The mission of the American Society of Landscape Architects New Mexico chapter is to lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments.

### Strategic Objective Statements and Goals

#### Advocacy and Awareness

**Strategic Objective:** Promote and strengthen the value, understanding, and appreciation of landscape architecture.

**Goal 1:** Educate elected officials and policy makers about the value and contributions of the profession.
**Goal 2:** Raise the visibility of the profession with the general public.
**Goal 3:** Foster relationships with allied professionals and organizations.

#### Member Services and Support

**Strategic Objective:** Provide education, resources and networking opportunities to support professional growth. Keep members informed and connected, and recognize and promote member achievements.

**Goal 1:** Provide relevant information to members in a timely manner.
**Goal 2:** Provide education opportunities and resources for professional development.
**Goal 3:** Recognize member achievements and contributions.
**Goal 4:** Provide tools and information to support member needs.
**Goal 5:** Provide networking opportunities for members.

#### Supporting the Future of the Profession

**Strategic Objective:** Invest in the future of the profession by engaging and mentoring students at all levels through career discovery and university program involvement.

**Goal 1:** Support the University of New Mexico program and enhance landscape architecture student experience.
**Goal 2:** To raise awareness of landscape architecture as a career.

#### Governance and Management

**Strategic Objective:** Ensure the chapter’s sustainability and growth through effective leadership and efficient use of chapter resources.

**Goal 1:** Structure chapter leadership and committee framework.
**Goal 2:** Formalize and administer leadership development program.
**Goal 3:** Formalize member recruitment and retention program.
**Goal 4:** Effective management of chapter operations.