



CHAPTER STRATEGIC PLAN

April 2016

Board Participants:

President: Jeff Zimmermann

President-Elect: Brian Nicholson

Immediate Past President: David Gregory

VP Programs (2nd Term): Chris Loftus

VP Public Relations (1st Term): Josh Brooks

VP Gov't Affairs (3rd Term): David Sprunt

Treasurer (1st 2 Yr. Term): Erin Degutis

Secretary (1st Term): Amina Rank

Trustee (1st 3 Yr. Term): Robb Berg

MISSION STATEMENT

ASLA Colorado promotes the development, education and awareness, and fellowship of the landscape architecture profession in Colorado and Wyoming. With unparalleled professionalism, ASLA Colorado members are dedicated to inspiring the public through work that enhances natural and built environments.

Advocacy & Awareness:

1. **Protect, maintain & enhance licensure for landscape architects in Colorado.**
 - Establish and execute plan for Sunset Review.
 - Strengthen relationships with allied professionals.
 - Explore potential of adding continuing education (CE) requirements.
 - Build ongoing working relationships with legislators and serve as a trusted resource.
 - Evaluate lobbyist performance.

2. **Be considered the thought leader for the natural and built environment.**
 - Develop a list of key issues and protocol for response.
 - Develop list of experts for specific subject areas / issues.
 - Develop list of media contacts (relationships).

3. **Advocate the value and scope of the profession to the public and allied professions.**
 - Be proactive in sharing the value of landscape architecture with the public & allied professions.
 - Form Colorado CEO roundtable, explore expansion to other professions.
 - Create resources to communicate value of profession, focusing on local case studies and metrics.

Member Services & Support:

1. Grow membership!

- Create ASLA Colorado Membership Handbook.
- Establish role description/qualifications for membership director that chairs a membership committee.
- Grow membership annually by 10%.

2. Build an engaged, energized membership.

- Awards/recognition program – improve visibility of winners.
- Celebrate Fellows.
- Establish public event that highlights design.
- Establish signature chapter event celebrating landscape architecture (rotating location).
- Improve website content and navigation (graphics to change after National rebranding complete).
- Engage Fellows in chapter activities and programs.
- Recruit Emerging Professionals Director (Council).

3. Provide diverse educational opportunities to address the needs of our members.

- Develop annual education slate.
- Explore recording option to provide on demand educational opportunities to members.
- Be a resource to help members find other continuing education opportunities.

4. Foster a culture of community service.

- Share opportunities on the website.
- Outreach to organizations to offer access to our audience.
- Lead by example – engage in one service project per year.

5. Provide networking and fellowship opportunities.

- Maintain current programs.
- Provide outreach to areas outside Denver to provide guidance.
- Board kick-off to include area directors.

Supporting the Future of the Profession:

1. Raise awareness of the profession among K-12 students.

- Target middle schools / high schools, especially technical MS/HS (Assign: PR).
- Develop message/presentation.
- Participate in ACE Mentor Program – encourage members to be more involved.

2. Support LA programs and grow engagement of student members.

- Communicate value of Student ASLA membership.
- Establish mentorship with universities.
- Become conduit for student externship program.

Governance & Management:

1. Execute ongoing Strategic Planning Process that provides framework for reaching goals and objectives.

- Review Strategic Plan annually, with a full evaluation every 3-5 years.
- Establish Board-level ownership of each goal.
- Have the Board and Council review the Strategic Plan each year to align with annual plan.
- Establish an Accountability Board – add position/group - Past President / Trustee.
- Distribute National ASLA information to entire Board (E-Express and CPC News).

2. Create and Implement an effective, user-friendly knowledge management system.

- Review Annually: job descriptions, ongoing documentation of activities/processes, succession plans, job shadowing.
- Work with IT professionals to determine best practices for secure cloud-based document storage.
- Develop protocols for organizing information and implement system.
- Create a chapter governance calendar.

3. Recruit an Executive Board with diverse perspectives.

- Incentivize volunteers (e.g., scholarship to ASLA Annual Meeting).
- Proactively recruit candidates who have diverse perspectives.
- Expand outreach to encourage nominations.
- Reestablish nominating committee.

4. Provide financial security through diverse revenue streams.

- Restructure sponsorships.
- Add Sponsorship Director – Past President to serve this role.
- Finalize Sponsorship package by final Board meeting (fall).
- Evaluate programs & events – examine cost and tiering of costs member / nonmember.

5. Exercise responsible financial management to ensure effective use of the chapter's resources.

- Conduct annual financial review with banking institutions each Board year with each Board.
- Establish two-year budget window.
- Conduct internal audit every two years.