



POTOMAC
CHAPTER
AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

P.O. Box 18184
Washington, DC
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**Executive
Committee 2006**

President:
Lisa Delplace

President-Elect:
Ron Kagawa

Past-President:
Heather Modzelewski

Trustee:
Faye Harwell

Secretary:
Amy Neiberline

Treasurer:
Ryan Keith

Members-At-Large:
Jeanette A. Ankoma-Sey
Barbara Deutsch
Robert Good
Chris Shaheen

Potomac Chapter ASLA – EXCOMM Meeting Minutes July 9, 2007

Attendees: Lisa Delplace Jeanette Ankoma-Sey
 Ryan Keith Heather Modzelewski
 Amy Neiberline Faye Harwell
 Ron Kagawa Mike Hill
 Adele Ashkar Jessica Wolff
 Paul Kelsh

Call to order pm on Monday July 9, 2007

June Meeting Minutes were approved.

President's Report :Lisa Delplace
Joint Maryland and PO Chapter meeting.
LD to call David to follow up on when meeting will be.

President Elect's Report :Ron Kagawa w/ Adele Ashkar
See attached report.

Need to spend CIP grant from last year before applying for a new one.
MH to contact Meredith Upchurch about acquiring some films for the Student Chapter.
Deadline for CIP application is end of August.
AN to email out the CIP application for Ex Comm to comment on.

Audit's Report: Ryan Keith
See attached report.
Approved motion to move monies into money market account.

HALS Committee: Paul Kelsch
No action with HALS

Nomination Committee:
Ex. Comm listed possible candidates to run for Ex. Comm office.
Each of the Committee members to start calling possible candidates
Hope to have ballots out in early August and list of new members by September 1st

Trustee's Report
See attached report.
Faye and Chris to review archives

New Business: LED to email around some potential dates for upcoming retreat.

Upcoming meetings:
August 13- 6pm Gensler 2020 K Street, NW, Suite 200 Washington, DC 20006
September 10- 6pm DC Office of Planning 801 North Capitol Street, NE Suite 4000
October 15- 6pm Washington Alexandria Architecture Center 1001 Prince Street
Alexandria, Virginia 22314

It was moved to adjourn at 8:00 pm

**ASLA BOARD OF TRUSTEES MEETING APRIL 2007
BREAKOUT SESSION NOTES: GROWING THE PROFESSION
JENSEN GROUP**

Q 1. The problem and its regional dimensions

Is this a serious issue for the profession as a whole?

Group answer is a definitive 'yes'

If so, to what extent is the lack of professionals to fill available jobs a problem in your region?

All group members felt there is a problem finding skilled professionals. It appears the greatest need is at the mid-level (2-5 year) professionals. Recent graduates are more readily available, but experienced staff is hard to find.

Q 2. Actions to be taken and ASLA's role

What strategic action should the profession as a whole undertake to address the issue? We need to reach out to younger groups to build long-term, growing interest in landscape architecture as a profession. Get to students while they are young – high school and grade school.

What might ASLA's role be in organizing, coordinating, or promoting these efforts with peer associations/organizations, chapters, offices, academic departments, and ASLA members?

Since an effective response is likely to require a sustained commitment, what would you identify as the one or two most important short and long term goals to guide our planning?

We did not attempt to answer each question with a specific response. Rather, our group brainstormed and had many ideas which could be the beginning of a sustained program for ASLA. Here is the result:

A Filling the Present need

The greatest need is at mid-level, as replacement for senior staff who move up or onward. Various members of the group had tried solutions such as:

- Teaching at local educational institutions to reach out to recent grads
- Providing cash or other Incentives for staff who find new staff
- Hire from abroad to fill an immediate need, including foreign CADD drafting services
- Hire faculty to fill short term/part time specific discipline needs
- Hire from other disciplines (ex: an architect or civil engineer who is a good Cadd person or designer)
- Hire landscape designers with good skill levels, even if they don't have an accredited landscape architecture degree

B Reaching out to the Next Generation

The group consensus was that the most effective work can be done at the Chapter level, with support from ASLA National. Asterisk, below, indicates initiatives that could be National ASLA. Activities could include:

- Invite High School Guidance Counselors to the national ASLA conference, at no cost, when it is in their region. Invite them to bring along a specified number of High School students so they can participate as well.*
- Begin a post-card program distributed to High School Guidance Counselors to inform them about new happenings in the profession *
- Continue to encourage participation in the ACE Mentor program*

- Teach teachers about Landscape Architecture as part of their CEU training requirements
- Begin reaching out to students at 5th grade level; reach out through guidance counselors and PTA to engage school art teachers to include landscape architecture as part of 'art' in their curricula
- Landscape Architects get on the speakers agenda at Guidance Counselor conferences to talk about career and learning opportunities in the profession*
- Contact 'Gifted & Talented' groups to add landscape architecture to their curriculum development
- Donate old Landscape Architecture Magazine copies to local high school libraries
- Create a Googol spot with a link to the ASLA web-site, since so many young people often 'surf' the web.*
- Encourage CIP program grants that foster education about Landscape Architecture*

AND Here are some ideas and activities already going on around the country:
ASLA's Pennsylvania Chapter has obtained a grant to make a video about Landscape Architecture as a career opportunity.

In Brookline, MA, Frederick Law Olmsted National Historic Site has a program for 3rd graders including one session at the historic site, and one session at a local firm. The Cultural Landscape Foundation 'Landscapes as Classrooms' series (beginning with the Louisville Olmsted Park System learning modules)

AND – The group's favorite idea (naturally from RISD --) – Create a game about the importance of designing, and protecting wetlands, called '*SWAMP 57, A Landscape Architect's Kit to Save the World*'.

**ASLA BOARD OF TRUSTEES
POTOMAC CHAPTER
MONTHLY REPORT**

July 2007

ASLA National

National has been contacting us to let us know of events at the National Building Museum and in the region that could be supported by Potomac Chapter members. Latest one is being planned for April 2008, focusing on career development.

ACE Mentor Program

The program has been going very successfully in the DC Metro Area. I attended the final presentations, were held at the AIA headquarters. Clearly, the best team presentations were reflective of the most commitment from the team leaders. One team definitely had strong landscape architecture assistance, and did a nice site plan as part of a renovation for their school, including new trees and other plantings as well as accessible sidewalks.

ASLA Potomac Chapter Archives

Chris Shaheen and I are scheduled to visit the Potomac Chapter Archive on July 19 to begin the process of understanding what is contained and what might be added.

Growing the Profession

Follow-up on Education and 'Growing the Profession' initiatives from the Trustees meeting in April is attached. The Jensen group of Trustees, in which I participate (we break into small groups for working discussions on a specific topic) had a great discussion on the problems of inadequate staff availability nation-wide, and possible solutions. The immediate problem as well as future opportunities led to a spirited discussion and lots of interesting ideas. Read on!

Faye Harwell July 2007