

ASLA Virginia Mission Statement (Proposed):

To support members through advocacy, education, communication, and fellowship that promotes the advancement of the profession of landscape architecture across the Commonwealth.

ASLA VA 2024-2026 Strategic Plan

VISION

In 2026, the Virginia Chapter of ASLA (VA ASLA) is an active, volunteer-driven Chapter that shares educational content, celebrates membership accomplishments, advocates for regional issues affecting the built and natural environment, and inspires the next generation of landscape architects.

To achieve the vision, we will organize our efforts over the next two years around the following two priorities:

PRIORITY 1 | STRUCTURE

Strengthen Our Impact through Long-term Planning and Organizational Change

Strategies:

1. Transform the existing organizational framework of the Chapter to enhance long-term impact.
 - a. **Action:** Revise Virginia ASLA Sections Map to support the strategic plan agenda.
 - b. **Action:** Build a healthy, sustainable organization by identifying members who will become, or actively collaborate with, the next generation of leadership.
 - i. Identify current leaders for each of the active Committees and Work Groups.
 - ii. Identify future leaders for each of the active Committees and Work Groups as part of an intentional succession plan.
2. Enhance committee and leadership structure to clearly understand volunteer roles, responsibilities, and opportunities to engage.
 - a. **Action:** Review standing committees (Audit, Constitution and Bylaws, Nominating, and Tellers) and prioritize based on strategic plan and Chapter needs.
 - b. **Action:** Revise committee structures based on the Chapter's needs, develop roles and responsibilities for each, and effectively communicate those expectations to those in leadership positions
3. Create resources and documentation that increase Chapter productivity and establish a succession plan.
 - a. **Action:** Develop a comprehensive annual calendar of activities that aligns with process documentation of roles and responsibilities.

- b. **Action:** Establish an electronic archiving system and file management structure for Chapter resources and documents.
 - i. Evaluate the need and core purpose for archiving (i.e History of LA in Virginia)
 - ii. Assess and implement a process for scanning archived documents, including files from 2008 to now
 - c. **Action:** Review the existing roles of the Executive Director and develop a succession plan for long-term success.
4. Increase and diversify funding sources to grow organizational financial stability.
- a. **Action:** Develop more robust, and sustainable sponsorship programs.
 - b. **Action:** Maintain adequate budget to support future growth.

PRIORITY 2 | VOICE

Inspire Members, Deepen Relationships, and Enhance Visibility

Strategies:

1. Grow the profession through active support for students at Accredited Landscape Architecture programs and K-12 schools in Virginia.
 - a. **Action:** Create working and sustainable partnerships between the Chapter and Virginia public and private schools to promote landscape architecture as a STEM discipline to 6-12 grade students.
 - i. Utilize existing resources from the Society and create new resources specific to Virginia.
 - b. **Action:** Develop and/or partner a mentorship program between professionals and current landscape architecture students and emerging professionals.
 - i. Develop leadership to manage the program to make it meaningful.
 - ii. Assess the value to students and members of a VA ASLA program versus a focus on supporting and partnering with existing university, and other mentorship programs.
 - iii. Assess the value of a separate program for Emerging Professionals
 - iv. Action: Evaluate options for college student scholarships
2. Effectively engage in member outreach, providing diverse networking and educational opportunities.
 - a. **Action:** Categorize our membership list by Section and create a more effective means of communication between the At-Large Members for each section and their surrounding members.
 - b. **Action:** Review opportunities to host an in-person gathering at the state level.
 - i. Tape live presentations to place on webpage afterwards.
 - ii. Networking events must be in person. Focus events on engaging attendees in discussion, rather than listening.
 - iii. Review services from OMG related to conference and event planning.
 - c. **Action:** Support licensed professionals and professionals working toward licensure through mentoring, networking, and continuing education programs.

- i. Hosting previous education sessions from past conferences and events.
 - ii. Providing other online resources and options to obtain fees.
 - iii. Adding sessions from National into the newsletter.
3. Develop awareness and meaningful collaborations with allied professions and the organizations representing those disciplines most closely aligned with the work of landscape architects.
 - a. **Action:** Enhance annual awards marketing and communications to recognize the work of our members.
 - b. **Action:** Review list of allied professionals and develop an action plan to prioritize collaborative opportunities.
 - i. Identify and contact key organizations we want to collaborate with. This could be a role of a Section Chair.
4. Promote the value of landscape architecture to the public, policy makers, political leaders, educators, and our members.
 - a. **Action:** Enhance the Chapter website to serve as a platform that promotes landscape architecture in Virginia, is easily navigable, and becomes an every-day resource for members.
 - b. **Action:** Collaborate with ASLA National’s Government Affairs team to develop an advocacy agenda and/or toolkit focusing on state and local issues that impact the profession and can benefit from the expertise of landscape architecture (e.g., water bill, infrastructure, resiliency).
 - c. **Action:** Create a public awareness plan to raise visibility of landscape architecture.
 - i. Enhance our webpage, social media presence
 - ii. Create awards for impactful members, outside of the Council of Fellows program, who have made significant contributions to the chapter and the profession, such as:
 - lifetime achievement
 - Green Ribbon Award (ex: Oregon Chapter; there is currently an award for Stewardship that may relate to the Green Ribbon award.