

<u>month</u>	<u>strategy</u>	<u>budget need</u>	<u>responsible grp</u>	<u>responsible person(s)</u>
	account for public sector in a separate membership category w/in membership spreadsheet	perhaps	Advocacy	
	revise Awards Category to include a separate category for Public, Non-Profit Sector			
Nov-22	projects	no	Advocacy	
Dec-22	approve new public sector awards category	no	ExComm	
	schedule public sector panel session(s) with other counties for winter 2023			
Jan-23	other counties for winter 2023	no	Advocacy	
	consider developing a new separate panel incorporating ULI, AIA, other professionals, and non profits			
Jan-23	and non profits	no	Advocacy	
	Develop a strategy to encourage chapter members to do social media posting of their projects and other work-related content			
Jan-23	projects and other work-related content	no	Public Awareness	
	Reach out to at least 5 public libraries in DC, Alexandria, Montgomery, Arlington, and Fairfax Counties making sure they subscribe to Landscape Architecture magazine, and encouraging them to prominently display the magazine during WLAM.			
Feb-23	magazine during WLAM.	no	Public Awareness	
	Identify 3-4 people to go and talk to parks departments in various locales and educate them about the importance of having LAs as lead consultant on projects			
Mar-23	lead consultant on projects	no	Advocacy	
	Meet with various parks departments (see above)			
Apr-23	pitch at least three different ideas for stories about landscape architecture projects to at least three publications	no	Advocacy	
Jun-23	least three publications	no	Public Awareness	
	consider booth at the ULI event or at the AIA-2023 DesignDC event			
2023	DesignDC event	yes	Advocacy	
	Build education committee with minimum 4 members outside of board so we have the manpower to achieve initiatives noted below			
2023	manpower to achieve initiatives noted below	no	Ed Outreach	
	Continue building relationships with Phelps and Catholic Univ.			
2023	and Catholic Univ.	no	Ed Outreach	
	Offer members a grant to cover cost of taking the LARE.			
2023	taking the LARE.	yes	Value to members/Schol. Fndn	
2023	LARE events (2-3), incl. paid instructor	yes	EPs	
2023	Site / Field Education event series (2/yr)	no	Events Comm?	