

Strategic Plan (Adopted July 12, 2007)

Minnesota Chapter of the American Society of Landscape Architects (MASLA)

ASLA Mission Statement

The Society’s mission is to lead, to educate, and to participate in the careful stewardship, wise planning, and artful design of our cultural and natural environments.

MASLA’s Goal

To carry out ASLA’s Mission Statement and Strategic Objectives at the state level.

MASLA’s Primary Short Term Initiatives (2007/08):

1. Develop continuing education course
2. Hire an Executive Director
3. Improve communications with members and sponsors
4. Develop and implement an approach to public relations
5. Modify MASLA board structure

ASLA Strategic Objectives/MASLA Initiatives

Advocacy and Awareness	Primary Responsibility	Existing MASLA Program	MASLA Initiative	Implementation Timeframe*
1. Promote adoption of laws and regulations that: enhance the design, planning, and stewardship of the natural and built environment; and foster a business and regulatory climate that supports the practice of landscape architecture.	President Past President President Elect	a. Participate in lobbying efforts initiated by ASLA	a. Establish a government affairs committee that focuses on local/state advocacy issues	Long term
2. Promote licensure of the profession to protect the public health, safety, and welfare and to protect landscape architects’ right to practice.	President		a. Establish relationship between MASLA and Landscape architecture representatives on the registration board by inviting representatives to present registration information to the board once a year	Mid Term

3. Enhance the image, visibility, and understanding of the profession with client groups, public policy makers, allied professions, media, and the general public.	President Director of Public Relations	a. NLAM activities b. Maintain landscape architect on State Design Board	a. Develop and Implement an Approach to Public Relations b. Increase number of conferences/events where MASLA hosts a display booth c. Increase sponsorship of seminars hosted by allied professions d. Establish relationship between landscape architect on the State Design Board by inviting representative to present to the board once a year e. Get a landscape architect on the Minnesota Accessibility Code Committee f. Promote benefits of/opportunities for community service (i.e. city commissions, MN design team) to membership	Short term Mid Term Mid Term Mid term Long term Long term
4. Keep the profession and the Society in the lead on critical and emerging practice areas and issues.	Academic Affairs Director of Public Relations		a. Develop Continuing Education Course(s) b. Develop PR to highlight landscape architecture leadership in emerging issues.	Short term Long term
Member Services and Support				
5. Provide educational opportunities and technical and information resources to support the professional practice needs of ASLA members and enable members to expand their knowledge and skills.	Academic Affairs President	a. LARE review Course	a. Develop Continuing Education Course(s) b. Hire an Executive Director	Short term Short term
6. Provide support and training to ASLA chapters and chapter leaders to enable the chapters to better support, serve, and advocate for the members.	President	N/A	a. Help directors to assemble/manage committees to develop new chapter leaders	Mid term
7. Provide networking and fellowship opportunities to foster information exchange in support of members and their practices.	Dir. of Programs	a. Fall BBQ b. Firm Open House c. Awards Banquet d. Golf Outing e. NLAM Activities	a. Continuing Education Courses b. Increase Committee Participation*	Short term Long term
8. Produce a high quality magazine that contributes to the profession's core body of knowledge and enhances the image of the profession.	Dir. of Comm.	a. Publish Scape twice a year	a. Create editorial committee for Scape	Mid Term

9. Recognize, celebrate, and promote the work and contributions of members through professional awards and honors programs.	Dir. of Awards and Banquet	a. MASLA banquet b. Publish award winners in Scape	a. Develop and Implement an Approach to Public Relations	Short term
Supporting the Future of the Profession				
10. Raise awareness of landscape architecture as a career option and help recruit a diverse pool of individuals into the profession.	Dir. of Academic Affairs Dir. of Programs	11. Distribute Valued Places books to libraries	a. Make presentations to 10 classrooms (elementary, junior or senior high) each year for career day b. Make one presentation to a community college each year c. Mentor students (ACE)	Partial Long term Long term
11. Support landscape architectural programs; encourage growth of existing programs and establishment of new undergraduate and graduate programs.	Dir. of Academic Affairs	a. Mentor students (U of M) b. Fund Scholarship (U of M) c. Maintain relationship with University d. Invite Student president to attend MASLA meetings		
12. Provide career development tools and resources.	Dir Comm.	a. Utilize materials provided by ASLA b. Keep website current and relevant	a. Provide links to educational opportunities provided by allied professional organizations b. Develop web page that provides links to technical references (i.e. ADA guidelines) c. Provide product library on page (supported by vendors)	
13. Support the growth and recognition of the profession around the world.		N/A		
Governance and Management				
14. Maintain effective lines of communication and information exchange with and among ASLA members, chapters, committees, the Board of Trustees and its Executive Committee, allied organizations, and others.	Dir Comm. President Trustee	a. Keep website current and relevant b. e-blast newsletter c. New member welcome packet	a. New member orientation sessions b. Actively recruit new members from all segments of the profession. c. Improve communications with sponsors d. Modify board structure	Long term Long term Short term Short term

15. Exercise responsible financial management and administrative oversight to ensure effective use of the Society's resources.	Treasurer President	a. Initiate audit/review of MASLA financial records b. Develop alternative approaches to revenue generation		Mid term Mid term
16. Identify priorities and objectives that respond to member needs and advance the Society and ensure that programs are managed and implemented in accordance with member- and Board-identified goals.	President President Elect.		a. Hire an executive director b. Update strategic plan on annual basis	Short term Short term

***Definitions:**

Short term: 1 year

Mid term: 2 – 4 years

Long term: 5 – 10 years