August 24, 2020

RE: CALL FOR ENTRIES

Dear ASLA members,

The Iowa Chapter of the American Society of Landscape Architects is pleased to issue this formal Call for Entries for the 2020 Iowa ASLA Awards Program. Professional and Student Award Winners will be honored on Friday, October 23, 2020, at our Virtual Awards Celebration. More details about the virtual celebration will be forthcoming.

Participation in the awards program helps broaden professional boundaries, increases public awareness of the role of landscape architects, raises the standards of the discipline, and brings recognition to organizations and individuals who demonstrate superior skill in the practice and/or study of landscape architecture. A jury of qualified professionals from the Michigan Chapter will review each submittal and determine winners in each award category.

Nomination Categories

Professionals and Students may submit in the following categories: Design (Built), Design (Unbuilt), Planning and Analysis, Research, and Communication. Only Professionals may submit in the Community Stewardship category.

Entry Information

Please find the attached Call for Entries and Instructions. More information and the PowerPoint Template are available at www.iaasla.org/awards.

Additional questions about the 2020 Iowa ASLA Awards may be directed to Zach.Peterson@davenportiowa.com.

Sincerely,

Zach Peterson, PLA, ASLA
President, Iowa Chapter
SUBMISSION PROCEDURES

A. Online Registration Form & Payment – DUE by Friday, September 11, 2020 at 3:00 PM CST
   1. Go to www.iaasla.org/awards to provide Entrant information and payment.
   2. Questions regarding payment shall be directed to ia-asla@assocser.com
   3. You will receive an email confirmation as receipt of Entrant Information and Payment.

B. Award Submissions – DUE by Friday, September 18, 2020 at 5:00 PM CST
   1. Upon receiving registration and payment information, an email will be sent to you with your Submission Number and Google Drive link for the folder(s) where you will submit your project(s). If submitting multiple projects each project will receive its own folder and number. You will not receive your Submission Number and Google Drive link until payment is confirmed.
   2. All submissions MUST include:
      a) Entry Form (last page of this document)
      b) PowerPoint Presentation (saved as PDF) Refer to Page 8 of this document for requirements.
      c) Project Narrative – (saved as PDF) Refer to Page 8 of this document for requirements.
      d) Supporting Documents for the following Categories ONLY- (saved as PDF) Refer to pages 8 & 9 of this document for requirements:
         (1) Planning & Analysis (III & III-S),
         (2) Research (IV & IV-S)
         (3) Communications (V & V-S).
      e) Include the Submission Number & Project Name in the file name of all submitted materials.
      f) If a submission receives an award, a representative from the design team will be given the opportunity to share a 3-minute pre-recorded presentation about the project during our virtual celebration on October 23, 2020.

C. You will receive an email confirmation once ALL PORTIONS of your Submittal are received.

JURY
This year’s submissions will be judged by a panel of landscape architects from the Michigan Chapter.
ENTRANT ELIGIBILITY
Any individual, firm, agency, academic institution or project located within Iowa may enter by meeting ONE of the following classifications:

- Fellow, Member, Associate or Affiliate of the Iowa ASLA Chapter.
- Landscape Architect licensed in the State of Iowa.
- Graduate of an accredited landscape architecture degree program in Iowa.
- Non-landscape architect submitting in the Research and/or Communication category.
- A student currently enrolled in a landscape architecture curriculum, or a student who graduated in 2020 from an accredited landscape architecture program.

ENTRY FEES
Iowa ASLA Member, Associate or Fellow: $150.00
Professional Non-Member: $350.00
Student ASLA Member: $25.00
Student Non-Member: $50.00

AWARDS TIMELINE
Call for Entries: August 24, 2020
Registration & Payment Due: September 11, 2020
Submissions Uploaded: September 18, 2020
Award Winners Notified: October 13, 2020
Presentation of Awards: October 23, 2020

SUMMARY OF AWARDS
EXCELLENCE AWARD: The highest award given to one Honor Award recipient
HONOR AWARD: The highest award in each category
MERIT AWARD: An award of recognition of superior professional accomplishment
NOTE: Multiple awards may be given in each category at the discretion of the jury. The jury reserves the right not to make an award in any or all of the categories.
SUBMISSION CATEGORY & CRITERIA

Landscape Architectural projects often encompass many diverse practices to achieve a desired result. Some of the projects being considered for an award may qualify for more than one category; however, each project may be submitted for only one category. The jury reserves the right to change the category of an entry during the judging process.

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CATEGORY I or I-S: DESIGN (BUILT)

This category recognizes the following:

A. Construction of site-specific works of landscape architectural design (including urban design). For large incremental projects, at least the first stage must be completed to be eligible for an award.

B. Design entries should exhibit a relationship to planning and a framework for larger than the immediate site.

C. Typical entries in this category may include: communities and housing; urban design, streets and public spaces; parks and recreational facilities; transportation corridors and facilities; residences and gardens; commercial facilities; resorts; institutions; historic preservation and restoration; reclamation and conservation; landscape art and earth sculpture; interior landscapes.

D. Main criteria for judging Design (Built) are the following:

1. Quality of design
2. Functionalism
3. Relationship to context
4. Environmental responsibility
5. Relevance to the profession, the public, and the environment
CATEGORY II or II-S: DESIGN (UN-BUILT)

This category recognizes the following:

A. Unrealized works of landscape architectural design (including urban design).

B. Design entries should exhibit a relationship to planning and a framework for an area larger than the immediate site.

C. Typical entries in this category may include: communities and housing; urban design, streets and public spaces; parks and recreational facilities; transportation corridors and facilities; residences and gardens; commercial facilities; resorts; institutions; historic preservation and restoration; reclamation and conservation; landscape art and earth sculpture; interior landscapes.

D. Main criteria for judging Design (Un-built) are the following:
   1. Quality of design
   2. Functionalism
   3. Relationship to context
   4. Environmental responsibility
   5. Relevance to the profession, the public and the environment

CATEGORY III or III-S: PLANNING & ANALYSIS

This category recognizes the following:

A. The wide variety of professional activities that lead to, guide or evaluate landscape architectural design.

B. Typical entries might include: general development, regional, transportation, recreation, or town plans; urban planning, government policies or programs; legislation or regulations; landscape analysis such as environmental assessments and natural- and visual- resource inventories; natural-resource protection, conservation, restoration, and/or reclamation plans.

C. Main criteria for judging Planning and Analysis are the following:
   1. Quality of planning and analysis
   2. Functionalism
   3. Relationship to context
   4. Environmental Responsibility
   5. Effective use, presentation or programming of landscape architectural techniques
   6. Opportunities for landscape architecture to have a significant impact on the environment or environmental decision making
   7. Overall relevance to landscape architecture, the public and the environment

Planning and Analysis submittals should include a copy of the planning document for reference.

A PowerPoint presentation containing slides 1-3 as described above is required for these submittals. Include reference to any documents submitted separately on the Entry Form. Submit oversized planning, research and communications documents separately. Do not submit any material not specifically requested.
CATEGORY IV or IV-S: RESEARCH

This category recognizes the following:

A. Work of rigor in historical, social and physical research that gives evidence of examination of a problem using accepted methods and arriving at supported and original findings or solutions of value to the profession.

B. Entries in this category should show the use of directed inquiry comprising the following:
   1. Problem Statement: identification of problem to be researched
   2. Issues: statements identifying possible relationships to be investigated
   3. Procedure: Method of inquiry used
   4. Results: Report of results of the research, which may include an analysis (statistical or other)
   5. Conclusions: Researcher’s findings concerning significance of the results, their comparability with past research, their applicability to landscape architecture and the need for new or further research.

C. Main criteria for judging Research are the following:
   1. The clarity and adequacy of the five steps
   2. The work’s overall significance and relevance to the profession
   3. Quality of presentation

CATEGORY V or V-S: COMMUNICATION

This category recognizes the following:

A. Design achievements in communicating landscape architectural information, technology, theory or practice to those within or outside the profession.

B. This category includes published or written documents, multimedia or electronic communications.

C. Typical entries in this category may include: presentations on landscape architectural history, art or technology; educational material intended for the non-technical consumer; material that increases awareness of landscape architectural design, environmental or conservation issues; private or public marketing materials.

D. Main criteria for judging Communication are the following:
   1. Quality of content and presentation
   2. Usefulness to the intended reader or viewer
   3. Overall significance and relevance to the profession, public or environment
CATEGOR Y VI: COMMUNITY STEWARDSHIP

This category recognizes the following:

A. Volunteer achievements made within an Iowa community that are relevant to landscape architecture and have made an impact socially, economically, or environmentally.

B. Typical entries in this category may include: community gardens, park restoration and clean-up, reclamation and conservation, volunteer landscape art and earth sculpture, and neighborhood improvement project.

C. Main criteria for judging Community Stewardship are the following:
   
   1. Quality of design/work
   2. Level of Impact and involvement
   3. Environmental and/or social responsibility
   4. Relevance to the profession, the public and the environment
SUBMITTAL FORMAT
All submittals are required to be prepared to exactly match the Microsoft PowerPoint Template provided. The presentation must be saved into a PDF file and uploaded to the Google Drive folder assigned to that award entry.

1. Maximum numbers of slides: 20 total.
2. Maximum PDF file size: 5 MB
3. Each entry must use the PowerPoint template specific to the award category.
4. Remove or cover up all authorship and/or all reference to the firm or individual’s name from the PowerPoint presentation, project narrative and supporting materials.

POWER POINT PRESENTATION
SLIDE #1
A. Clearly state and summarize the following:
   1. Project name and location.
   2. Project purpose: list of requirements, scope, philosophy and intent.

SLIDE #2
A. Clearly state and summarize the role of the landscape architect/entrant vs. the role of other participants, including owner/client and collaborators.

SLIDE #3
A. Clearly state and summarize the following:
   1. Special factors: explain the project’s uniqueness and any unusual problems.
   2. Significance: briefly describe the project’s effect on public perception of the profession.
   3. Explain how the project meets judging criteria for the category.

SLIDES #4-20
A. The entrant shall provide text and images describing the project. The slides should include:
   1. Images of the Project (multiple images on each slide is acceptable)
   2. Text describing Project or Images (We recommend a limited amount of text)

PROJECT NARRATIVE – NEW FORMAT THIS YEAR!
Provide a project narrative for the submittal. The narrative shall be limited to 1,275 words, minimum font size of 11pt. and should be saved as a PDF file. The below descriptions can be used as talking points but the narrative is no longer limited to one page; use this narrative as a way to fully describe your project to the jury. The description should cover the following:

A. PROJECT NAME AND LOCATION

B. PURPOSE OF PROJECT: Describe the project’s requirements, scope, planning or design philosophy and design intent.
C. ROLE OF THE ENTRANT: Describe the landscape architect/entrant’s role of leadership and involvement, role of the client, public, consultants, and/or subcontractors.

D. SIGNIFICANCE: Describe the relationship of the project to its context or surroundings, emphasizing the entrant’s stewardship responsibilities.

E. SPECIAL FACTORS: Explain why the project is unique or special, plus any unusual problems, new techniques, or budgetary constraints you encountered. If applicable, briefly describe the project’s effect on public perception of the profession.

SUPPORT MATERIALS (For Categories III, III-S, IV, IV-S, V, and V-S only)
OPTIONAL: A PDF copy of any support materials or documentation may be submitted digitally. This may include a master plan report, research report, communication materials or brochures, etc. Remove all authorship and/or all reference to the firm or individuals from any submitted documents. Support materials are optional and at the discretion of the applicant. Do not submit any material not specifically requested as part of the different category requirements above.
ENTRY FORM

Entry Checklist:

The Following steps should be completed in preparing your project entry:

☐ Determine your Eligibility
☐ Determine the Category of your submittal
☐ Complete this Entry Form
☐ Pay the Entry Fee
☐ Complete the Submittal Package

Entrant Information:

☐ Iowa ASLA Fellow, Member or Associate ($150 entry fee per project)
☐ Non-ASLA Member ($350 entry fee per project)
☐ Student ASLA Member ($25 entry fee per project)
☐ Student Non-Member ($50 entry fee per project)

Entry Category: ________________________________________________________________

Project Name: ________________________________________________________________

Client Name (if applicable): _____________________________________________________

Location (if applicable): ________________________________________________________

Landscape Architect (name of individual(s) or firm(s) as you would like it to appear on all awards related communications and/or certificates):

__________________________________________________________________________

Address: _________________________________________________________________

Email: ________________________________________________________________

Phone: ________________________________________________________________

Printed Name of Entrant: ____________________________________________________

Signature of Entrant: ________________________________________________________