 2024-2027. Throughout the next planning sessions, we continued categorizing additional priorities and created goals and objectives to advance the Chapter.

## Executive Committee Planning Retreat

In January 2023, the Executive Committee and Committee Chairs met at AIA Chicago to brainstorm and prioritize initiatives for the Chapter.

Around 40 individual initiatives were identified by participants. Initiatives supporting Advocacy and Awareness, the Awards Program, and K-12 Student Engagement were ranked highest priority.

## Legacy Dinner Planning Workshop

In March 2023, ILASLA invited ASLA Fellows, past Trustees, and past Presidents to participate in a Legacy Dinner. The dinner provided an opportunity for chapter leadership to connect in-person, post-Covid and as well as an opportunity to weigh in on the Chapter’s Strategic Plan. Nearly 50 individuals attended. Following dinner, the Chapter hosted a facilitated discussion. Each table considered the following questions:

1. What value does ILASLA provide?
2. How can ILASLA deliver greater value to its members?
3. What’s the most important thing ILASLA should do in the next three to five years?

At the end of the evening, Legacy Dinner attendees were invited to participate in the Strategic Plan Working Group or stakeholder interviews.

## Stakeholder Interviews

In April and May of 2023, 15 volunteers spoke with Chapter representatives as part of a series of stakeholder interviews. Interviewees were asked the same discussion questions posed at the Legacy Dinner:

1. What value does ILASLA provide?
2. How can ILASLA deliver greater value to its members?
3. What’s the most important thing ILASLA should do in the next three to five years?

## Working Group Meetings

In May 2023, ILASLA hosted two Strategic Plan Working Group meetings (one at the Morton Arboretum and one at AIA Chicago office) to discuss and prioritize plan language, goals, and objectives. Participants in the working group represented a broad range of our membership, including Fellows, Academic Partners, Firm leadership, Sponsors, and Emerging Professionals.

Participants at the first Working Group meeting reviewed information collected from previous stakeholder engagement efforts, and then participated in a facilitated brainstorming exercise to develop a refined set of goals and objectives for the plan.

Participants at the second Working Group meeting reviewed the ideas generated at the first working group meeting, and confirmed alignment with our Mission, Vision, and Values as well as the further aligned priorities with the strategic plan’s Focus Areas.

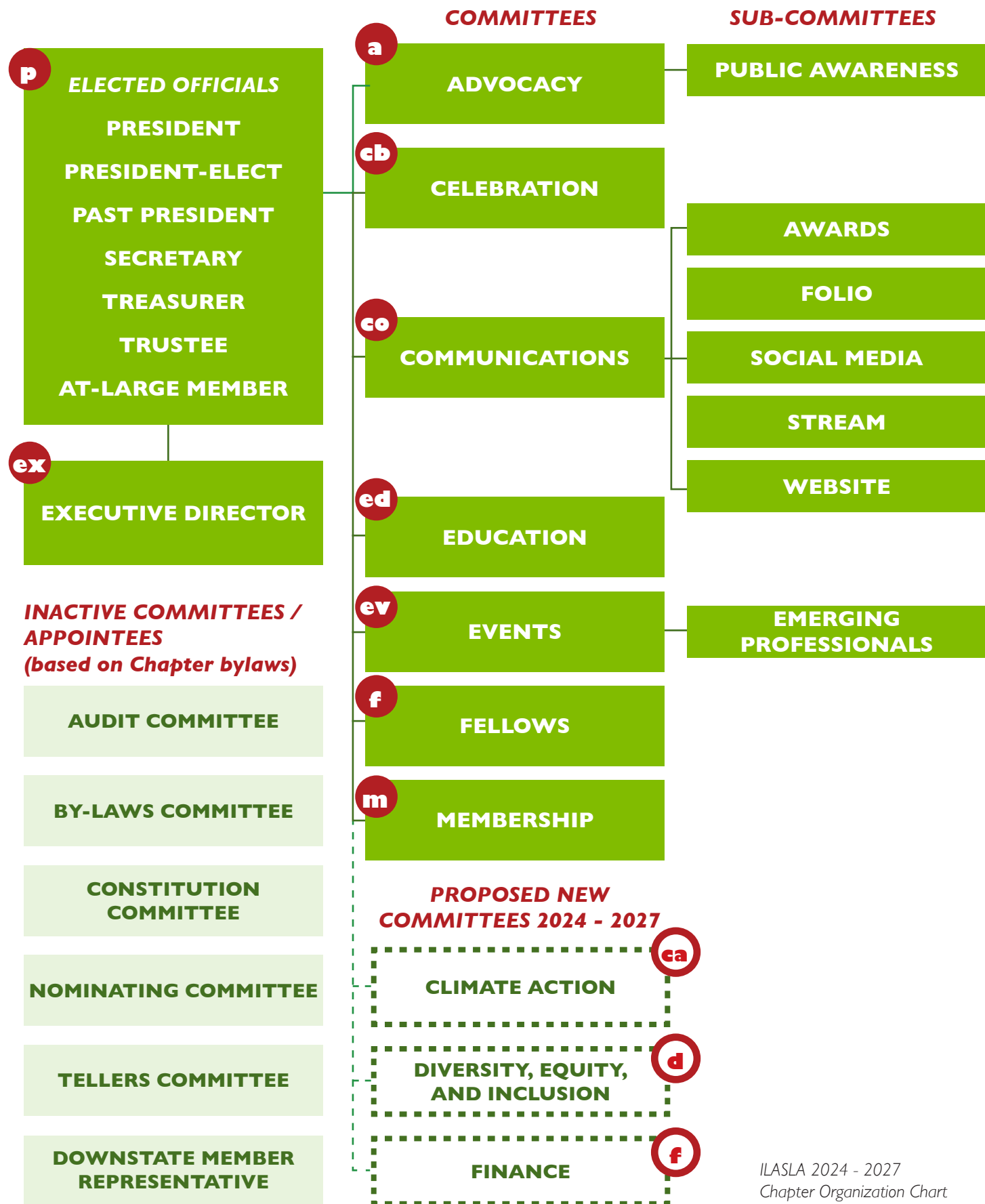
Direction from those meetings was used as the basis for the recommendations included in this document.

# Q: How can ILASLA deliver greater value to its members?

**Support Diversity of the Profession**  
“...Many [alumni] go on to work in design build and many of our great contributors are people in design build, and it’s an area that has come to be neglected. This doesn’t make sense. Here’s a super important industry that actually connects with our interests in knowing things like technology and soils, and if students enter into a practice and they don’t really know those things, they’re really far behind. I want to connect with the full range of the profession to get our students better connected.”

**Support Diversity of People and Issues Impacting the Profession**  
“When I go to the ILASLA web page, I just see it a whole bunch of faces, and I don’t know what the structure is, I don’t know who’s doing what. I’m looking at the landscape of faces out there, too. I think almost every other chapter has a DEI committee. There is nothing here for ILASLA. Another thing that I appreciate about other Chapters is that they’re advocacy group also advocates for themes or issues related to landscape architecture outside of licensure.”

**Foster Community**  
“Knowing so many people for so many years offers a level of comfort, and a place where you can connect to leaders from different generations and see varying perspectives.”



ILASLA 2024 - 2027  
Chapter Organization Chart

## Focus Areas

### Ten-Year Organizational Vision

The goals and objectives outlined on the following pages represent a member-supported plan to ensure that in ten years ILASLA will thrive as a well-managed, volunteer-driven organization that advances the profession of landscape architecture through our advocacy, education, civic engagement, and leadership while fostering the unique sense of community valued by membership.

### Focus Area

The goals and objectives of this strategic plan are organized in close alignment with the National ASLA's focus areas and initiatives. Strategic initiatives identified in this plan have been categorized into five "focus areas" based on the focus areas included in National ASLA's 2022 Strategic Plan.

The focus area categories are intended to highlight thematic priorities of the plan. Close alignment with National also helps to ensure our intent to build and grow along with National, to take advantage of program and development synergies when they arise. The focus area categories include:

- **Build Our Community:** Build a welcoming and inclusive community that provides a place for members, partners, and supporters to connect, learn, and grow.
- **Create Connections:** Enable change through collaboration and effective partnerships.
- **Leverage Innovation:** Leverage the best practices developed by and for our members to keep us and the profession at the forefront of innovation.
- **Increase Our Collective Impact:** Make the investments necessary to bring to bear the power of our membership and our profession. The National ASLA plan calls this "Scale."
- **Elevate our Voice:** Provide a platform to elevate expertise and the collective impact of our members.

### Focus Area Key Concepts

Focus area key concepts are pulled from the 2022 ASLA Strategic Plan document to help further clarify the intent of each focus area. Key Concepts are outlined for each of the focus areas.

### Strategic Plan Goals

Strategic Plan goals were developed working closely with the ILASLA Executive Committee as well as other Strategic Plan stakeholders. Planning process participants also helped to categorize the goals by focus area.

### Strategic Plan Goal Implementation Lead

An implementation lead is identified for each goal, based on the existing ILASLA organizational structure and accounting for new committees planned to come on-line within the next three years. The 2024 - 2027 ILASLA Chapter Organization Chart is illustrated on the opposite page.

### Strategic Plan Objectives

Strategic Plan objectives were also developed working closely with the ILASLA Executive Committee and other Strategic Plan Stakeholders. Planning Process participants helped to organize and prioritized initiatives by goal.

### Strategic Plan Priority Objectives

Strategic Plan priority objectives are outlined in red on the following pages to indicate initiatives that should be considered top priority for implementation.

**2024 - 2027**  
**Strategic Plan**



# Build Our Community

Build a welcoming and inclusive community that provides a place for members, partners, and supporters to connect, learn, and grow.

key concepts: build a community dedicated to improving the world through design; member experience; expand diversity and demographics; improve engagement in chapter, events, education sessions; expand community experience.

## Near-term Objectives → Long-term Objectives

Goals

Build strategies for better state-wide member interaction <div>m p</div>	Develop plan to better balance suburban / city member interaction.	Develop plan to prioritize downstate member interaction, consider re-appointing a Downstate Member Representative.	
Expand and reinvigorate an inclusive awards program <div>eo</div> Awards and Folio Sub-Committees	Develop plan to increase awards participation by 10% over two years.	Develop plan to tie landscape architecture month (April) and Chapter awards, market together.	Review award categories and potentially increase awards price points to increase Chapter revenue.
Prioritize Diversity, Equity, and Inclusion (DEI) across Chapter operations. <div>p d</div>	Launch a new committee. Identify leaders and potential committee members.	Develop a plan to prioritize and demonstrate DEI across Chapter operations	Facilitate Executive Committee training on DEI and hidden biases, consider partner training programs.
Maintain Quality of and increase engagement with Chapter events and Celebration <div>ev eb ed</div>	Reconsider Celebration and field session format. Define purpose (fundraiser or not?), better engage audience.	Send out pre / post-event surveys to understand member preferences for events, including Celebration.	Survey members annually to understand the type of education events they would prefer.

Evaluate potential to host or co-host an ILASLA Annual Conference every two years.

### Key: Goal / Objective Lead

- ex

Executive Director
- eb

Celebration Committee
- ev

Events Committee
- ea

Climate Action Committee
- p

President
- eo

Communications Committee
- f

Fellows Committee
- d

DEI Committee
- a

Advocacy Committee
- ed

Education Committee
- m

Membership Committee
- fi

Finance Committee

# Create Connections

Enable change through collaboration and effective partnerships.

key concepts: peer-to-peer learning; partnerships with affiliate organizations; opportunities to support each other; training for volunteers; reduce barriers to participation; improve transition for student members as they move into post-academic engagement with ASLA; expand mentor / mentee network

## Near-term Objectives

## Long-term Objectives

Goals

Improve volunteer engagement and coordination	Build up committees in order to better delegate and share work load (engage young people - no committees of one!)	Facilitate Basecamp training for Executive Committee and Committee Chairs.	Improve communication between committees, encourage communication on Basecamp.
Build more opportunities for mentorship	Encourage members to participate in National ASLA mentorship program, host "how-to" webinar.	Develop a plan to create more local mentorship opportunities for emerging professionals within existing initiatives such as Cultivating Connections.	
Improve student chapter coordination	Stay connected to student chapters. Review resources currently committed to student chapter support, re-purpose as necessary.	Host a minimum of one event annually with students near Illinois Institute of Technology or University of Illinois at Chicago.	Re-boot student chapter participation in Parking Day.
Support students and professional program initiatives at Illinois universities	Develop a plan to keep student awards / recognition free and affordable, maximize participation.	Develop a plan to support University of Illinois Urbana Champaign's design-build focus curriculum.	Develop a plan for junior college engagement, encouraging a pathway to professional programs.
Build stronger peer-to-peer connections and support member career path development	Develop a plan to start a new firm-leader coffee chat series.	Develop a plan to coordinate Associate Member training on topics like software how-tos or project management to help support development of emerging professionals at different firms across the state.	Define how ILASLA can help support employee recruitment for member firms.
Build allied profession connections and strengthen bonds with synergistic associations	Continue to provide education opportunities in partnership with allied professional organizations, a minimum of one per year.	Host at least one true networking event annually with organizations outside of landscape architecture, annually.	Help connect our members to become leaders in outside organizations (e.g. CRTI, Openlands, Chicago Wilderness, and other organizations).

Refresh volunteer recruitment and process for volunteer training.	Develop a plan for intentional volunteer retention. Consider volunteer "perks" such as scholarship credits to attend Chapter events.		
Coordinate with National to communicate resources regarding student member understanding and communications around students and next steps for licensure.	Coordinate with National to communicate resources regarding student member engagement and membership transition after graduation.	Add a "student resource" page to the ILASLA website to share information about licensure, membership, scholarships, and Chapter events.	Develop / maintain a scholarship fund to sponsor student participation in LABash or National Conference on Landscape Architecture.
Develop a way to share resources among firms (e.g. firm round table or resource library).			
Develop plan to host another round-table event at Illinois Landscape Contractor Association's iLandscape show.			

### Key: Goal / Objective Lead

Executive Director	Celebration Committee	Events Committee	Climate Action Committee
President	Communications Committee	Fellows Committee	DEI Committee
Advocacy Committee	Education Committee	Membership Committee	Finance Committee

# Leverage Innovation

Leverage the best practices developed by and for our members to keep us and the profession at the forefront of innovation.

key concepts: highlighting members as pioneers of new ideas and ways of thinking; incubate ideas - spirit of entrepreneurial-ism and critical thinking; k-12 engagement; streamlined education programs.

## Near-term Objectives

## Long-term Objectives

Goals

Promote member knowledge and climate action expertise

Public Awareness Sub-committee

Launch a new Climate Action Committee. Identify leaders and potential committee members.

Understand and leverage National ASLA's Climate Action Plan, provide Ex-Com training on how to roll out locally.

Develop a plan for an awareness effort focused around climate awareness and environmental justice.

Improve K-12 student engagement

Public Awareness Sub-committee

Understand and leverage ASLA's Dream Big materials, provide Ex-Com training on how to roll out locally.

Partner with allied organizations (AIA, etc.) on existing K-12 outreach efforts.

Partner with an elementary or high school once a year to promote landscape architecture.

Promote state-wide carbon neutral design and recycling policy with legislators. Coordinate with Advocacy Committee.

Encourage and support member participation in career day / high school age professional awareness outreach.

- Key: Goal / Objective Lead
- Executive Director

Celebration Committee

Events Committee

Climate Action Committee
- President

Communications Committee

Fellows Committee

DEI Committee
- Advocacy Committee

Education Committee

Membership Committee

Finance Committee



Increase Our Collective Impact ...  
Make the investments necessary to bring  
to bear the power of our membership  
and our profession.

key concepts: strength in numbers; participation  
in local events, conferences, advocacy days; review  
membership categories; confirm dues structure;  
participate in policy discussions; elevate public  
awareness of the profession; elevate organizational  
expertise, offer training and practice tools; full-  
service source of information.

Near-term Objectives .....> Long-term Objectives

Goals

Improve Chapter operations <div><div>p</div><div>ex</div></div>	Update bylaws, review and update every two years.	Update Chapter Operations Handbook (committee scope and roles), review and update every two years. Align Committee Scope / structure with key strategic priorities.	Develop transition document to support transition of Chapter leadership at the end of the year. Review and update every two years.
Build and maintain diverse membership <div><div>m</div></div>	Review and update membership categories every two years. Align with National.	Develop membership recruitment and retention plan. Set benchmarks (e.g. increase membership by 2% annually, retain 98% of members annually). Review and update every two years.	Develop a plan to provide better support for and recognition of members focused on residential design.
Empower existing members to participate in supporting activities beyond ILASLA <div><div>p</div><div>ex</div></div>	Develop an annual plan to support features on members in outside publications, at least one feature annually.	Provide resources and encourage membership to write articles, papers to be featured in local and national publications.	Understand and promote National ASLA's resources to encourage local members to run for elected office.
Prioritize good financial stewardship <div><div>p</div><div>ex</div><div>Treasurer</div></div>	Replenish reserves, establish goal to maintain three months cash reserves in investment account.	Set benchmark for sponsorship goals annually, aim to increase sponsorship by 5% each year.	Launch a new Finance / Audit Committee. Identify leaders and potential committee members.

Develop succession plan for contract employees such as the Executive Director.	Review and adjust Chapter dues every two years (last updated FY 2024).	Update Strategic Plan, update every three years (last updated FY 2024).
Develop sustainable financial plan.		

Key: Goal / Objective Lead

- ex

Executive Director
- cb

Celebration Committee
- ev

Events Committee
- ca

Climate Action Committee
- p

President
- co

Communications Committee
- f

Fellows Committee
- d

DEI Committee
- a

Advocacy Committee
- ed

Education Committee
- m

Membership Committee
- fi

Finance Committee

# Elevate Our Voice

Provide a platform to elevate expertise and the collective impact of our members.

key concepts: educate public, policy makers, and other key audiences about landscape architecture; awareness, advocacy, influence, impact; establish personal relationships with key electeds; training for public office runs; increase visibility and expand influence; align voice with National ASLA.

Near-term Objectives

Long-term Objectives

Goals

Secure a Practice Act in Illinois <div><div>p</div><div>a</div></div>	Develop a new capital campaign to pay for a lobbyist and advocacy activities.	Once reserves are replenished, increase the Advocacy donation from each event from 10% to 15%.	Identify what is available, and secure any additional advocacy-related assistance from National ASLA
Prioritize advocacy for issues beyond licensure <div><div>a</div></div>	Develop a decision tree to support decision making for advocacy priorities outside of licensure.	Partner with allied organizations to advocate for shared interests.	Strengthen the process of monitoring legislative issues that may affect landscape architects in Illinois.
Coordinate and Align with National ASLA on Advocacy and Public Awareness campaigns. <div><div>p</div><div>a</div> Trustee</div>	Evaluate annually how ILASLA events and programs could or should align with National's priorities. Actively promote work that National highlights annually.	Develop a plan to better promote Illinois member exposure and involvement with National ASLA.	Develop a strategy outlining how to better leverage assistance from National toward local initiatives.
Continue to identify and build key legislator / politician relationships. <div><div>p</div><div>a</div></div>	Continue Advocacy Day partnership with AIA Chicago.	Develop a plan to host at least two project tours with elected officials annually.	Develop a plan to support / host one event or reception with local elected officials per year.
Prioritize public awareness of the profession <div><div>a</div> Public Awareness Sub-committee<div><div>eo</div><div>ed</div></div></div>	Plan and launch a simple public awareness campaign - showcase chapter members' work through communications and / or social media at least once per month.	Develop and maintain a Chapter archive, including a chapter history document and an oral history of landscape architects in Illinois.	Develop a plan to showcase ILASLA members' built work in an exhibit in a high-profile, public forum (e.g. the Art Institute).

Develop a plan for next steps to engage expert lobbyist.	Establish a desired budget and schedule.	Host an annual firm round-table for guidance and funding.
Develop a plan for engaging a lobbyist, long-term.		
Develop a plan to highlight one legislator each year at Celebration.	Consider a future Advocacy Day partnership collaboration with the Illinois Chapter of the American Planning Association.	
Develop a plan to establish an endowment for an Illinois "Landscape Architecture Center" / ILASLA HQ (similar to architecture club, arts club, AIA Chicago, Chicago Architecture Center).		

Key: Goal / Objective Lead

- ex

Executive Director
- eb

Celebration Committee
- ev

Events Committee
- ea

Climate Action Committee
- p

President
- eo

Communications Committee
- f

Fellows Committee
- d

DEI Committee
- a

Advocacy Committee
- ed

Education Committee
- m

Membership Committee
- fi

Finance Committee



Photo:  
 ILASLA 2019 Honor Award  
 Comer Children's Hospital  
 Play Garden  
 site

## Next Steps

The goals and objectives outlined in this plan are intended to serve as a flexible guide to help steer ILASLA Executive Committee members and committee chairs as they develop their agenda for the next few years. Some of the initiatives will be easier to accomplish than others, and priorities may shift as circumstances change over time.

In three years, it will be up to the Executive Committee to revisit this plan, evaluate progress, check in again with membership, and revise the strategic initiatives and priorities.

If any of the initiatives in this plan resonate with you, please consider volunteering. The success of the organization, and the strength of the profession, relies largely on volunteer efforts.

We welcome you to join us!