

2016 FACT SHEET & ANNUAL ACTIVITIES

As membership grows and the industry continues to bounce back, the association provided a backdrop to several successes throughout the year.

Highlights in 2016 include:

- constructing an aggressive Public Awareness Campaign, including posting billboards across Chicagoland and creating Discover Landscape Architecture (D.L.A) a diversity and inclusion Career Day program for students;
- completing a Legacy Project at Curie High School;
- producing a hard copy book entitled *Landscape Performs*, a compilation of case study briefs from Illinois firms which were submitted to the Landscape Performance Series by the Landscape Architecture Foundation;
- holding a Leadership Summit of Emerging Professionals to guide the future of the Chapter;
- offering two new Education initiatives;
- partnering with several associations for networking and education and;
- continuing to build the Advocacy Plan in anticipation of the Illinois Title Act sun setting in 2020

Our activities are summarized below.

MEMBERSHIP & MEMBER ONLY BENEFITS

- Membership increased by 1.4% (September 2015 – September 2016)
- 513 Active Members*: 397 Full and 59 Associate Landscape Architects, 16 Emeritus (Retired), and 41 Affiliate, Corporate and Honorary Members (*as of October 7, 2016)
- 72% Registered as Suburban and State-wide Members; 28% Registered as Chicago Members
- 3 Chapter events provided free of charge to members
- 1 Free e-opportunity: Architectural Newspaper
- 38.5 Continuing Education Credits free or discounted for Members

ADVOCACY

- 3 Chapter Members and 2 University Students traveled to the National ASLA Advocacy Day in May, meeting legislators and touring Washington with ILASLA Professionals
- 3 ASLA Volunteers joined an AIA Advocacy Day, which included training and meeting with legislators
- 3 Executive Committee members and the Advocacy Chair participated in quarterly conference calls with the Midwest Joint Licensure Caucus; formed to discuss advocacy issues and share ideas comprised of representatives from Illinois, Indiana, Michigan, Ohio, Kentucky, and Wisconsin
- 1 Legacy Project completed

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EDUCATION

- 38.5 CE credits offered through ILASLA
 - 1 Two-Day Workshop: InvigorateU in Bloomington/Normal with downstate partner Illinois Green Industry Association (13 CEs)
 - 1 Session of Biomimicry Chicago - the initiative, vision, and implementation prior to Celebration+ (2 CEs)
 - 3 Field Sessions also prior to Celebration+ (3 CEs)
 - 2 Sessions of Ignite! the newest offering in our pursuit to inform and engage our members and friends throughout the industry. The event is sponsored in full by a partnership with Bartlett Tree Experts and Victor Stanley and offered for free to all attendees.
 - Virginia Burt, FASLA/FCSLA (Canada) on Healing Gardens and High End Residential Design (1 CE)
 - Kurt Culbertson, FASLA, on Economic and Social Justice (1 CE)
 - 1 SITES Initiative Seminar – another new initiative, presented by ILASLA and USGBC (6 CEs)
 - 1 Lecture and Tour with Illinois American Planning Association: Connecting People to the Chicago River (2.5 CEs)
 - 1 Two-Day workshop with the Illinois Wood Utilization Team (10 CEs)
 - 1 day of LARE Prep offered once during the year
 - 1 on-line introductory course for a LARE Webinar series was offered
 - 1 State of the Chapter Session – Oktoberfest
 - 4 Emerging Professional Education Events
 - From Emerging Professionals to Prominent Leaders; An Open Forum with Leaders in Our Industry
 - 2016 Emerging Professional's Gold Coast Walking Tour
 - 40 Under 35 Leadership Summit
 - Student Firm Tours for the University of Illinois Champaign Urbana students

NETWORKING EVENTS

- 6 ILASLA Networking Events took place:
 - Chicago Flower & Garden Reception: 36 members and guests joined in an intimate evening
 - Celebration+: The Chapter's annual professional awards recognition included a day of Field Sessions and Education Seminars. The awards event saw 222 members and guests in attendance. The Chapter recognized 19 winners including 1 President's Award, 1 Jensen Award, 6 Honor Awards, 12 Merit Awards, 1 Landmark Award, and 3 Special Recognition Awards, including the first ever student awards and firm of the year.
 - Summer Mixer: This networking event brought 93 members and guests together at Unilock, Aurora
 - Great America Family Day: 40 members, guest and their families joined in on first family day promoting fun and public awareness with t-shirts promoting landscape architecture.
 - Oktoberfest: Also reported as an Education event, this annual State of the Chapter brought together 72 members and guests
 - Holiday Spritzer: The Chapter held its 6th-annual Holiday Spritzer celebrating the end of the year and awarding volunteers with 106 members and friends.
- 2 Additional Networking Events were planned in Partnership with Allied Organizations:
 - Plants & Pinot with the Ornamental Growers Association with 92 attendees
 - TopGolf, a Networking event with the Society for Marketing Professional Services (SMPS)
- 1 Emerging Professional Networking Event
 - University of Illinois Champaign Back to School Bar-B-Q with 95 LA students, faculty and members

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PARTNERSHIPS

- 11 Industry Partnerships were strengthened providing discounts or free events for Members:
 - American Architects Association (AIA)
 - American Planning Association (APA)
 - Curie High School
 - Garfield Park Conservatory
 - Illinois Green Industry Association inVigorateU conference (IGIA)
 - Illinois Institute of Technology, Landscape Architecture Program (IIT)
 - Illinois Wood Utilization Industry
 - Ornamental Growers Association (OGA)
 - Society for Marketing Professional Services (SMPS)
 - University of Illinois, Landscape Architecture Program (UIUC)
 - United States Green Building Council (USGBC)
- 42 different companies supported programing and events through Sponsorship Partnerships

PUBLIC AWARENESS

- As a host chapter from the 2015 Annual Meeting, the ILASLA teamed up with the local affiliate of the ACE Mentor Program to design a project to be installed after the meeting. With the help of chapter volunteers, the ACE Mentor Program and Chicago Public Schools, ILASLA completed installing a plaza at Curie Metro High School. The space is visible to over 3,000 students and administrators each day.
- 924,740 was the combined driver impression of 2 14' x 48' billboards posted with support from 2 landscape architecture firms featuring projects and stating "This is Landscape Architecture."
 - Stevenson Expressway(I-55) at Laramie Avenue: site design group, ltd.
 - Tri-State Tollway (I-294) off of Mannheim Road: Planning Resources, Inc.
- 6 industry events were staffed with ILASLA volunteers to promote landscape architecture
- 3 schools visited through Discover Landscape Architecture (D.L.A) a diversity and inclusion Career Day program for students
- 1 Chapter parklet entitled "Cloudscape" created and staffed for PARKing Day, an initiative inviting firms and schools to bring the message to the street by taking on a parking space on September 16th
- 1 Napkin Sketch Contest for PARKing Day
- 2 Screenings and Receptions were produced featuring the National Public Television series "10 Parks That Changed America" – industry and public – in partnership with Garfield Park Conservatory
 - 100 T-Shirts were created for attendees to a Family Day at Great America touting "This is Landscape Architecture"

PUBLICATIONS & MEDIA (as of October, 2016)

- 10,908 hits to the Illinois Website; 664 of those from out of the country, 1782 (avg) unique visitors per month to the Illinois website, 61K Twitter impressions with new followers up 26%; Facebook post reach up by 68%; 8194 LinkedIn impressions; and Instagram increased by 108% in followers and engagement;
- 4,650 Members, Affiliates, Elected Officials, Municipalities and non-member Registered Landscape Architects received *Elevation* 3 times during the year
- 525 Members received a monthly *Vista* each month (via email) and 700 Members and friends received *Stream* update each week (via email)
- 3 Publications produced live in e-book format on the website with ePublications