

2010 ASLA Membership Survey Results: Executive Summary

In December 2010, ASLA surveyed 11,322 Full, Fellow, Associate, and International members with valid email addresses. A separate survey was emailed to 2,564 Student and Student Affiliate members. Not all questions were asked of students.

The 2010 ASLA Membership Survey received a response rate of 12% for Full, Fellow, Associate and International members. 80% of those who responded are Full or Fellow members and 17% are Associate members. More than half first joined ASLA as student members. Most of the students who responded to the survey are Student members, with 6% Student Affiliate members. 75% of the respondents are licensed, with an additional 20% intending to earn licensure in the future. 91% of students intend to become licensed. The vast majority of those who responded have not served as a chapter, student chapter, or national leader nor served on a national committee. Two-thirds of respondents are age 40 or older; 66% are male; and 91% Caucasian. For students, the age categories were more evenly divided; 54% are female; and 81% Caucasian.

Rating ASLA Programs and Services

The survey asked ASLA members to rate the importance and effectiveness of various ASLA programs and services in two categories: (1) raising awareness and influence of the profession; and (2) providing information and resources to support member professional practice. The top 5 programs in each category are listed below, with the average rating (1-10 scale, with 10 highest) in parentheses:

Results (except students)	Raising awareness & Influence		Providing information & resources	
	Importance	Effectiveness	Importance	Effectiveness
1	State licensure advocacy (8.42)	State licensure advocacy (7.32)	ASLA website (8.76)	ASLA website (8.76)
2	Federal advocacy on green infrastructure, complete streets, sustainability, urban parks (8.12)	Sustainable Sites Initiative (6.87)	Landscape Architecture magazine (8.38)	Annual meeting & Expo (8.26)
3	Advocacy Network (7.64)	Advocacy Network (6.59)	Continuing Education – ASLA Chapter programs (8.28)	Landscape Architecture magazine (8.38)
4	Sustainable Sites Initiative (7.56)	Federal advocacy (6.58)	Annual Meeting & Expo (8.26)	Joblink (7.24)
5	Online sustainability resources (incl. "Designing our Future" sustainable landscapes case studies and animations) (7.39)	Online sustainability resources (6.34)	Continuing Education- ASLA National (Landscape Architecture Technical Information Series, annual meeting programs) (8.19)	Continuing Education- ASLA National (7.22)

Student Results	Raising awareness & Influence		Providing information & resources	
	Importance	Effectiveness	Importance	Effectiveness
1	Federal advocacy on green infrastructure, complete streets, sustainability, urban parks (8.64)	Sustainable Sites Initiative (7.57)	ASLA website (9.01)	Landscape Architecture magazine (8.61)
2	Online Career Discovery (8.26)	Online sustainability resources (7.54)	Joblink (8.80)	ASLA website (8.13)
3	Sustainable Sites Initiative (8.18)	State licensure advocacy (7.04) The Dirt blog (7.04)	Landscape Architecture magazine (8.75)	Professional and student awards programs – ASLA National (7.97)
4	Online sustainability resources (incl. "Designing our Future" sustainable landscapes case studies and animations) (8.07)	Federal advocacy (6.68)	LARE prep resources and programs (w/ resources & support from CLARB) (8.68)	ASLA Annual Meeting & Expo (7.92)
5	State licensure advocacy (8.03)	Green Roof demonstration at ASLA HQ (6.64) Online career discovery resources, including student outreach activity toolkits (6.65)	Firm Finder (searchable online listing of members' firms)(8.49)	Professional and student awards programs – ASLA Chapters (7.85)

The survey also rated the overall effectiveness of ASLA national and their chapter or student chapter on the same scale (1-10). **ASLA National's average rating is 7.04** (7.44 by students). Respondents gave their ASLA chapter an average rating of 6.35 (student chapters: 5.95).
Ratings by Chapter (does not include student chapters):

Chapter	Sample Size	ASLA Chapter Rating	ASLA National Rating
Alabama	14	6.42	6.92
Alaska	9	6	6.43
Arizona	28	6.29	7.04
Arkansas	7	6	7.67
Boston	58	6.4	6.76
CA-Northern	50	5.74	7
CA-San Diego	22	6.33	6.29

Chapter	Sample Size	ASLA Chapter Rating	ASLA National Rating
CA-Sierra	26	5.5	6.39
CA-Southern	69	6.24	7.58
Colorado	54	6.47	7.27
Connecticut	27	7	7.14
Florida	65	6.4	7.08
Georgia	43	6.24	6.47
Great Plains	25	6.67	8.21
Hawaii	13	6.3	7.56
Idaho/Montana	28	5.52	6.95
Illinois	56	5.8	6.95
Indiana	28	6.36	6.55
International	31	n/a	7.73
Iowa	22	6.71	6.89
Kentucky	10	6.71	7.71
Louisiana	21	6	6.19
Maryland	48	7.56	7.36
Michigan	39	6.09	7.06
Minnesota	32	7.27	6.68
Mississippi	16	6.08	6.33
Nevada	8	7.67	8.33
New Jersey	38	7.44	6.97
New Mexico	15	7.46	7.33
New York	54	6.11	6.98
New York - Upstate	38	7.14	7.5
North Carolina	54	6.89	7
Ohio	49	6.18	6.74
Oklahoma	32	4.78	7.54
Oregon	31	6.86	6.61
Pennsylvania/Delaware	59	7	7.1
Potomac	40	5.81	6.84
Prairie Gateway	33	6.17	7.04
Rhode Island	7	6.83	7.4
South Carolina	17	6.62	7.77
St. Louis	23	6.31	7.18
Tennessee	14	6.9	7.5
Texas	78	6.22	7.02
Utah	28	6.33	6.42
Vermont	4	8	7.75

Chapter	Sample Size	ASLA Chapter Rating	ASLA National Rating
Virginia	34	5.08	6.86
Washington	43	6.65	6.88
West Virginia	2	3	8
Wisconsin	26	5.48	7.59

The survey also asked members which ASLA services and benefits they have used (respondents could choose as many as apply). These are the top 5:

	Full/Fellow/Associate/International	Students
1	Landscape Architecture magazine (93.7%)	Landscape Architecture magazine (91.1%)
2	ASLA website (84.9%)	ASLA website (82.9%)
3	Annual Meeting & Expo (69.1%)	The Dirt blog (59.3%)
4	Joblink (50.8%)	LAND e-News (44.7%)
5	LAND e-News (47.2%)	Joblink (38.2%)

Licensure & Membership

The survey queried ASLA members about ASLA membership requirements. A strong majority (85%) feel that ASLA membership criteria are appropriate, with 9.5% indicating the criteria are too broad and the remaining 5.5% indicating the criteria are too narrow. 77% of students believe that the criteria are appropriate, 7% too broad, and 16% too narrow.

The survey asked specifically whether ASLA should require licensure for full membership. Overall, 59% of respondents do not believe that ASLA should require licensure for full membership. 70% of students do not think that ASLA should require licensure. When filtered by key categories, including membership type and licensure status, all categories retain a majority against requiring licensure for membership. When filtered by chapter, 40 of 48 chapters have a majority of respondents who do not agree with requiring licensure for membership.

The survey also asked whether those with international education and/or licensure qualifications should be able to qualify for full ASLA membership rather than their current designation as International members. Slightly more than half (52%) do not feel that these individuals should be given full membership. 82% of International members who responded to the survey indicated that such members should be given full membership.

Landscape Architecture Careers

Nearly 93% of respondents have earned a BLA/BSLA or MLA/MSLA from an accredited landscape architecture program, and an additional 2.5% earned a BLA/BSLA or MLA/MSLA from an unaccredited program. For the student respondents, 89% are seeking a BLA/BSLA or MSLA from an accredited program. There was a higher proportion of BLA degrees in the non-student population, while the highest proportion of respondents from the student survey were in a MLA program.

The survey asked respondents to identify the category of their employer. These results, which also include the most recent employers for those who are currently unemployed or retired, show: 41% are employed by a landscape architecture firm (includes sole practitioners); 27% are employed by an architecture, engineering, or multidisciplinary firm; 14% work for a public agency; 8% work for an academic institution; 7% are employed by design/build firms. A small fraction of respondents are students or work for a nonprofit organization. Public agency practitioners were also asked to describe their employers: 71% work for local government; 18% for state government; and 11% for the federal government.

Private practitioners were asked several questions pertaining to their practice. One-quarter of the respondents work in offices with 50 or more employees, while 19% are sole practitioners. The remainder fell between these two categories: 16% with 2-4 employees; 15% with 5-9 employees, 13% with 10-19 employees; and 11% with 20-49 employees. Slightly more than half of the respondents in this entire category are firm principals.

The survey presented a diverse list of specialties and asked certain respondents to choose all specialties that are applicable to their practice. The following shows the most popular areas for private practitioners, students, and public practitioners:

	Private Practitioners	Students	Public Practitioners
1	Parks and recreation	Sustainability	Parks and recreation
2	Streetscapes	Urban design	Greenways/trails
3	Land planning	Parks and recreation	Land planning
4	Corporate/commercial	Environmental reclamation	Streetscapes
5	Urban design	Green Infrastructure	Urban design

Licensee and Non-licensee Data

The survey asked specific questions to those who are licensed, those who intend to become licensed, and those who do not intend to seek licensure. Licensees were asked to list their motivations for getting licensed and could choose as many as apply. The most popular answers are: a license is required to practice landscape architecture (81%); for the professional recognition/credential (76%); and the potential for higher salary (51%). Respondents were also asked to indicate how long it took following graduation to earn licensure. More than 64% were licensed within 4 years of graduation, while 20% took 5-6 years and 16% took 7 years or more to get licensed.

Most respondents are licensed in one state (57%), while smaller proportions are licensed in two states (20%), 3-5 states (18%), or 6+ states (5%). More than 31% of the respondents indicated that they “often” seal/stamp documents, with an additional 20% indicating that they “sometimes” use their stamp.

For those who are not licensed, but intend to earn licensure, the survey also asked for motivations. The top responses: for the professional recognition/credential (83%); provides flexibility for career choices (76%); and the potential for higher salary (76%). Students who had indicated that they planned to get licensed were asked the same question. Their top answers: professional recognition/credential; required to practice landscape architecture; and potential for higher salary. The survey asked respondents to indicate how the economy has affected plans to become licensed. The top answers: it has not impacted

plans (48%); I cannot afford the exam (35%); and I am unemployed and cannot get the experience needed to qualify (19%).

A small sample of respondents (68, including 8 students) indicated that they were not going to seek licensure. This group was asked for the factors that influenced this decision. Most indicated that a license is not necessary for my job (87%), followed by: the licensure exam is too expensive (28%); the exam is too difficult (18%); and I am too busy (15%).

2010 ASLA Membership Survey Data

In December 2010, ASLA surveyed 11,322 Full, Fellow, Associate, and International members with valid email addresses. A separate survey was provided to 2,564 Student and Student Affiliate members with valid emails. Not all questions were asked to students and due to small sample, most charts provide absolute numbers, not percentages for the student results. The summary results from the student survey are blue.

1,623 started survey and 1,317 completed (81% who began the survey, completed the survey)

There were at least two respondents from every chapter and at least one from every state

Students: 177 started survey and 120 completed (64% who began the survey, completed the survey)

Respondents from 55 student chapters and 31 states

80% respondents Full/Fellow/Emeritus

94% student respondents Student

18% respondents Associate

6% student respondents Student Affiliates

2% respondents International

52% began their membership as Student members

17% began their membership as Associate members

29% began their membership as Full members

75% are licensed

20% intend to become licensed

91% of students intend to become licensed

5% do not intend to become licensed

9% of students do not intend to become licensed

68% have not served as a chapter or national officer; 87% have not served on a national committee

75% have not served as a student chapter officer

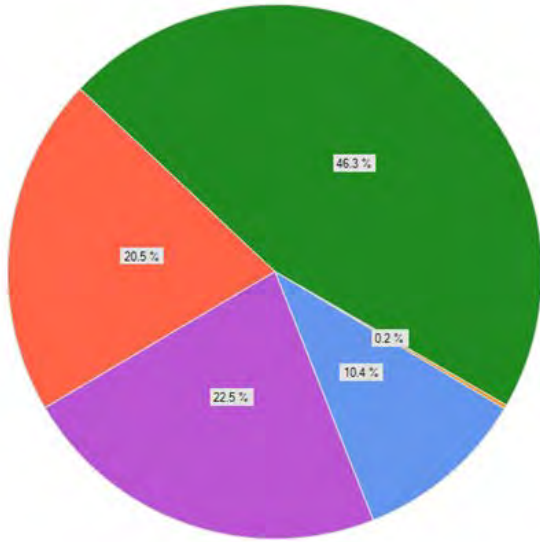
71% have not worked outside the borders of the USA

Additional certifications:

- Licensees: 198 respondents are LEED AP or Green Associate; 38 are AICP; 5 are CID; 1 is GRP
- Non-licensees who intend to become licensed: 55 are LEED AP or Green Associate (90 students indicate plans to earn LEED AP or Green Associate); 1 is AICP (13 students intend to earn AICP); 6 students intend to earn GRP; 3 students intend to earn CID
- Non-licensees who do not intend to become licensed: 6 are LEED AP or LEED Green Associate (6 students indicate plans to earn LEED AP or Green Associate); 7 are AICP; 1 is CID

Payment of ASLA Dues and licensure fees: evenly matched for those who personally pay dues or the employer_pays

Age



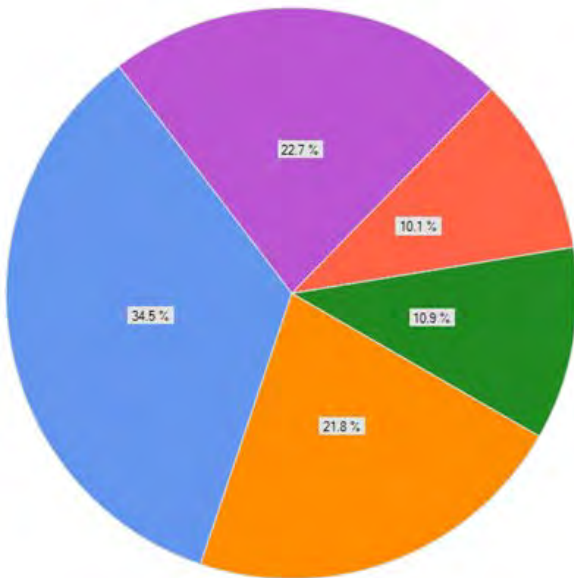
Demographic information for respondents:

66% Male
34% Female

91% Caucasian
3% Asian/Pacific Islander
2% Hispanic
All other categories under 1%

Fairly even distribution between length of membership (1-5; 6-10; 11-20; 21+) with exception of shorter than one year

Students: Age



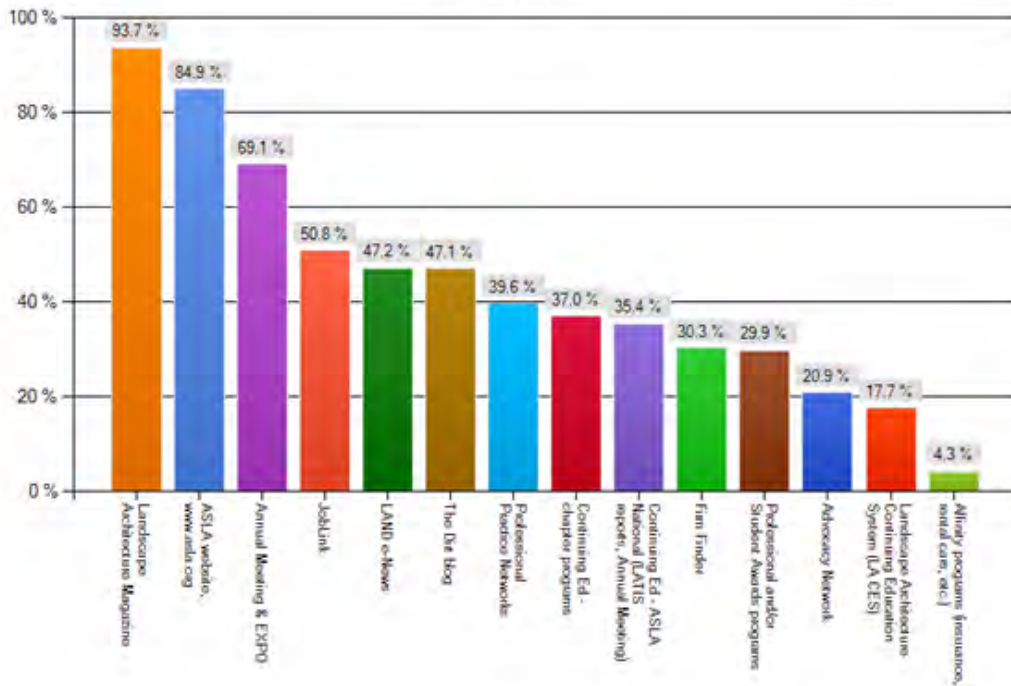
Demographic information for student respondents:

46% Male
54% Female

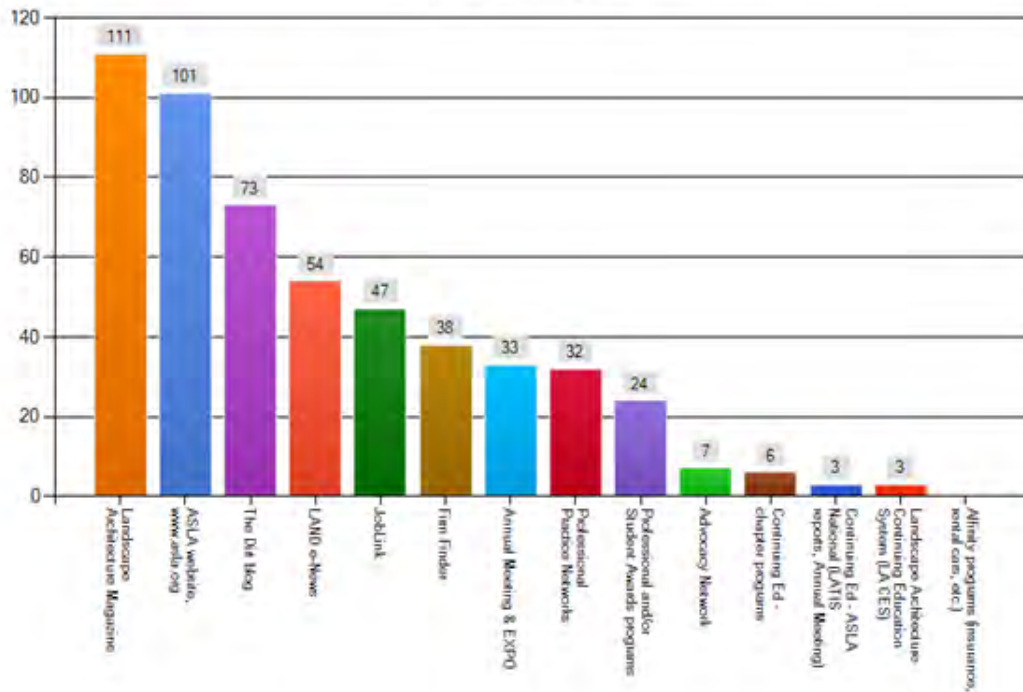
81% Caucasian
7% Asian/Pacific Islander
6% Hispanic
All other categories under 1%

Rating ASLA Programs and Services

Have you taken advantage of any of the following ASLA services and benefits? Check all that apply.



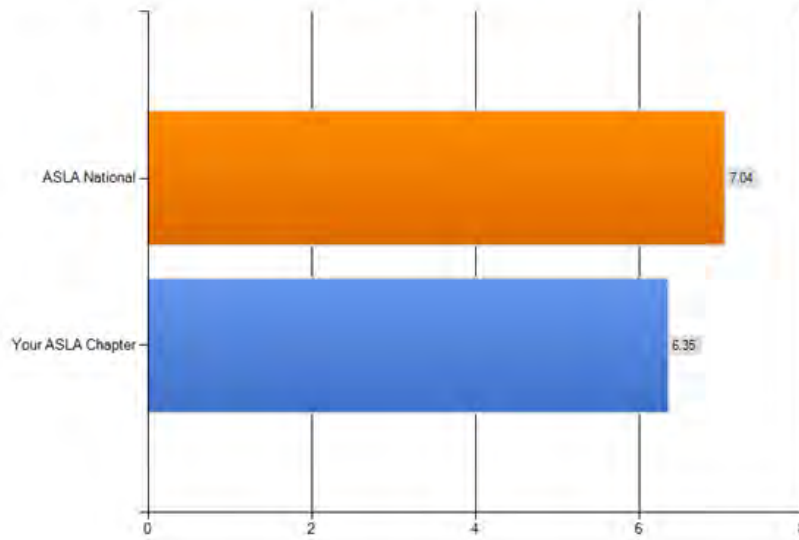
Students: Have you taken advantage of any of the following ASLA services and benefits? Check all that apply.



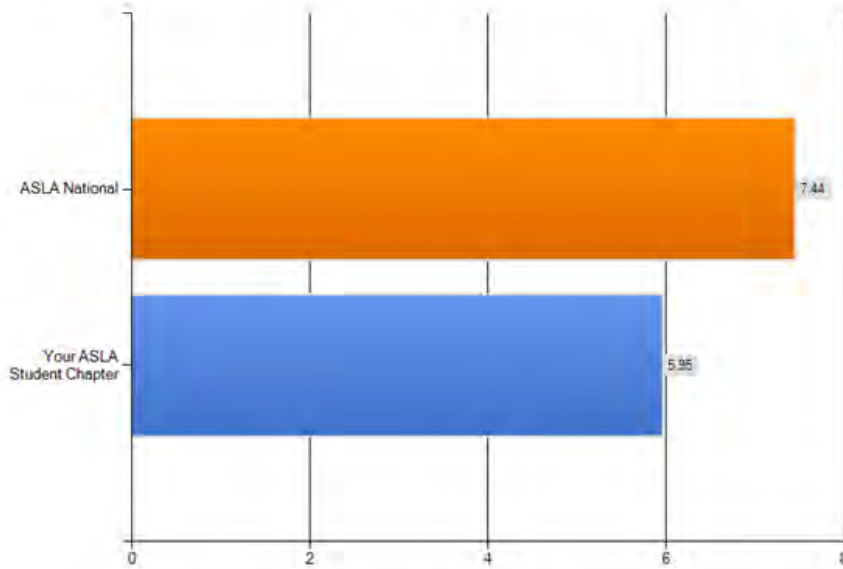
The survey allowed respondents to indicate other ASLA services that they have used. Answers include:

- Networking
- LARE prep tests, training sessions
- Local chapter events and activities
- Regional conferences
- Chapter advocacy day
- Licensure Summit
- Advocacy Day
- HALS
- Accreditation team
- CPC
- Chapter Initiative Program

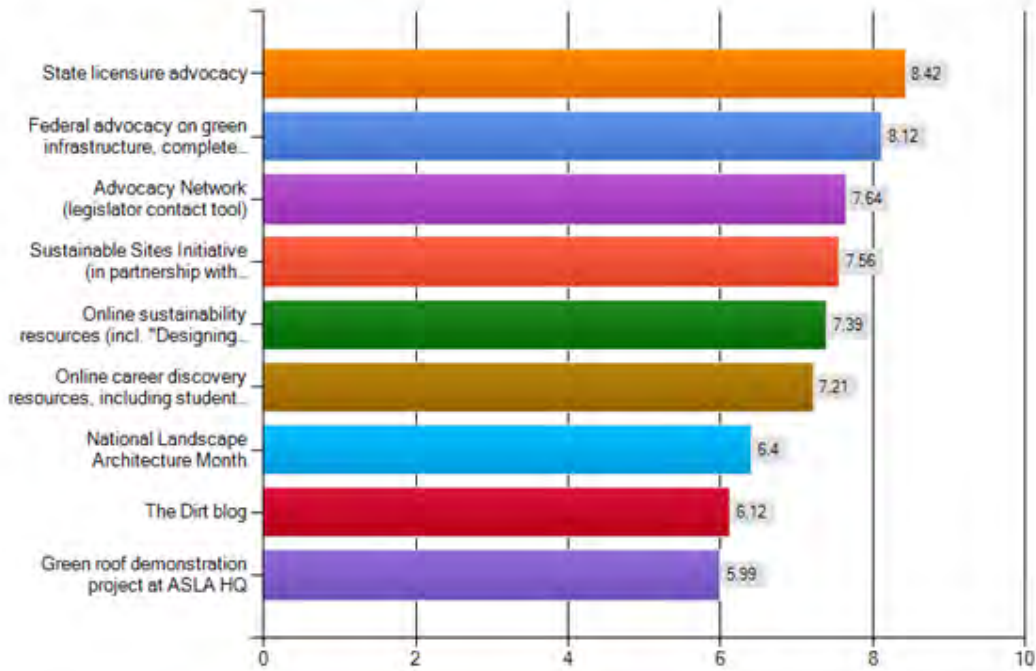
How would you rate ASLA's effectiveness OVERALL on a scale from 1 to 10, with 1 being the lowest and 10 being the highest rating? Please rate both the national chapter and your local chapter.



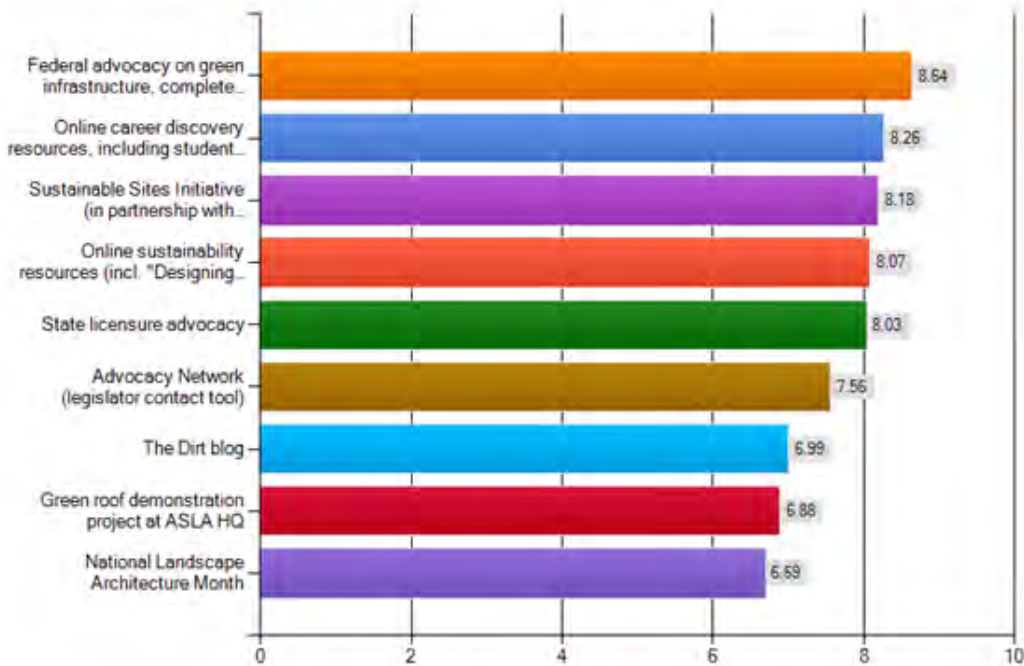
Students: How would you rate ASLA's effectiveness OVERALL on a scale from 1 to 10, with 1 being the lowest and 10 being the highest rating? Please rate both the national chapter and your student chapter.



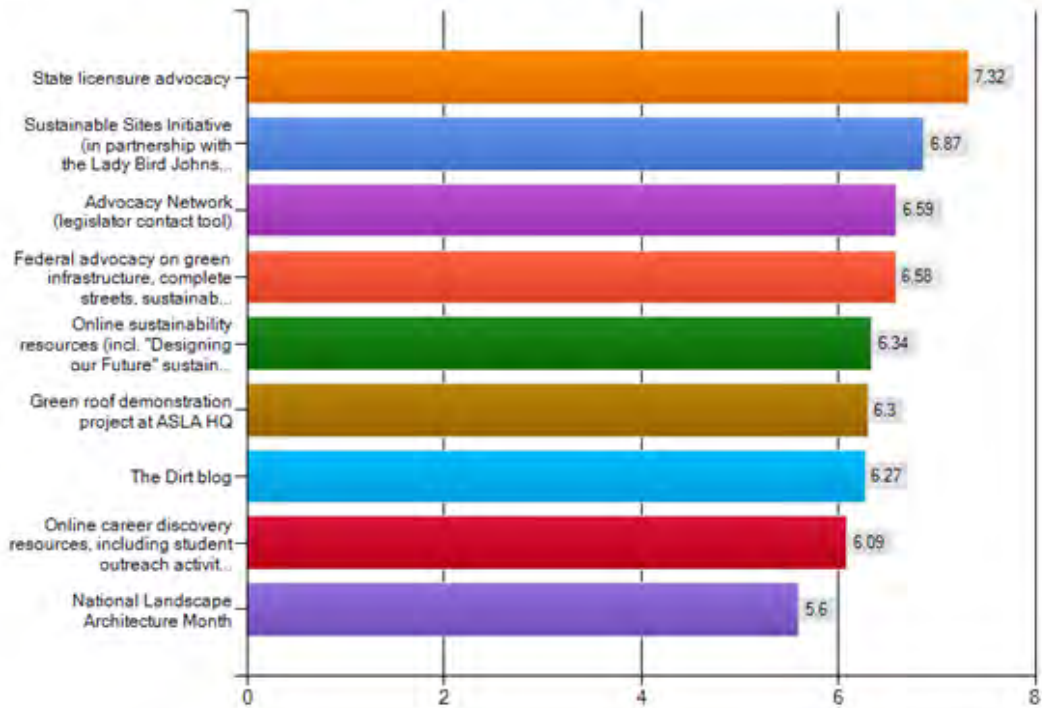
ASLA is Raising the Visibility and Influence of the Profession: IMPORTANCE First, please rate the **IMPORTANCE** of each of following ASLA programs and services on the scale from 1 to 10, with 1 being the lowest and 10 being the highest rating. (Note: This is not a ranking; please rate each item separately as you see fit).



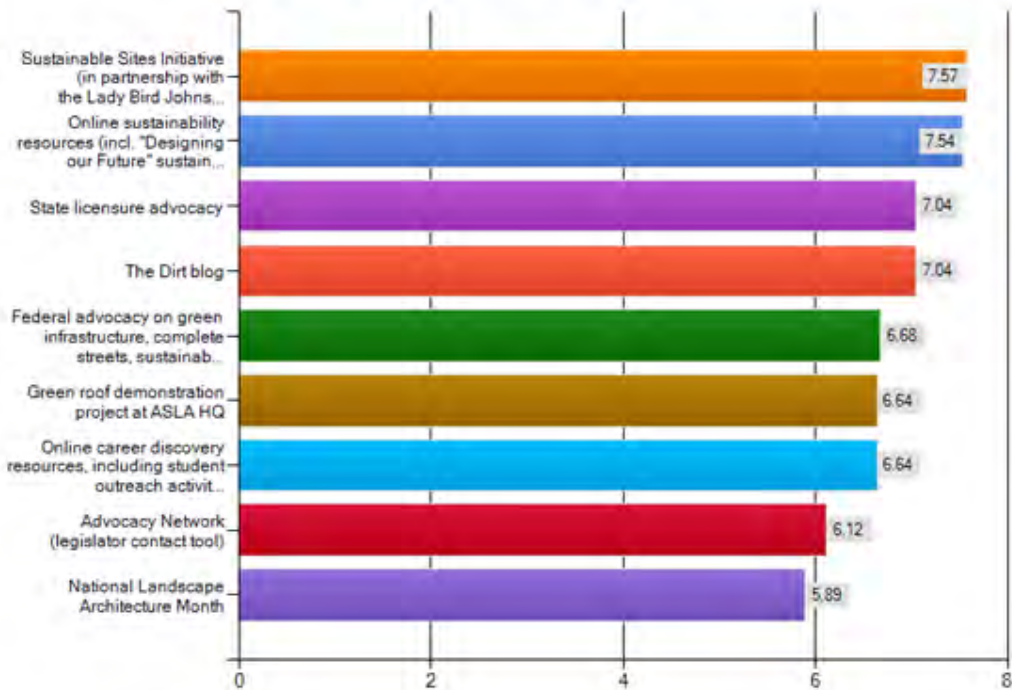
Students: ASLA is Raising the Visibility and Influence of the Profession: IMPORTANCE First, please rate the **IMPORTANCE** of each of following ASLA programs and services on the scale from 1 to 10, with 1 being the lowest and 10 being the highest rating. (Note: This is not a ranking; please rate each item separately as you see fit).



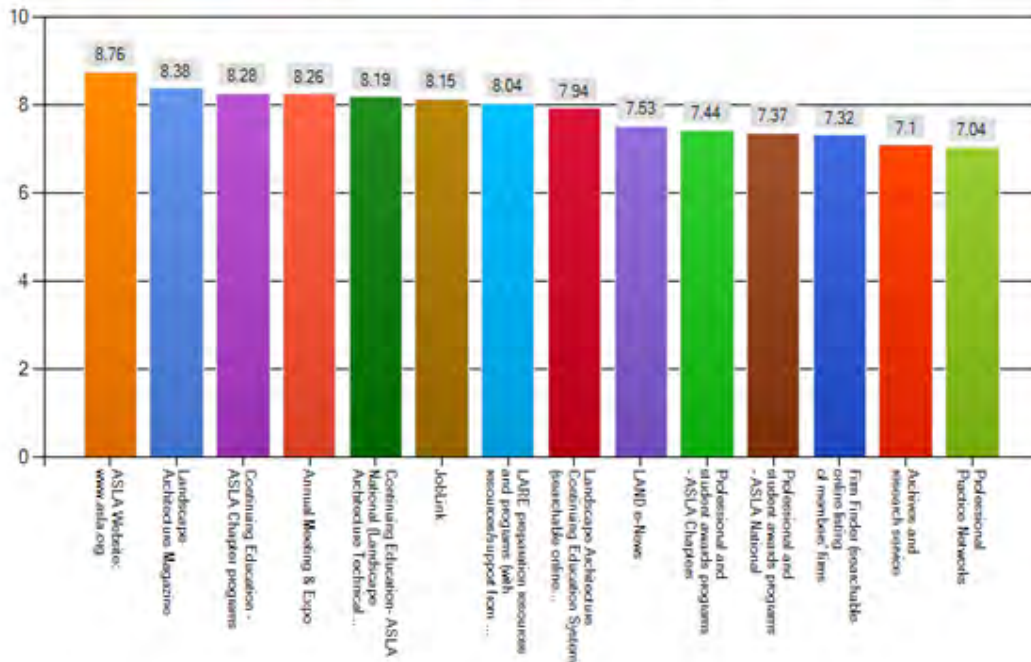
Next, please rate the EFFECTIVENESS of each of following ASLA programs and services on the scale from 1 to 10, with 1 being the lowest and 10 being the highest rating. (Note: This is not a ranking; please rate each item separately as you see fit).



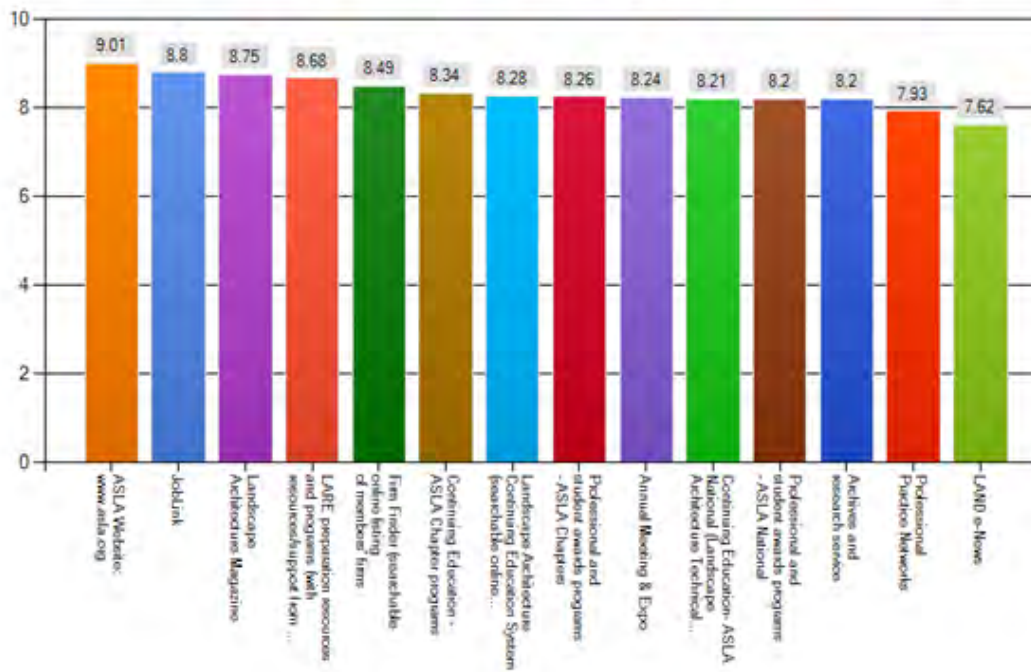
Students: Next, please rate the EFFECTIVENESS of each of following ASLA programs and services on the scale from 1 to 10, with 1 being the lowest and 10 being the highest rating. (Note: This is not a ranking; please rate each item separately as you see fit).



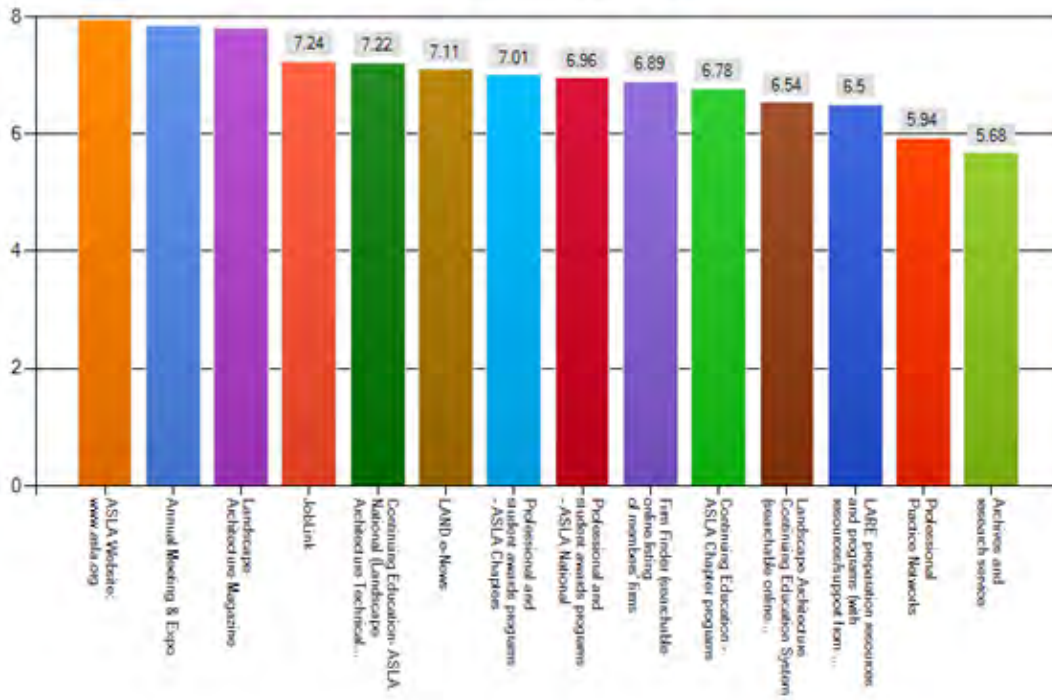
ASLA is Providing Information & Resources to Support Members in Professional Practice:
IMPORTANTFirst, please rate the **IMPORTANT** of each of following ASLA programs and services on the scale from 1 to 10, with 1 being the lowest and 10 being the highest rating. (Note: This is not a ranking; please rate each item separately as you see fit).



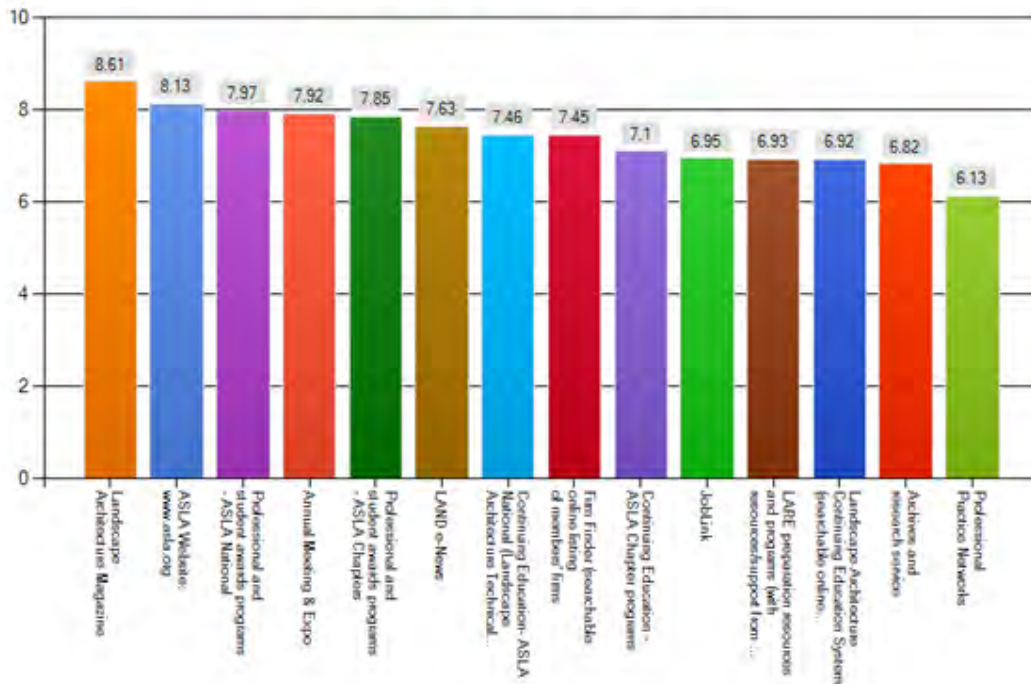
Students: ASLA is Providing Information & Resources to Support Members in Professional Practice:
IMPORTANTFirst, please rate the **IMPORTANT** of each of following ASLA programs and services on the scale from 1 to 10, with 1 being the lowest and 10 being the highest rating. (Note: This is not a ranking; please rate each item separately as you see fit).



Next, please rate the EFFECTIVENESS of each of following ASLA programs and services on the scale from 1 to 10, with 1 being the lowest and 10 being the highest rating. (Note: This is not a ranking; please rate each item separately as you see fit).

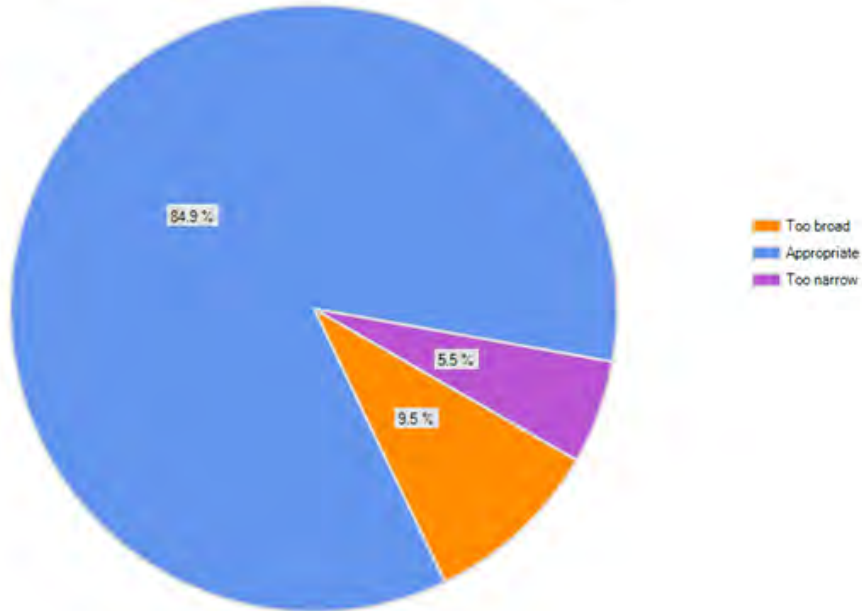


Students: Next, please rate the EFFECTIVENESS of each of following ASLA programs and services on the scale from 1 to 10, with 1 being the lowest and 10 being the highest rating. (Note: This is not a ranking; please rate each item separately as you see fit).

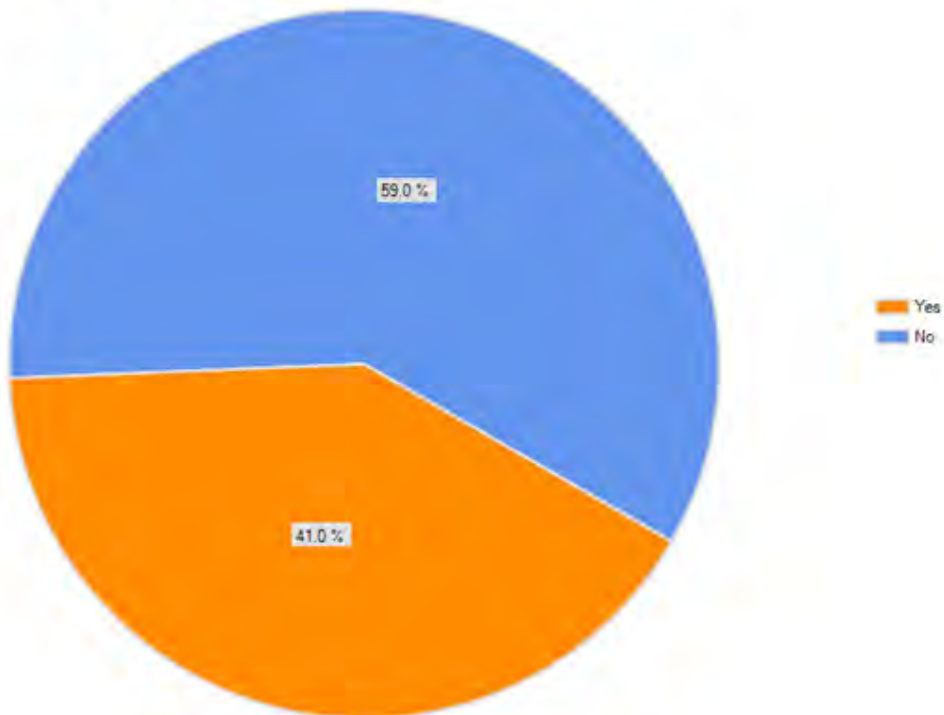


Licensure & Membership

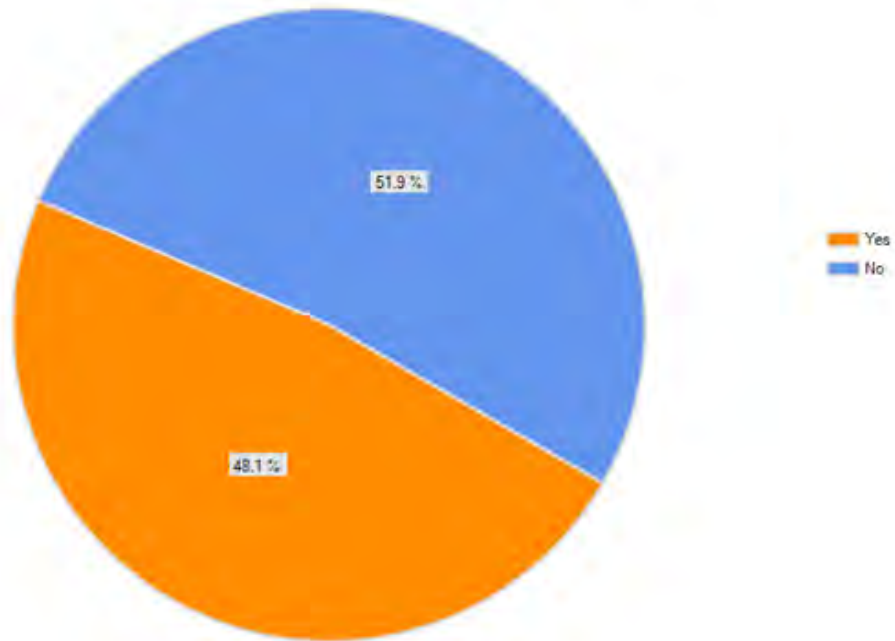
To qualify as a full member of ASLA, an individual must be a graduate of a landscape architecture program recognized by ASLA or licensed to practice landscape architecture. In addition, three years of professional experience is required. Do you think the qualifications for full membership are:



Currently, 71% of ASLA full members are licensed landscape architects. Should ASLA amend its bylaws to require licensure for full membership?



ASLA Bylaws set the requirements for International members: Landscape architects (other than U.S. citizens) residing outside the United States and its possessions, Canada, Mexico, and the Islands of the Caribbean. Should ASLA allow those with international education and/or licensure qualifications to qualify for full ASLA membership, rather than their current designation as International members?



Question/ <u>Answer</u>	Responses for each category (number of respondents in category)						
	All (1,317)	Full members (1,289)	Associate members (289)	Students & Student Affiliates (120)	Licensed (984)	Intend to become licensed (264)	Unlicensed (67)
To qualify as a full member of ASLA, an individual must be a graduate of a landscape architecture program recognized by ASLA or licensed to practice landscape architecture. In addition, three years of professional experience is required. Do you think the qualifications for full membership are: Appropriate	85%	85%	84%	77%	85%	83%	91%
To qualify as a full member of ASLA...Do you think the	5%	5%	10%	16%	5%	9%	6%

qualifications for full membership are: Too Narrow							
To qualify as a full member of ASLA...Do you think the qualifications for full membership are: Too Broad	10%	10%	6%	7%	10%	8%	3%

Question/ Answer	Responses for each category (number of respondents in category)						
	All (1,317)	Full members (1,289)	Associate members (289)	Students & Student Affiliates (120)	Licensed (984)	Intend to become licensed (264)	Unlicensed (67)
Currently, 71% of ASLA full members are licensed landscape architects. Should ASLA amend its bylaws to require licensure for full membership? Yes	41%	44%	26%	30%	48%	24%	3%
Currently, 71% of ASLA full members are licensed landscape architects. Should ASLA amend its bylaws to require licensure for full membership? No	59%	56%	74%	70%	52%	76%	97%

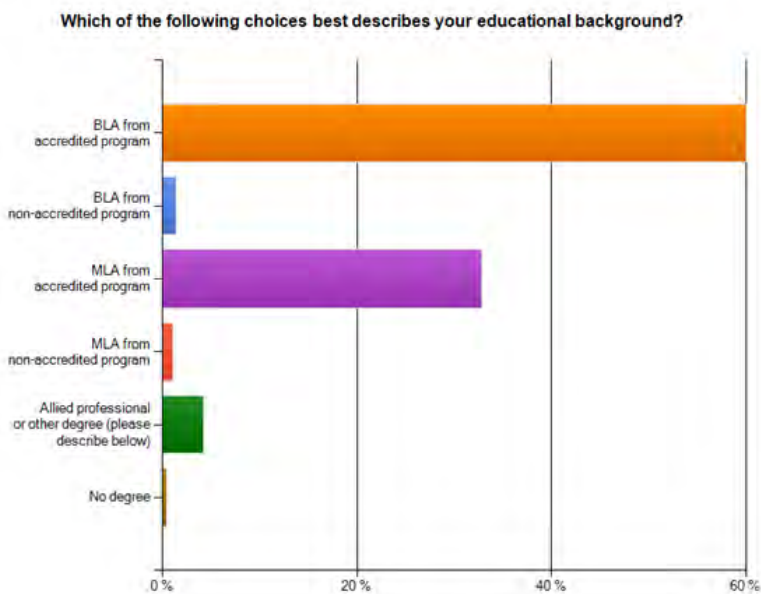
Chapter	Sample Size	Licensure - % Yes	Licensure - % No
Alabama	14	46.2	53.8
Alaska	9	28.6	71.4
Arizona	28	41.7	58.3
Arkansas	7	33.3	66.7
Boston	58	28.8	71.2
CA-Northern	50	25.7	74.3
CA-San Diego	22	26.3	73.7
CA-Sierra	26	52.6	47.4
CA-Southern	69	47.2	52.8
Colorado	54	34.1	65.9
Connecticut	27	50	50

Florida	65	53.1	46.9
Georgia	43	70.6	29.4
Great Plains	25	35	65
Hawaii	13	30	70
Idaho/Montana	28	22.7	77.3
Illinois	56	41.3	58.7
Indiana	28	31.8	68.2
International	31	51.9	48.1
Iowa	22	38.9	61.1
Kentucky	10	62.5	37.5
Louisiana	21	47.1	52.9
Maryland	48	25	75
Michigan	39	33.3	67.7
Minnesota	32	52.2	47.8
Mississippi	16	46.2	53.8
Nevada	8	75	25
New Jersey	38	40.6	59.4
New Mexico	15	23.1	76.9
New York	54	35	65
New York - Upstate	38	33.3	67.7
North Carolina	54	44.7	55.3
Ohio	49	47.5	52.5
Oklahoma	32	44.8	55.2
Oregon	31	44	56
Pennsylvania/Delaware	59	39.6	60.4
Potomac	40	36.4	63.6
Prairie Gateway	33	28.6	71.4
Rhode Island	7	42.9	57.1
South Carolina	17	53.8	46.2
St. Louis	23	38.9	61.1
Tennessee	14	63.3	36.4
Texas	78	52.3	47.7
Utah	28	36	64
Vermont	4	25	75
Virginia	34	39.3	60.7

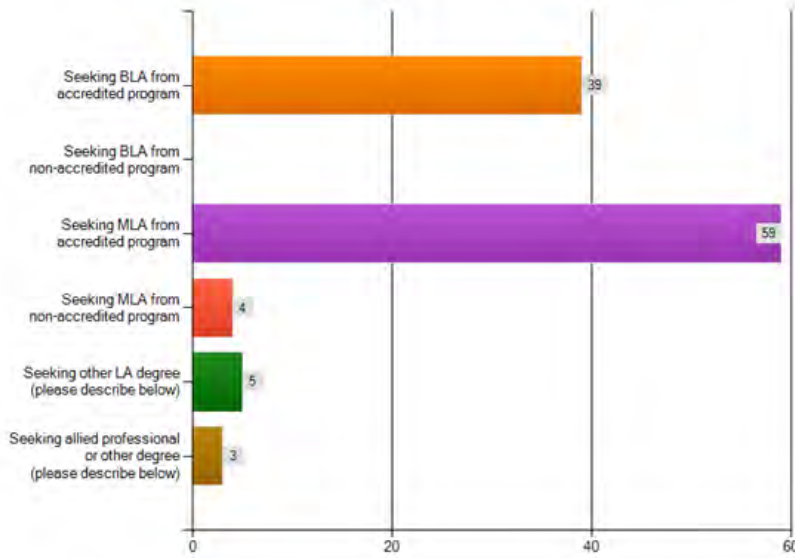
Washington	43	47.1	52.9
West Virginia	2		100
Wisconsin	26	37.5	62.5

Question/ <u>Answer</u>	Responses for each category (number of respondents in category)						
	All (1,317)	Full members (1,289)	Associate members (289)	Students & Student Affiliates (120)	Licensed (984)	Intend to become licensed (264)	Unlicensed (67)
ASLA Bylaws for International members: LAs (other than U.S. citizens) residing outside the U.S., Canada, Mexico, and the Caribbean. Should ASLA allow those with international ed. and/or licensure to qualify for full ASLA membership, rather than their current designation as International members? <u>Yes</u>	48%	48%	43%	50%	49%	43%	60%
Should ASLA allow those with international ed. and/or licensure to qualify for full ASLA membership, rather than their current designation as International members? <u>No</u>	52%	52%	57%	50%	51%	57%	40%

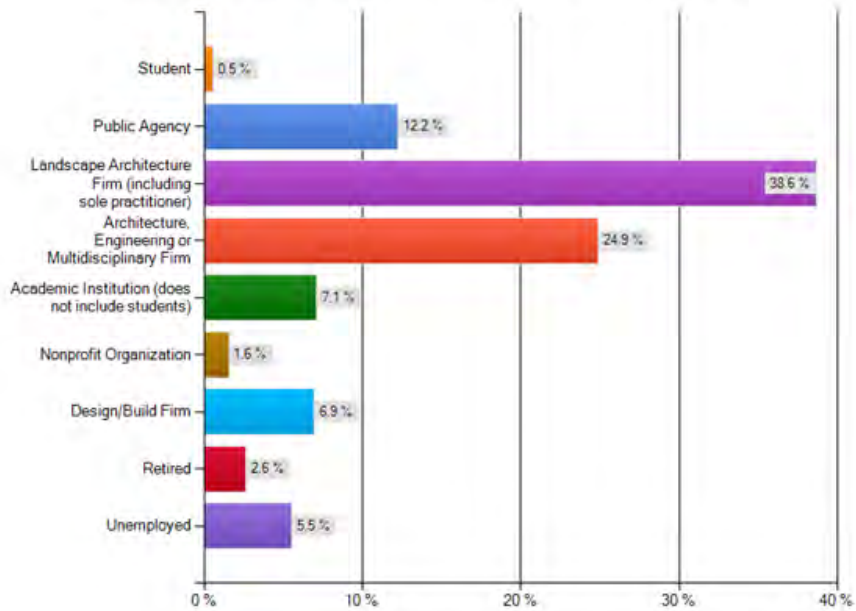
Landscape Architecture Careers



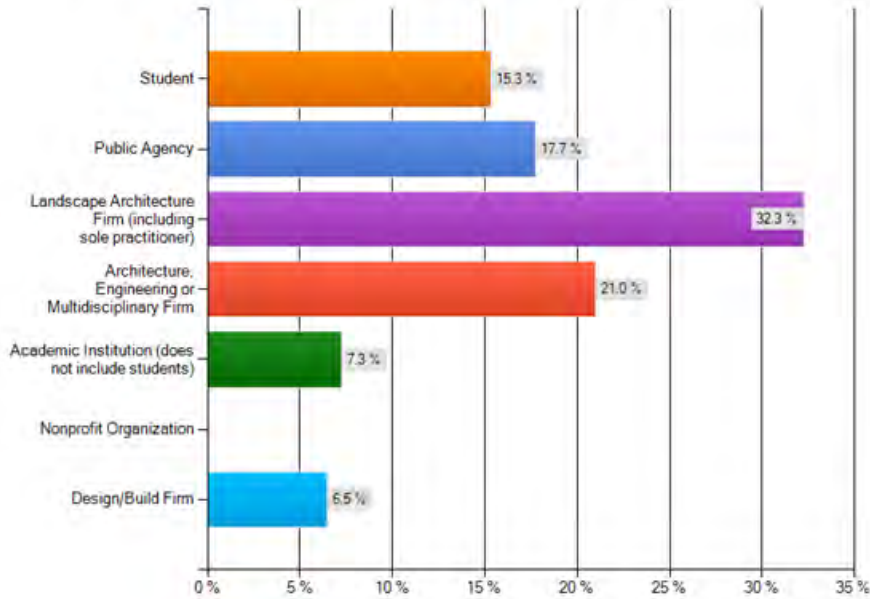
Students: Which of the following choices best describes your current educational situation?



Please choose the category that best describes your current employer.

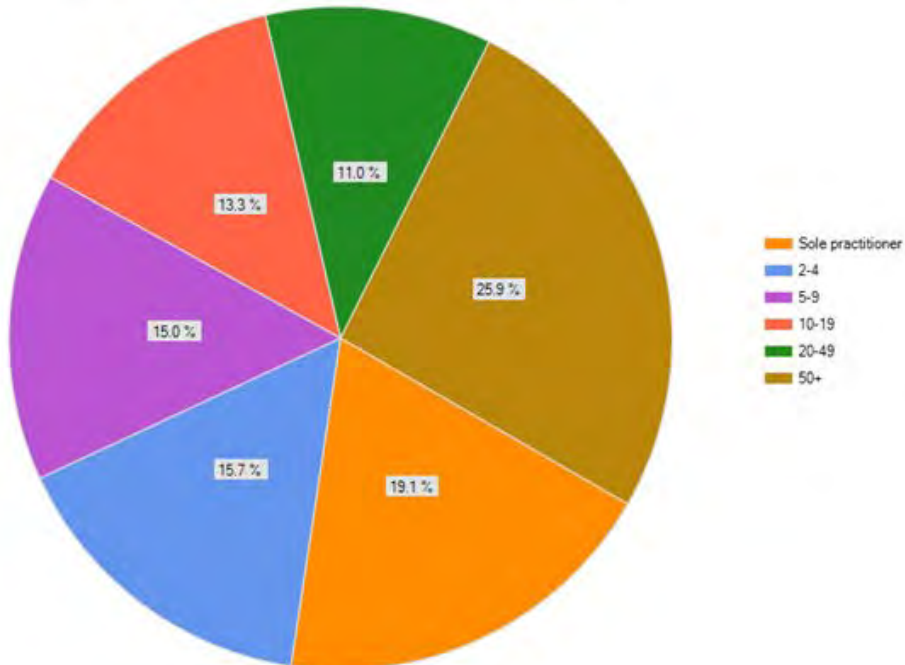


Please choose the category that best describes your most recent employer prior to unemployment or retirement.

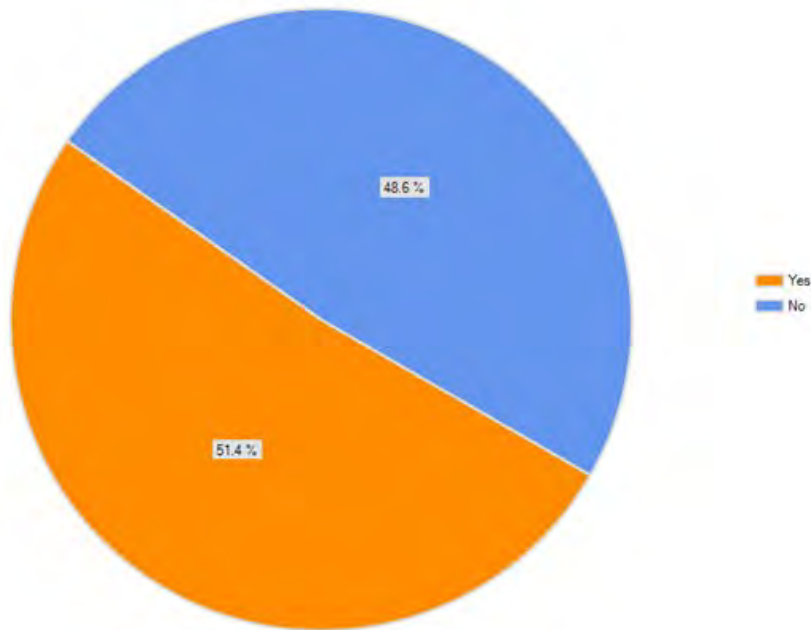


Private Practitioner Data (Sample: 887)

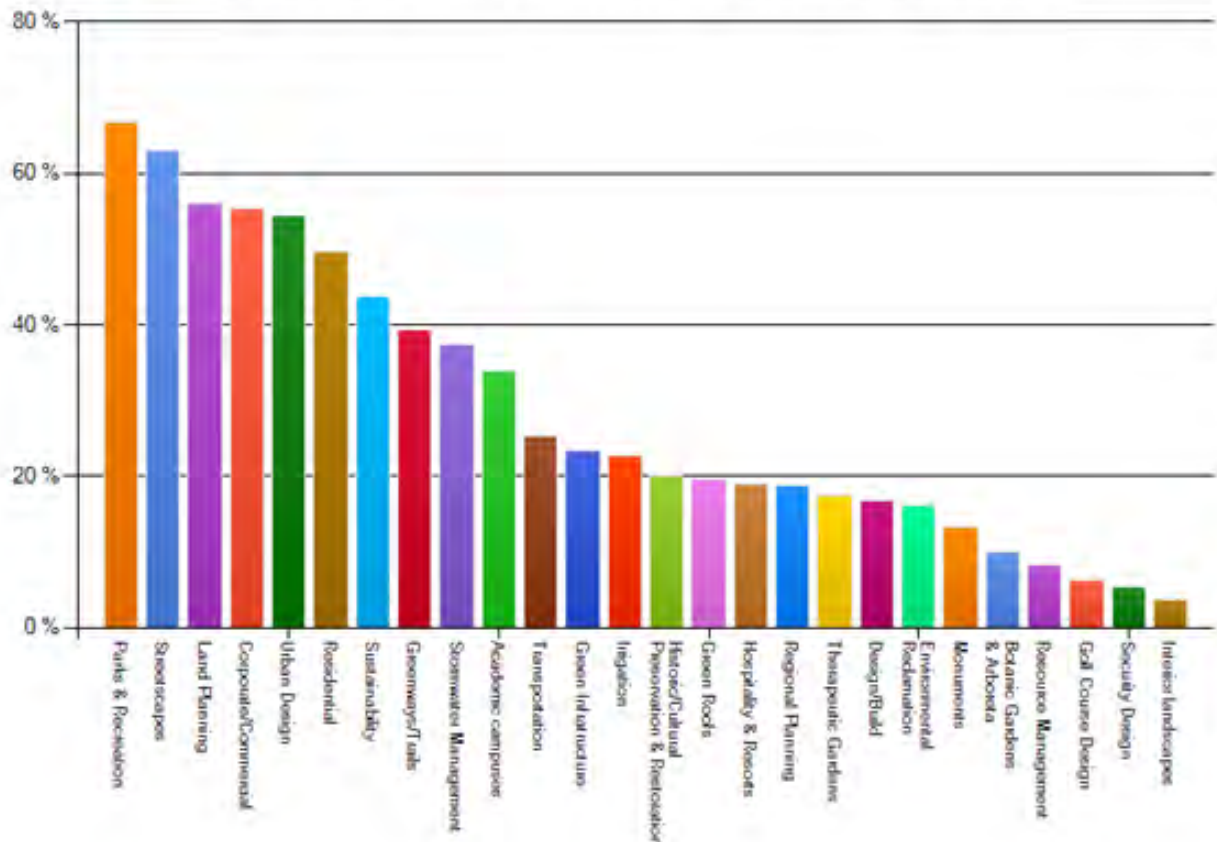
Total number of employees in your firm (include yourself).



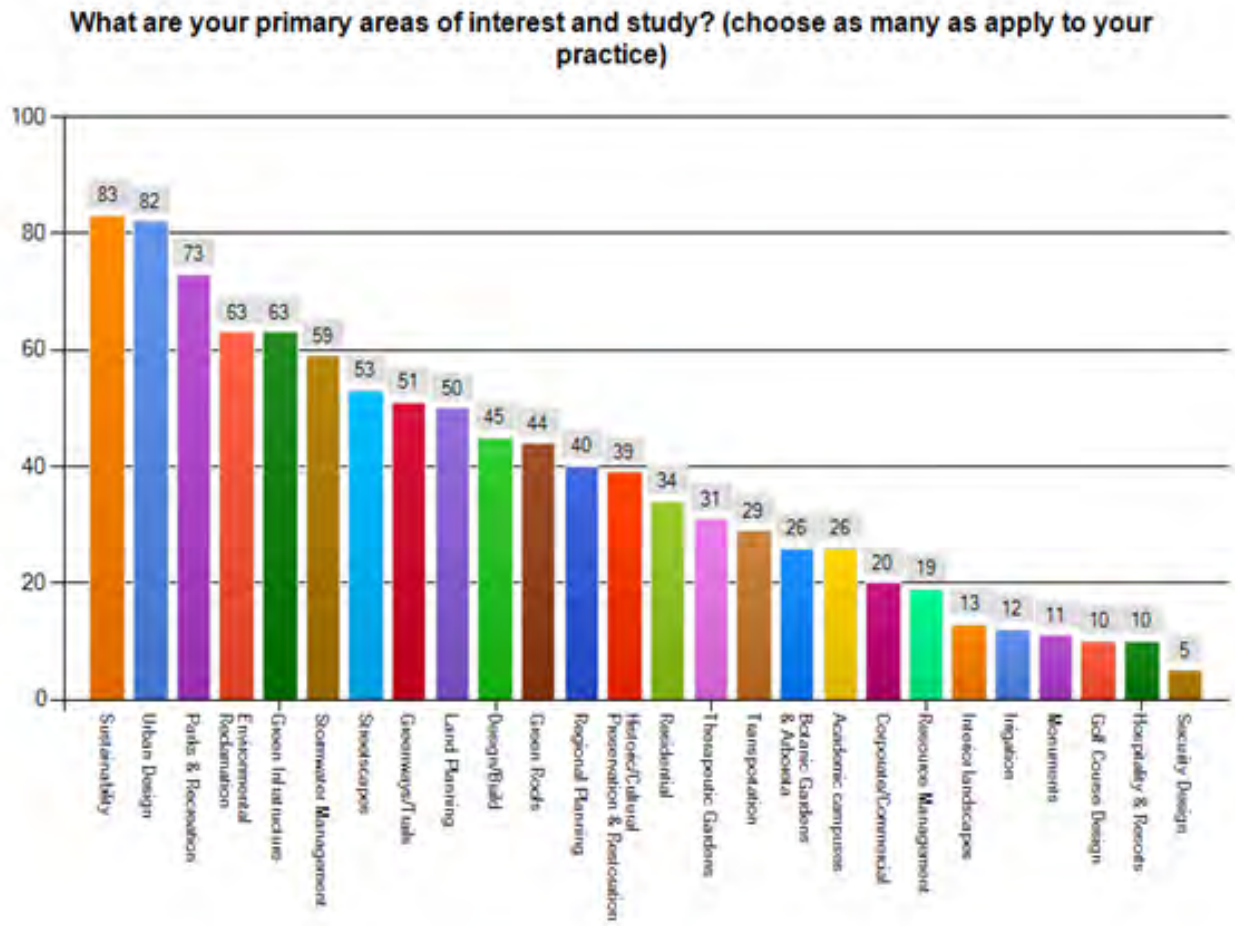
Are you a firm principal?



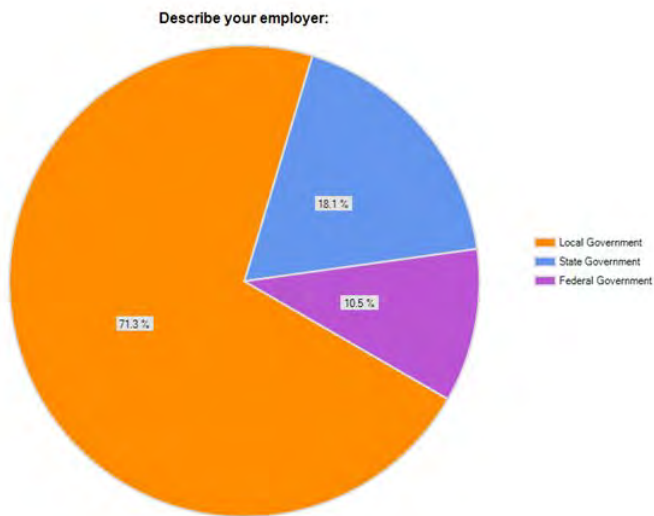
What is your area of specialty? (choose as many as apply to your practice)



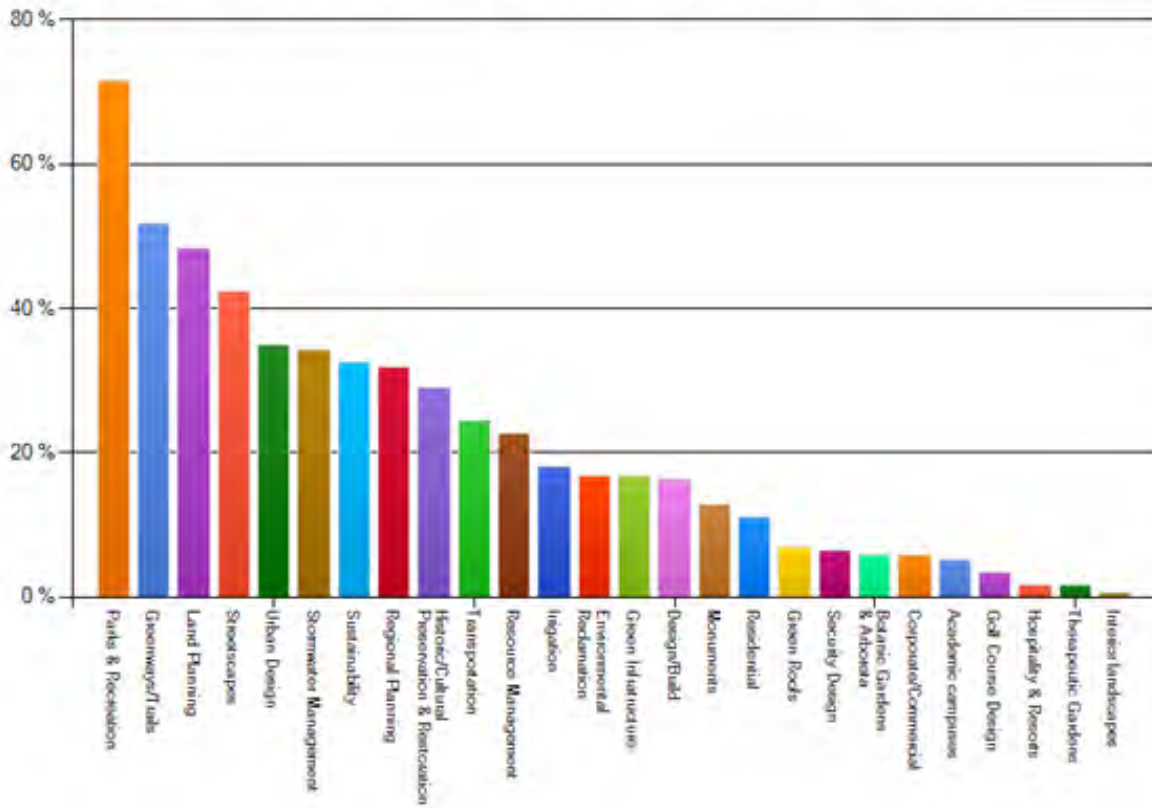
Student Data (Sample: 116)



Public Practitioner Data (Sample: 171)

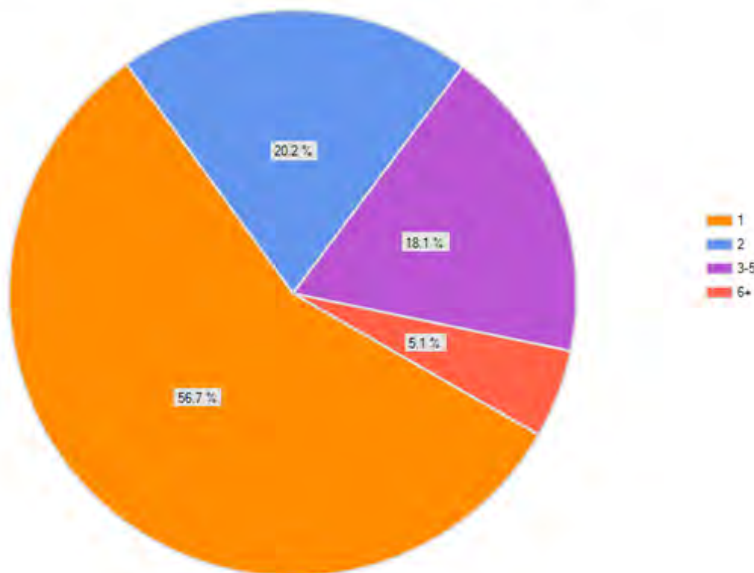


What is your area of specialty? (choose as many as apply to your practice)

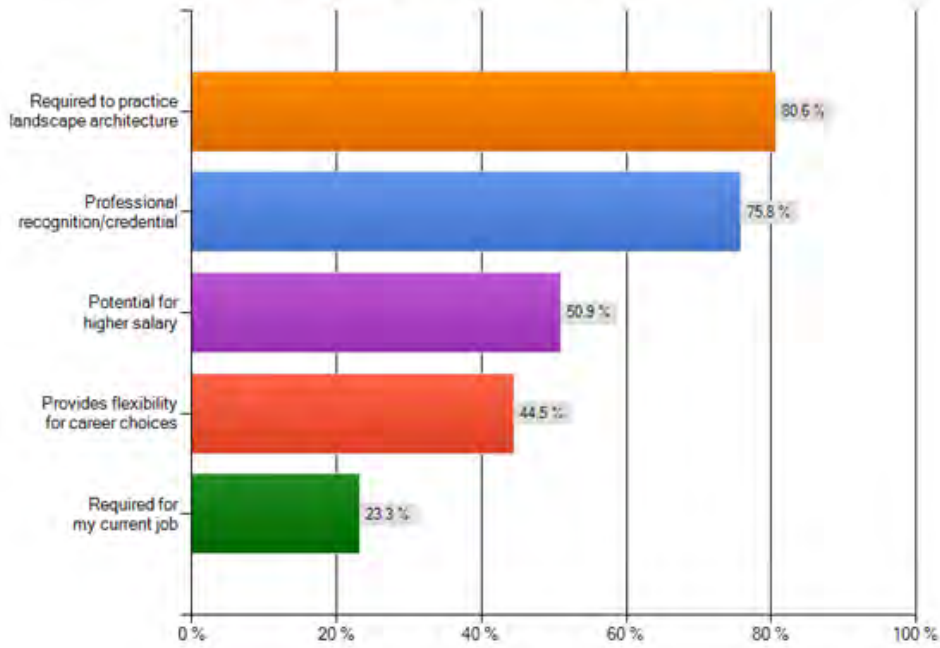


Licensee Data (Sample: 986)

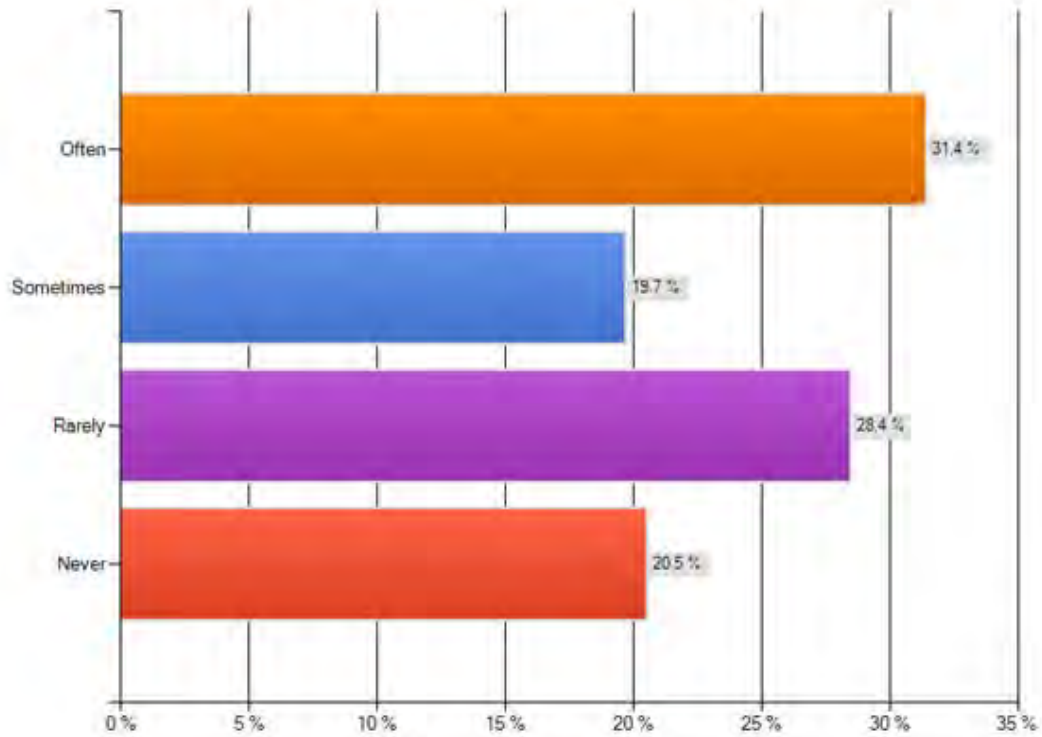
Indicate the number of jurisdictions in which you are licensed as a landscape architect.



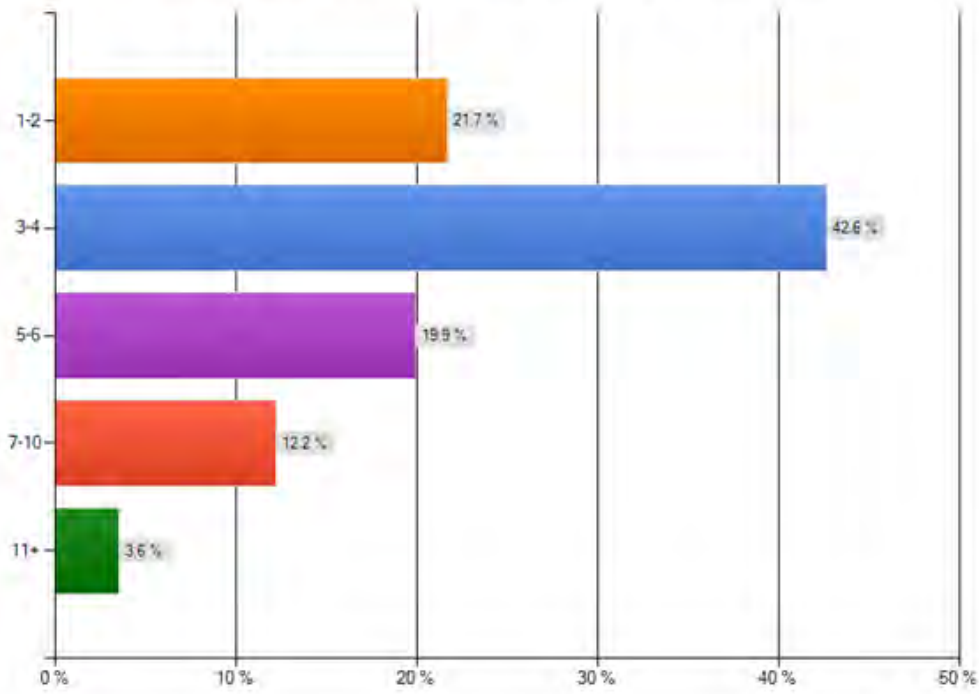
Please indicate which of the following factors provided motivation for you to seek licensure. Choose all that apply.



How often do you seal/stamp documents?

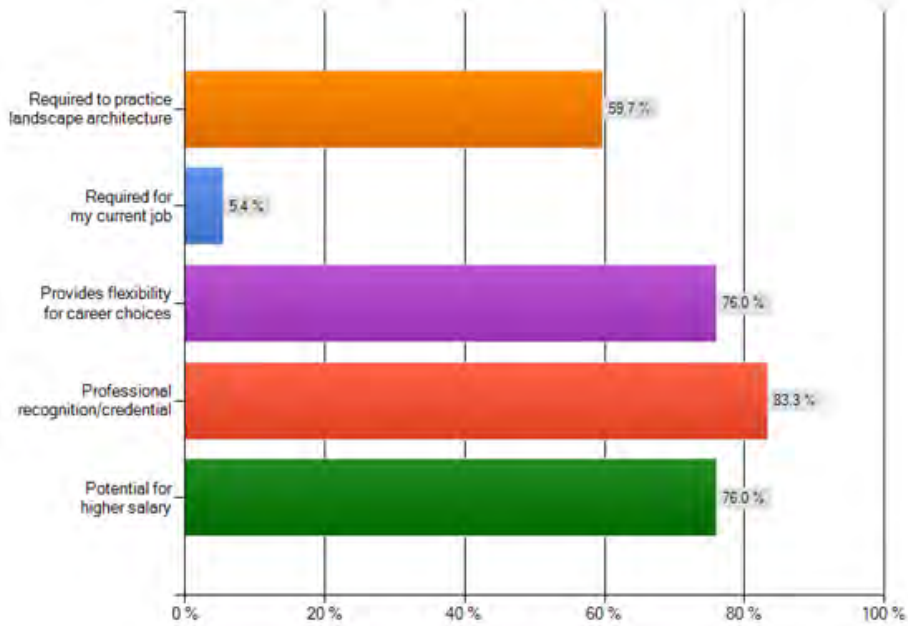


After graduating, how many years did it take to earn licensure?

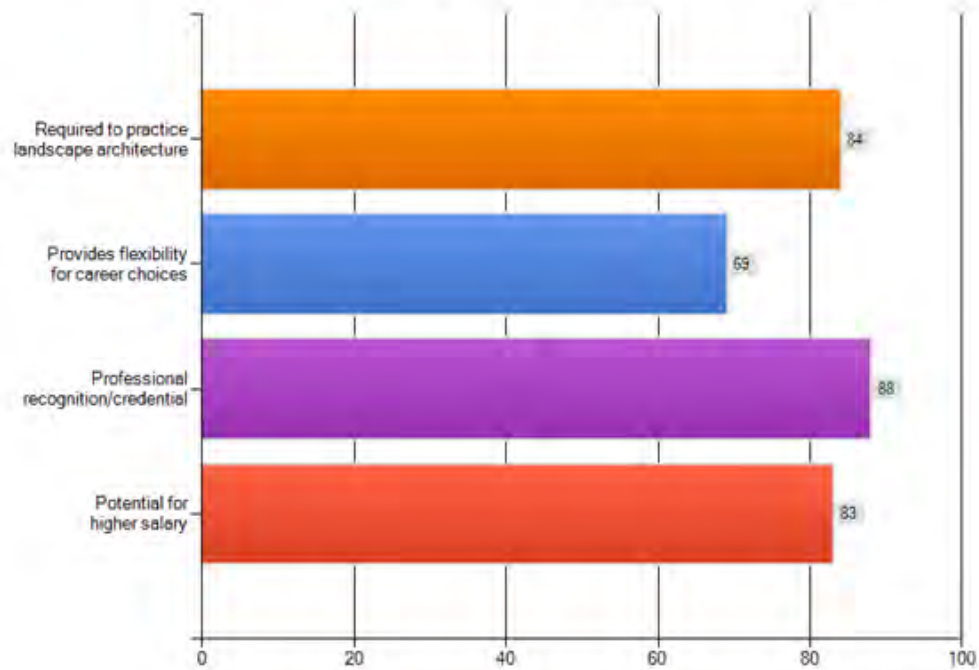


Non-licensee Data – Those who intend to become licensed (Sample: 258 + 40 Students)

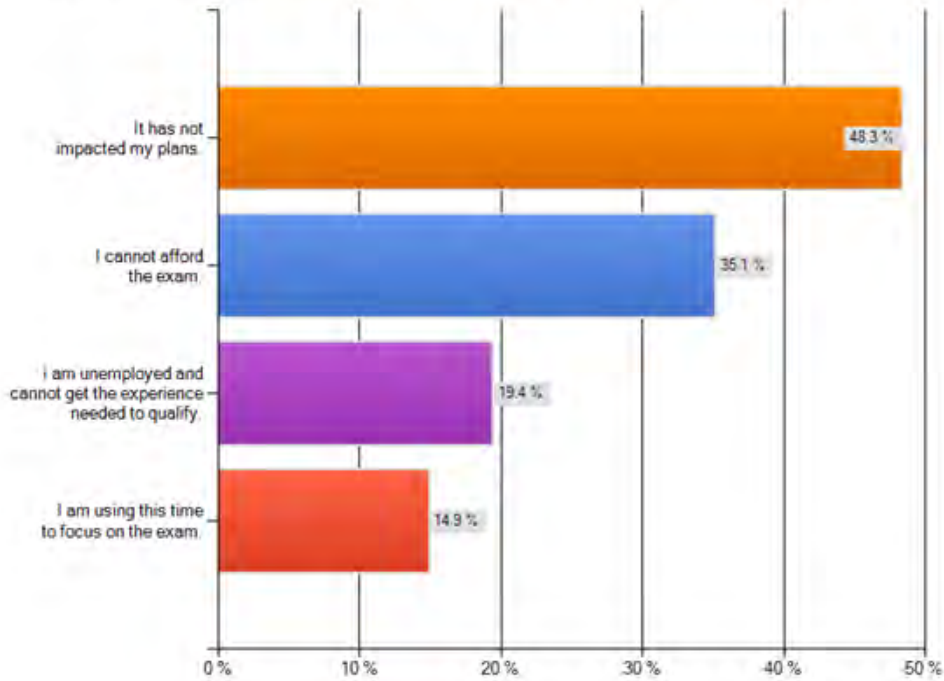
Please indicate which of the following factors provide motivation for you to seek licensure. Choose all that apply.



Students: Please indicate which of the following factors provide motivation for you to seek licensure. Choose all that apply.

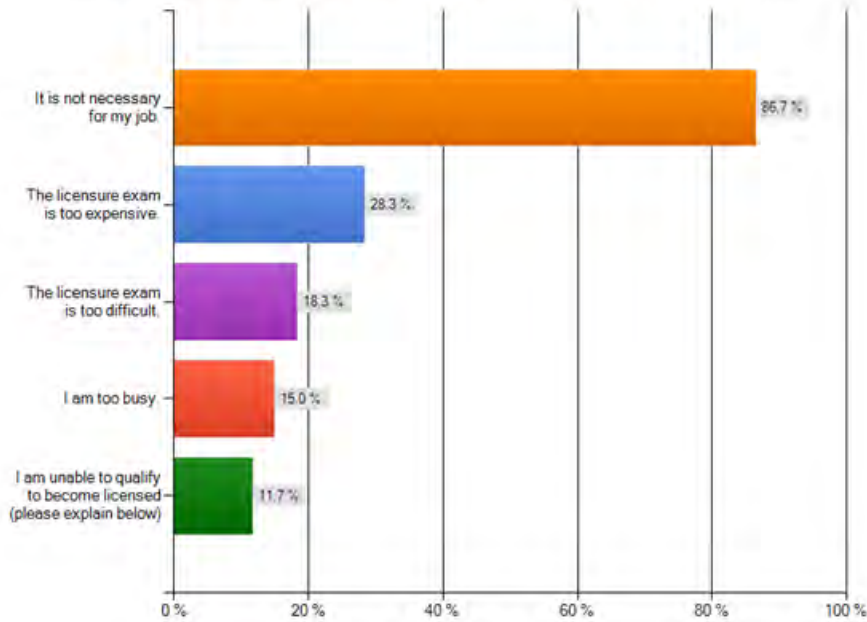


How has the economy affected your plans to become licensed? (choose all that apply)



Non-licensee Data – Those who do not intend to become licensed (Sample: 60 + 8 students)

Please indicate the factors that influence your decision not to become licensed.



Students: Please indicate the factors that influence your decision not to pursue licensure.

