



Location Ambassador Hotel ▪ 1200 N Walker Ave, Oklahoma City, OK 73103

Attendees

Geoff Evans, Trustee

Jacoby Gonzales, President-Elect

James Hazzard, President

Scott Howard, Fellows Chair

Sarah Little, Faculty Rep

Runo Okotie OSU Student Rep

Jarrold Pace, OU Student Rep

Barbara Peterson, Communications

Darran Scott, Webinar Chair

Bo Zhang, Secretary

Mission and Vision

The strategic planning working group wrote the Oklahoma American Society of Landscape Architecture (OK ASLA) mission and vision statements.

Oklahoma ASLA Mission

Empower our professional community through education, advocacy and collaboration.

Oklahoma ASLA Vision

Create engaged, informed and enriched communities.

Speed SWOT Exercise

The working group brainstormed the strengths, weaknesses, opportunities, and threats (SWOT) of both the chapter (C) and profession (P).

Threats

- Lack of public knowledge about what landscape architects do (P)
- Licensure threats & licensure board consolidation (P)
- Knowledge loss when professionals leave and are unable or have difficulty returning to the profession: women and retirees – need more students to replace the number of professionals exiting (P)
- AI (P)
- Member engagement (C)

Opportunities

- Education (Career Discovery programs) (C)
 - High school and middle school students: variety of art, design, & science classes
- Communicate/engagement (C)
 - PR (professional and student achievements)
 - Collaboration with allied organizations
 - Utilize digital platforms such as social media
- Enhance/ Enrich (C)
 - Environments with projects that promote mental & physical well-being/health
 - Public interactions
 - Connecting to underserved communities

Weakness

- Lack of engagement (C)
- Lack of social media presence (C)
- Lack of landscape architecture student involvement (C)
- Volunteer fatigue (C)
- Lack of collaboration with allied professions (C)

- Lack of professional identity (P)
- Lack of representation throughout profession (C/P)
- Too much focus on advocacy (C)

Strengths

- Close knit community – members know each other personally (C)
- Committed volunteers (C)
- Oklahoma climate & economic resilience (C/P)
- Chapter is open to change/poise for improvement (C)
- STEM! Use to bolster membership and profession (C/P)
- Professional landscape architect engagement in projects on the rise (redevelopment/urban renewal) (C/P)
- A growing population and modernization puts Oklahoma landscape architects in the forefront of urban growth (C/P)

Chapter Committees & Positions

The strategic planning working group outlined the chapter leadership positions and committees:

President (P)

- Audit Committee (AUD)
- Operations Committee (OPCom)

President-Elect (PE) Immediate Past

President (IPP)

- Tellers (TEL)

Trustee (Trust)

Secretary (SEC)

- Nominations (NOM)
- Bylaws Committee (BLC)

Treasurer (TRS)

- Scholarship Chair (SCH)

Advocacy Chair (ADV)

Associate-at-Large (AAL)

- OSU & OU Student Representative (STUR)

Member-at-Large (MAL)

- OSU & OU Faculty Representative (FACR)

Career Discovery Chair (CD)

Communications Chair (COM)

- Public Relations (PR)
- Social Media (SM)

- Website (WEB)

Events Chair (EVTC)

- Oklahoma City Social Chair (OKCS)

- Tulsa Social Chair (TSC)

- Webinar Chair (WBC)

Conference Planning Chair (CPC)

- Awards Committee (AWD)
- Central States Committee (CSC)

FASLA Chair (Fellow)

Sponsorship Chair (SPON)

Strategic Objective Statements, Goals & Tactics

The strategic planning working group agreed to structure the strategic plan using a revised version of the focus areas (Community, Connections, Voice and Operations) used in the ASLA strategic plan. Together the working group drafted strategic objective statement(s) in each focus area, identified tactics and assigned responsibilities.

Community: Build a welcoming and inclusive community that provides a place for members, partners, and supporters to connect, learn, and grow.

Goal 1. Produce robust and diverse events to educate and celebrate the profession and including providing family-friendly and new professional events.

- Maintain an updated annual chapter Event Calendar on the website and in eNews and social media [EVTC, COM]
- Host monthly educational webinars [EVTC]
- Explore posting recorded webinars and quizzes online [EVTC]
- Diversify the time and theme of member events to increase access to more members [EVTC & ExCom]
- Host Oklahoma State Conference with speakers and an award program [CPC]
- Engage the current OKASLA Fellows to create a “Fellows Community” [Fellow & COM]
 - Spotlight new and current fellows in eNews or website [COM]
 - Actively recruit eligible members to submit OKASLA Fellows applications and support application process [Fellow]
- Organize an annual chapter community service project family-orientated and submit it to the local news outlets and feature it in the eNews and on social media [EVTC]

- Distribute event information and dates to members [COM]
- Host an annual member town hall in OKC and Tulsa [ExCom, EVTC]
- Solicit member and sponsor feedback on event preferences and needs via an annual satisfaction survey [SEC, EVTC, MAL]

Goal 2. Retain 90% of members annually and grow the chapter by 2% with new and renewing professional members annually (based on end-of-year (December 31) figures).

- Conduct exit “survey” with lapsed members [MAL]
- Welcome new members with a personalized message [MAL, AAL]
 - Provide new Associate members with targeted member benefits (LARE resource materials, etc.) [AAL]
- Invite new members to events via personal calls [MAL AAL]
- Create a membership recruitment and retention plan by December 31, 2025 [MAL, AAL]
- Invite non-member, state licensed landscape architects to join OK ASLA [MAL]
- Invite = university, with an accredited landscape architecture program, faculty and students to join ASLA [AAL]
- Welcome new members and sponsors in eNews [COM]
- Member/Firm spotlights in eNews and on social media [COM]
- Faculty spotlights in eNews and on social media [COM]

Goal 3. Maintain 60% of enrolled landscape architecture students as Student ASLA members.

- Promote professional member participation in the mentor and portfolio reviews at state accredited landscape architecture departments [FACR, STUR]
- Award the ASLA Honor & Merit certificate at OSU and OU [FACR CPC]
- Promote ASLA membership to OU and OSU faculty and students [FACR, STUR, AAL]
- Encourage faculty to promote ASLA membership to their students [FACR, STUR, MAL]
- Host one ExCom meeting at OU and OSU per calendar year [ExCom, FACR, MAL, AAL, STUR]
- Encourage students to participate in state advocacy day, WLAM, Park(ing) Day, conference volunteerism and other events as appropriate [AAL, ADV, EVTC]
- Organize firm and site tours for OSU and OU students [FACR, ExCom]
- Follow OSU and OU program and student chapter social media accounts [COM]
- Continue the OK ASLA scholarship program utilizing the OKC Community Foundation [Trust]

Connection: Enable change through collaboration and effective partnerships.

Goal 1. Build relationships with allied professionals and non-profits.

- Investigate the feasibility of and establish a liaison/membership exchange with the following state allied organizations: ASCE, AIA, APA, ULI, NAHB, ORPS, NAWIC, Sierra Club, ONLA, UCF [P, Trust]
- Request allied organization cross promotion of events [COM]
- Invite allied organizations to participate in OK ASLA advocacy efforts [ADV]
- Organize an allied leader panel education session at the 2024 OKASLA state conference or as an annual stand-alone, joint CEU event [P, Trust, EVTC]
- Organize an allied leader panel education session at an allied organization event [P, Trust, EVTC]
- Organize a joint allied organization social/education event [EVTC]
- Follow state allied organizations social media accounts [COM]
- Identify and create a contact list of organizations that work with underrepresented/underserved communities [P, Trust]

Goal 2. Increase K-12+ education and awareness programs.

- Host a statewide Minecraft event in 2025 and subsequently every three (3) years after that [CD]
- Spotlight member career discovery presentations and Scouts LA badge involvement [COM]

- Provide members with career discovery resources for their local community outreach posted to website [CD & COM]
- Support or sponsor existing STEM education programs that include underserved/underrepresented communities (STEAM Engine, workshops, design camps, etc.) [CD, P, Trust]
- Connect with Discovery Lab Tulsa and OKC Science Museum [CD]
- Investigate the feasibility of a booth or education session at the Oklahoma School Counselor Association (OSCA) [CD]
- Expand engagement efforts to community and junior colleges, and environment design program students [CD]
- Utilize the Future Landscape Architects of America (FLAA) materials/resources for chapter and member career discovery outreach [CD]

Goal 3. Actively support the growth and development of the Central States Conference.

- Provide background information/details to host chapter as requested [IPP]
- Promote Central States Conference registration to OKASLA members, students and allied organizations [EVTC, COM]
- Form a planning committee in 2026 to host Central States in 2027 (need to confirm year) [CPC]
- Organize a student-focused, student led, student hosted session at the 2027 Central States Conference [AAL & STUR]
- Follow the Central States partner (Arkansas, St. Louis, Iowa, Prairie Gateway, and Nebraska/Dakotas chapters) social media accounts [COM]

Voice: Provide platforms to elevate the expertise and the collective impact of our members.

Goal 1. Advocate for the landscape architecture profession in municipal and state regulations.

- Collaborate with the OK Board of Architects (OBA) on state legislative initiatives [ADV]
- Host an annual state advocacy day and promote member and student participation [ADV, FACR, STUR]
- Coordinate with the OBA to submit stories to the OBA Newsletter [COM, ADV]
- Spotlight members participating in the annual New Licensee Pinning Ceremony [COM]
- Host local member discussions/workshops on municipal codes/regulations [ADV, EVTC]
- Promote member iAdvocate sign-up and participation in ASLA advocacy alerts [ADV]
- Host site tours with members and state/city/municipal elected officials and policy makers [ADV, EVTC]
- Monitor issues of interest to the profession to identify member and distribute Call To Actions to members [ADV]

Goal 2. Promote the contributions and value of landscape architecture and OK ASLA member achievements to the public.

- Identify and elevate member pro-bono/grant-funded work, research and innovative projects [COM]
- Promote member and student member participation in WLAM and Park(ing) Day [PR, AAL]
- Provide news release and promote member award recipients to local media sources [COM]
- Solicit member op-eds submissions for local media submittal [COM]
- Link to OSU and OU socials media and subscribe to e-newsletters [COM]
- Maintain and active social media presence [COM]

Operations: Enhance transparency and efficiency of chapter management and resources.

Goal 1. Enhance chapter operations systems.

- Define and convey clear volunteer roles, responsibilities/duties by December 2023 (position descriptions) [ExCom]
- Create an OK ASLA leadership organization chart and workflow diagram by December 2023 [ExCom]
- Scan, archive, and shred paper copies of past chapter ExCom correspondence by December 2024 [SEC, IPP]

- Outline and create an archiving system by January 2025 [SEC]
- Conduct annual leadership elections [SEC, IPP]
- Make an intentional, personalized effort in recruiting future leaders [ExCom, SEC]
- Investigate staffing support models (event-planner, shared executive director, etc.) [P]
- Submit annual report survey to national ASLA [IPP]
- Host leadership transition meeting/workshop including review of strategic plan annually [P, ExCom]
- Host a chapter strategic planning session in 2029 [ExCom]
- Ensure the OKASLA bylaws, administration policies and reporting requirements are in compliance with ASLA national. [SEC]

Goal 2. Provide a robust member communications network.

- Maintain website that is updated monthly [COM]
- Produce and distribute a monthly eNews [COM]
- Conduct an annual review of communication and management systems (StarChpater, etc.) [ExCom]
- Write and distribute an annual program report and treasurer report to membership [IPP, TRS]
- Conduct a year-end member satisfaction survey and share results with membership [MAL, AAL]
- Respond and create action plans based on member feedback [ExCom]
- Post ExCom meeting reports to website [SEC, COM]
- Create and distribute calendar invites to members for chapter events [COM]
- Post OK ASLA strategic plan to website [COM]
- Create a social media strategy to maintain an active presence on current social media including IG (Instagram), FB (Facebook), X, LI (LinkedIn) and implement by March 31, 2024 [COM]

Goal 3. Transparent and efficient use of chapter finances

- Conduct an annual audit [P, ExCom]
- File state and federal taxes [TRS]
- Outline sponsorship package and release by end Q3 annually [SPON, ExCom]
- Provide annual treasurer report to membership [TRS]
- Annual review of scholarship contribution (OKC Community Foundation) [TRS, Trust]
- Outline annual chapter budget [TRS]
- Identify and solicit new sponsorship partner [SPON]