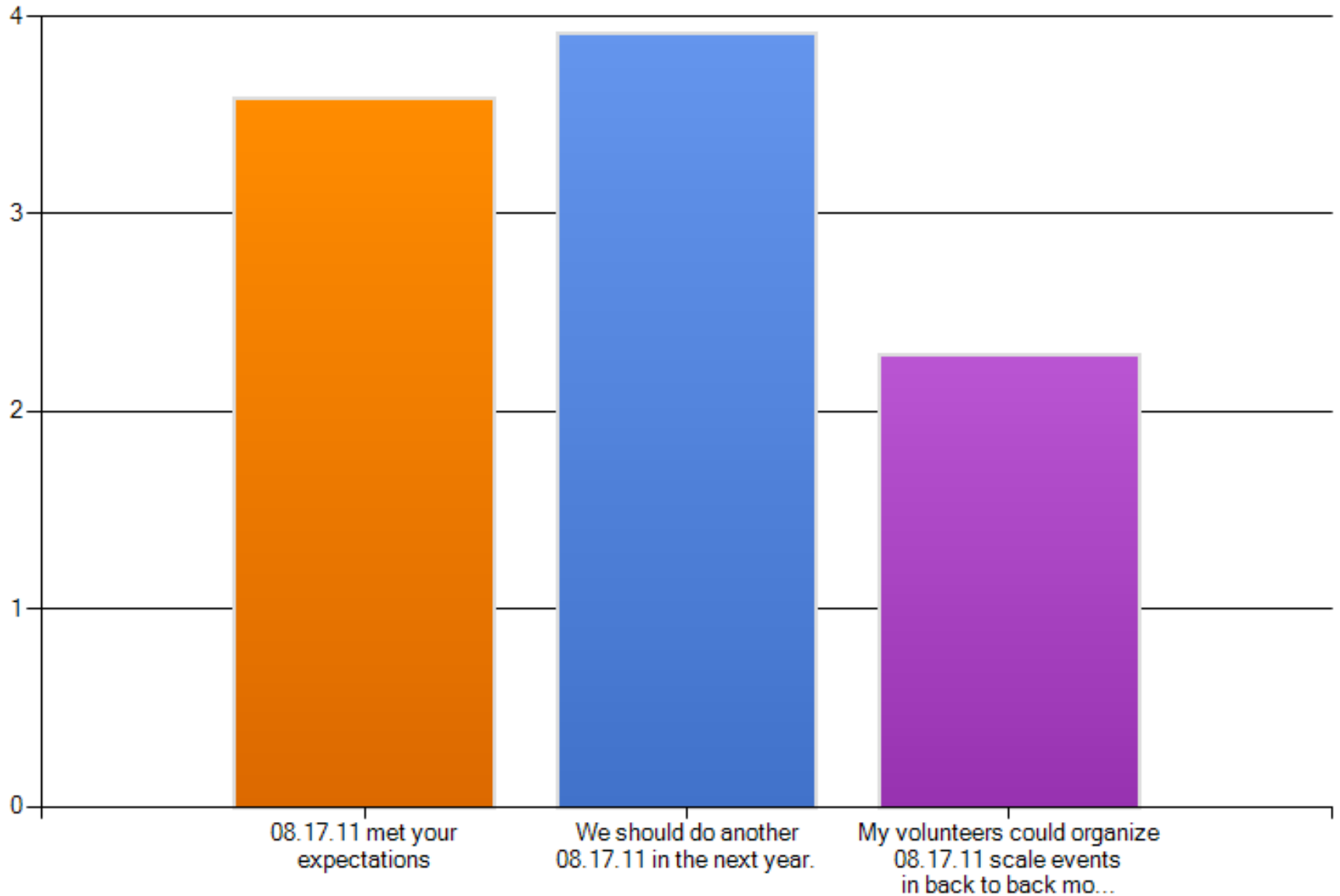


Your Hard Work

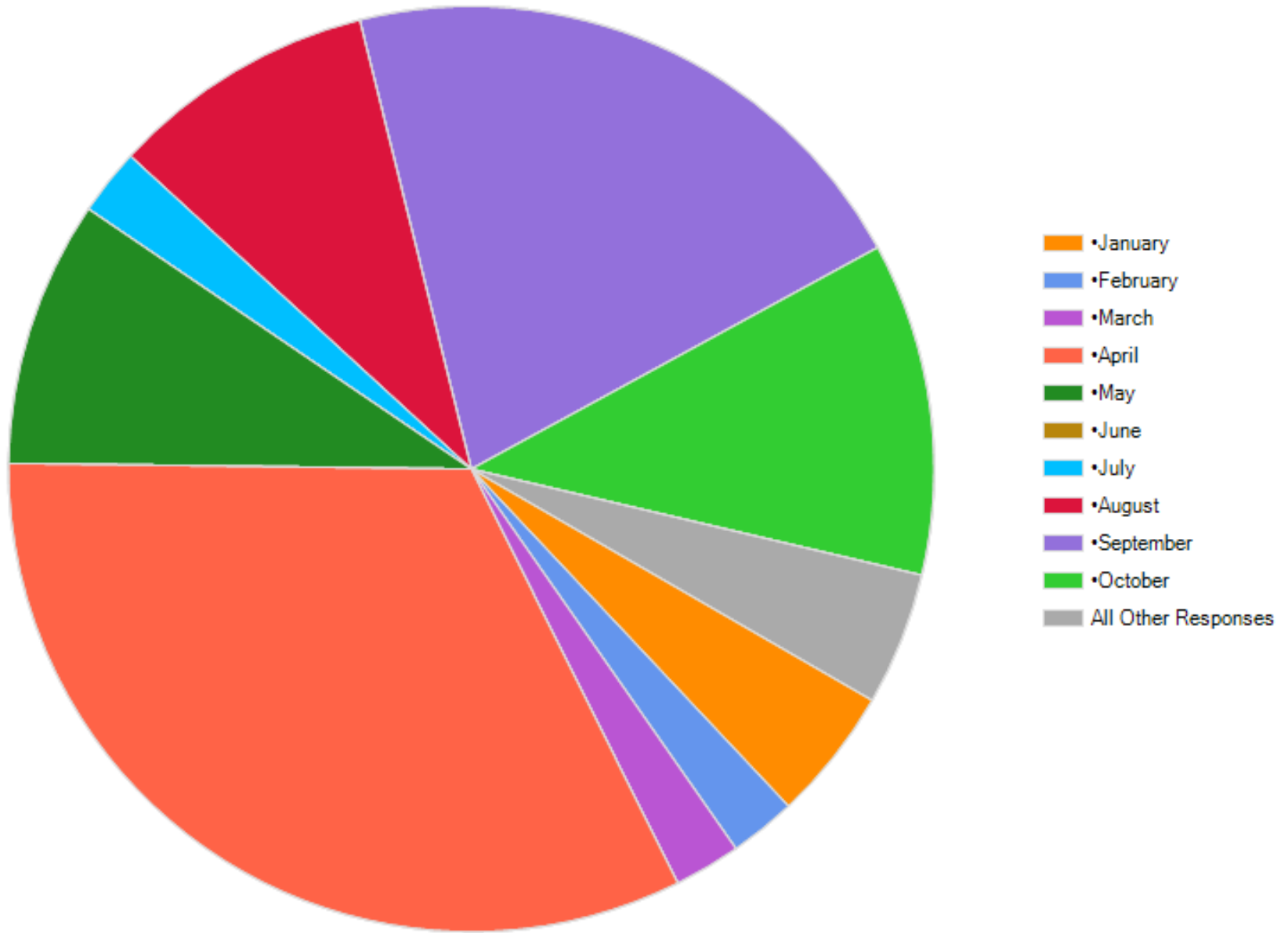
- 259 events
- 844 volunteers total
- 137 events with landscape architects interacting directly with the public:
- 122 events indirectly engaging the public (signs, videos, chalking)
- 19.81 volunteer participant average per chapter
- 96 nonmembers
- 56 participants who were not landscape architects but allied professionals
- 100 landscape architecture students

Rate how strongly you agree with the following on a 1-5 scale with 1 meaning total disagreement and 5 equaling complete agreement.



- *The 8-17-11 objectives met my expectations but the location we choose was more vehicular and less pedestrian oriented...Disappointed from that standpoint.*
- *We had a hard time getting a lot of people involved, but after the fact more people wished they would have been involved. I think if we do again we will have a lot more support and we can get more notice!*
- *It was tough to convince members to get out at lunch time. The culture here is very shy but we had a decent showing. After the event, everyone had a great time and couldn't wait to get out and do it again!*

If we did 08.17.11 again what month works best?



Going for a theme

- *I think we should do another PR event, but that exact event would get a little old. I am ready to have a 'theme' to focus on that we can work within our communities on (storm water, green technology, safe streets, etc.)*

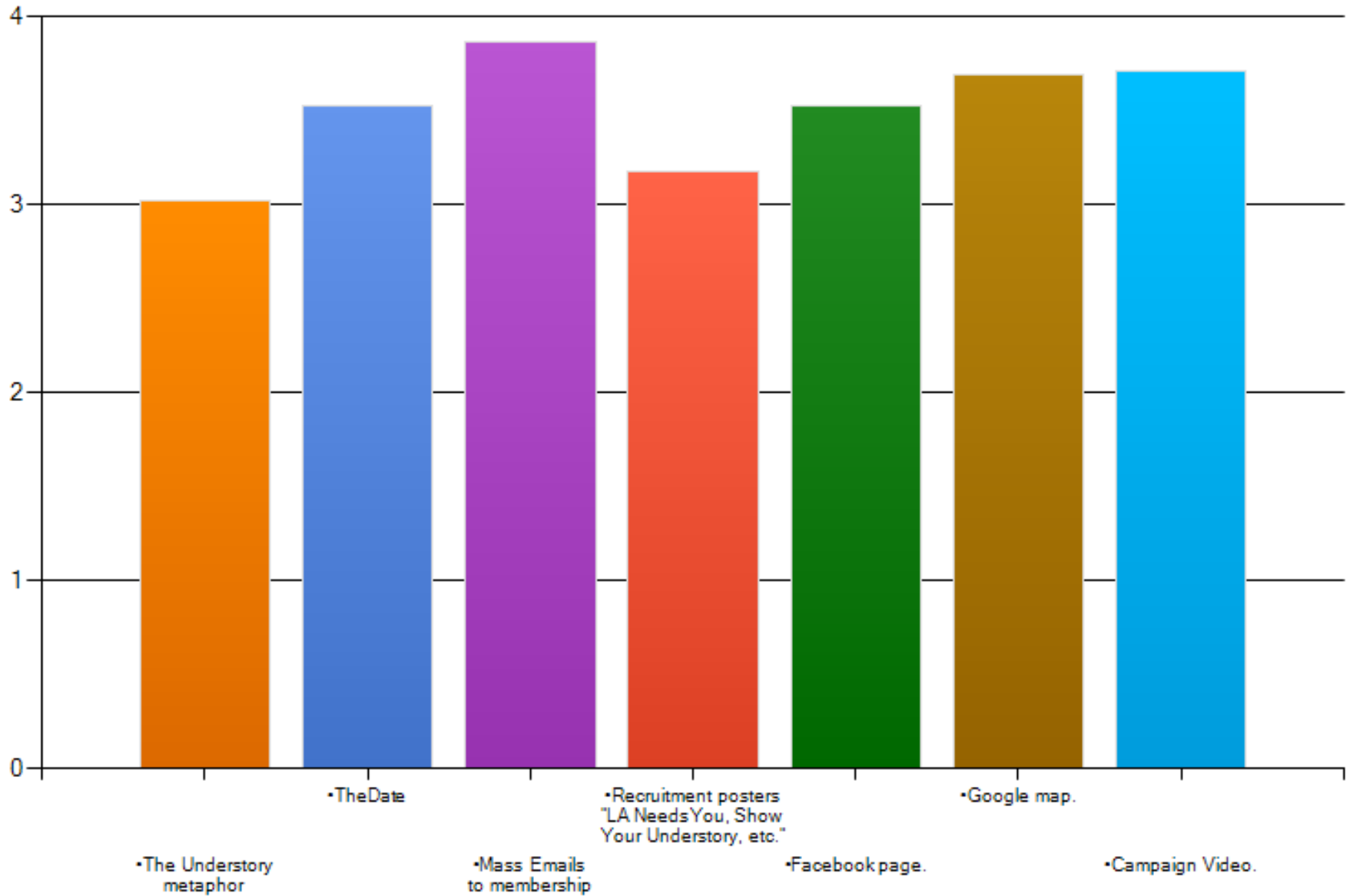
10th Anniversary of NLAM Public Outreach

- Public Health/Active Living
- Continue same chapter autonomy of NLAM events in the past but all with same logo, same theme
- Meet the next 08.17.11 – 04.26.12 which is Olmsted's Birthday
- Pursue partnerships with allies
- Frame next date around NLAM, Olmsted and benefits of LA regarding public health

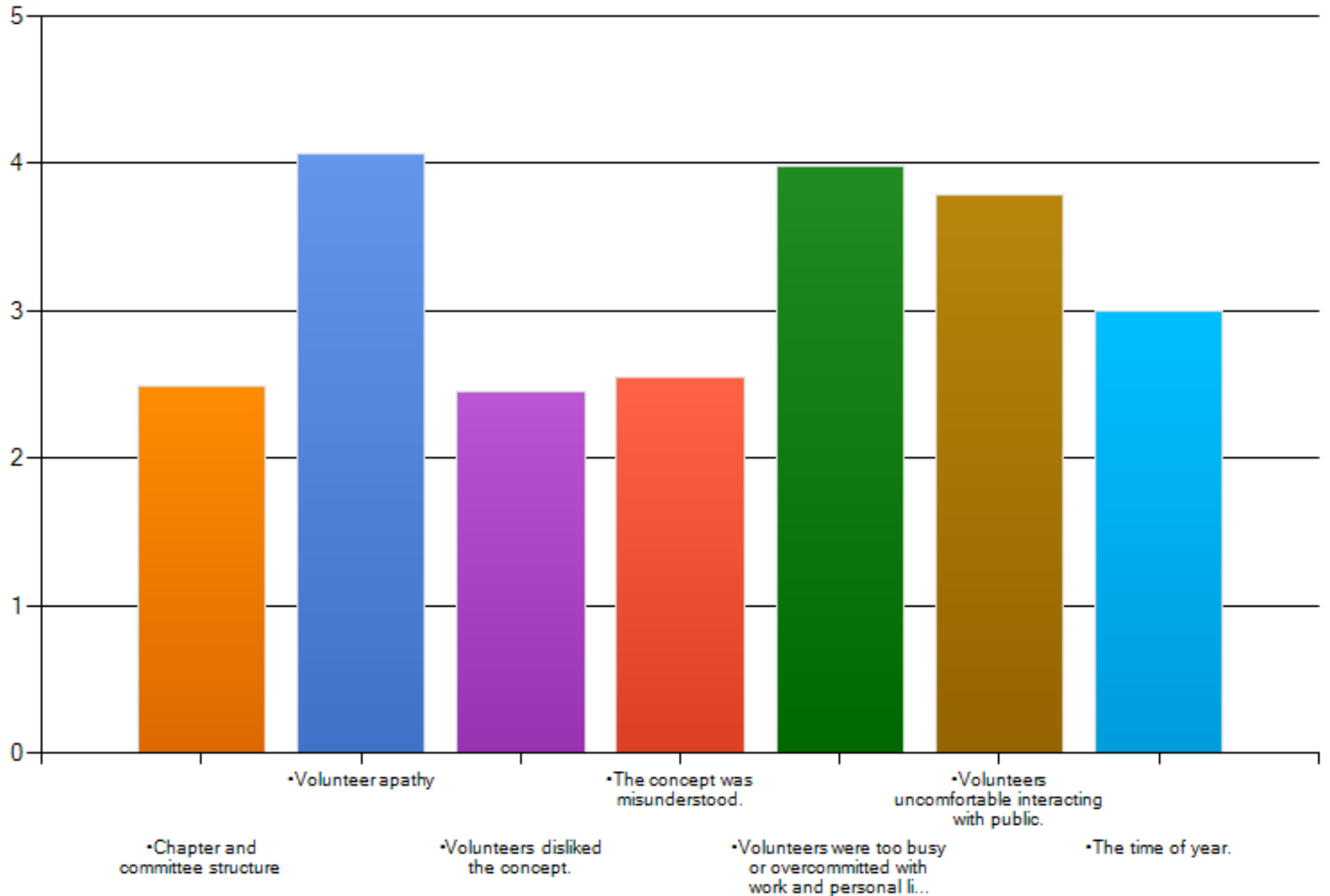
“2 or 3 events throughout the year seems like about the right amount”

- Two Anchors for 2012: NLAM and 04.26.12 and in early September re-dedication of parks across the country (re-discovering your landscapes)
- Public Awareness Summit 2012 building skills for park launch and coordination with Advocacy Representatives

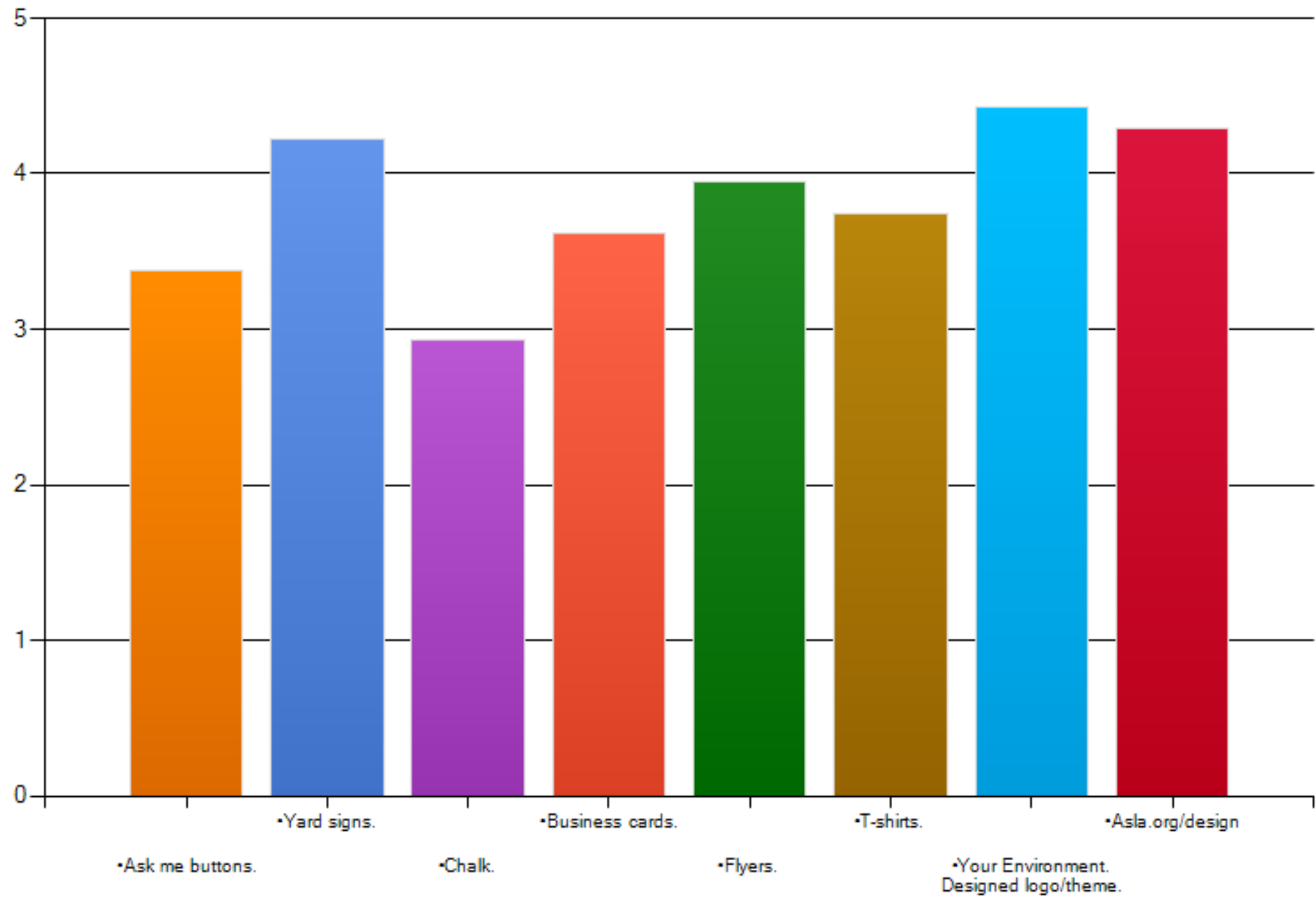
Rate on a scale of 1-5 the following recruitment resources with 1 being totally useless and 5 meaning completely effective



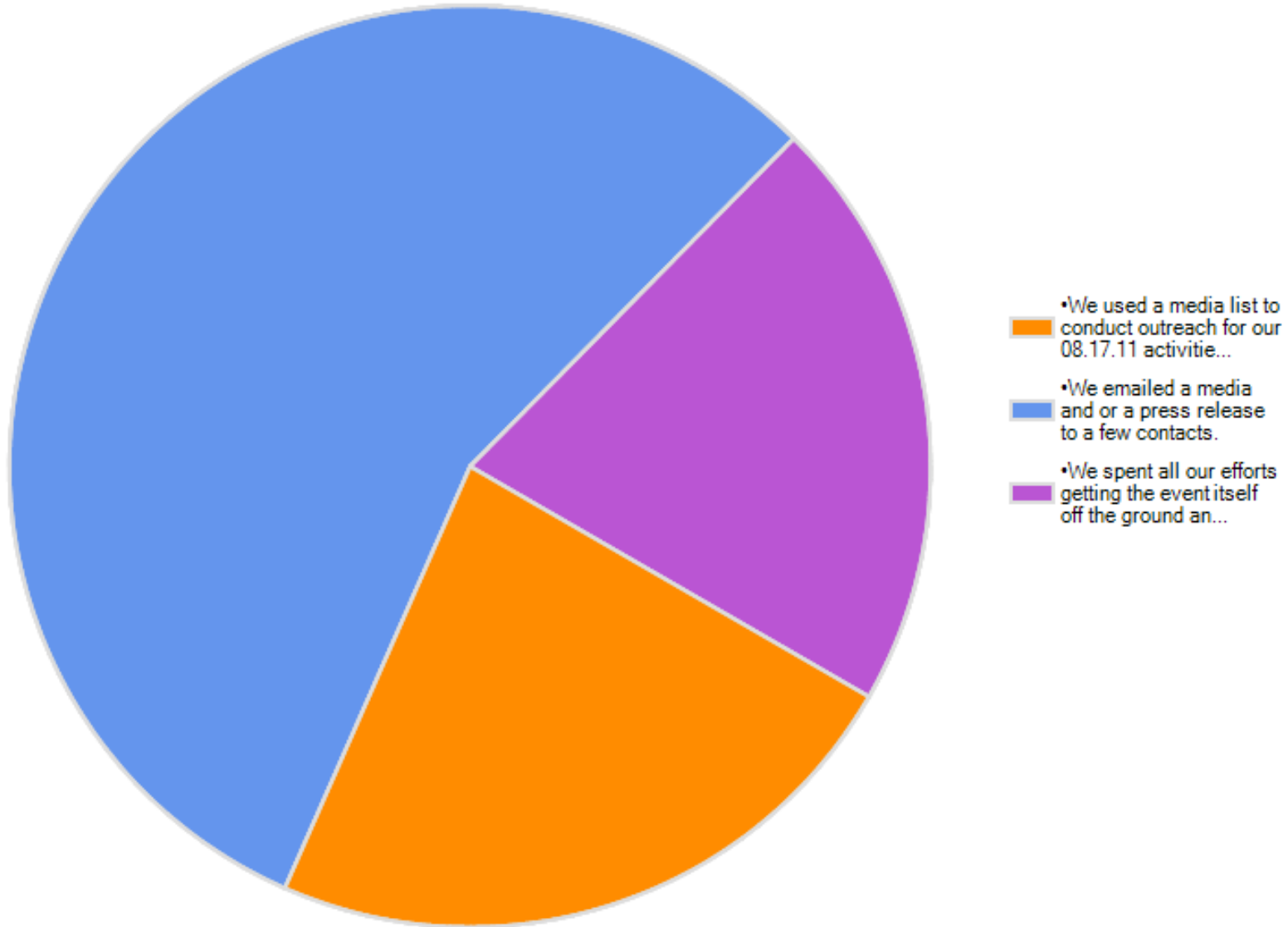
Listed below are potential hindrances, please rate on a scale of 1 (disagree)- 5 (agree) whether these were problematic to organizing 08.17.11



Rate on a scale of 1-5 with 1 being totally useless and 5 meaning completely effective the following campaign materials for engaging the public:



What best describes your chapter's approach to media outreach?



20.5% 22.7% 56.8%

PR 365

(Quarterly Themes)

- Conversation is not restrictive but more of a guide and each theme has many **subtopics**
- ASLA will provide support materials
- Ideas for action
 - Design charrettes
 - Library workshops on various topics open to the public
 - Classroom visit (elementary through high school)
 - Host a speaking event/panel with allied organization
 - Invite public to join service project (rain garden, invasive species removal, improving neglected park)

Quarterly Themes

- **Q4 2011 Green Infrastructure**
- **Q1 2012 Transportation**
- **Q2 2012 Public Health (NLAM)**
- Q3 2012 Historic Preservation
- Q4 2012 Re-Discovering Your Landscapes

Open Mic. Your Thoughts?

- *I thought the Minnesota event was spectacular because you had the fun element of 8.17.11 tied back to water quality, which is a very serious issue. the installation also demonstrated how professionals of different disciplines could come together under the leadership of landscape architects to solve a problem...an installation of sorts allows the people who are not comfortable with public interaction to contribute. I realize that most chapters could not afford to do such a grand gesture. but, I do feel that we need to discuss some ways as to which you can make a large impact through a demonstration on a local level, beyond simply talking with people on the street.*
- *I believe that the results of this initial campaign were overwhelming successful and should be publicized to our membership to encourage more participation. Reopening the Chapter grant program to support service projects with high visibility and to exploit a media coverage aspect would assist struggling Chapters*
- *As a group outline the events for the next year and begin planning efforts now, specifically engaging allied professions or organizations to help with planning*