

Membership Qualifications

Board of Trustees & Chapter Presidents
Webinar
March 1-3, 2011

Moderated by Jonathan Mueller, FASLA



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Technical Instructions

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Webinar Agenda

- Introduction
- International Membership Report
- International Membership Q&A
- Licensure Report
- Licensure Q&A
- Next Steps



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Introduction

- Process Overview
- Today's Goal
- International Issue
- Licensure Issue



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International Membership

Presented by
Barbara Drobins, Director, Member
& Chapter Services



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Int'l Membership Issues

- Residency/Education Confusion
- Member Privileges (logo, vote)
- Fellow Eligibility
- "Big Tent" Philosophy



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ASLA Bylaws

Full Members

- hold a degree from an accredited by an organization recognized by the Society;
- hold a degree from a program that is recognized by a sponsoring ASLA chapter;
- hold a certificate of completion from a program that is recognized by a sponsoring ASLA chapter and accepted by the state licensing board
- or, possess a valid state license to practice landscape architecture.
- In addition, a minimum of 3 years of full-time experience

International Members


- landscape architects residing outside the limits of the Society

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The Numbers


- Today, we have 182 International Members
- 37 report graduating from a LAAB program
- 9 report holding a US practice license

Year	Full	International	Total
2003	9,814	109	14,016
2004	10,016	131	15,065
2005	10,291	126	16,561
2006	10,593	119	16,748
2007	11,368	239	18,325
2008	11,092	161	17,236
2009	10,718	179	16,223
2010	10,362	181	15,597

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The Primary Question


Should ASLA amend its bylaws to open Full membership to any individual that holds a landscape architecture degree from an institution outside the limits of the Society, or holds a license or equivalent certification to practice landscape architecture issued by their home jurisdiction?

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ASLA Membership Opinion

Dec 2010 Survey Response

- 48% in favor of creating Big Tent
- 52% oppose



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MSC Opinion

- Opposes opening Full membership to LAs without a LAAB degree or U.S. license.
- The committee proposes an alternative recommendation to address bylaws confusion and interpretation inconsistencies



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MSC Recommendation

Amend bylaws to read:

“International members shall be landscape architects who earned a degree in landscape architecture, or are recognized by a government entity to practice landscape architecture, outside North America.”



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MSC Recommendation

In addition, allow International members to be eligible for Fellow status.


Possibly creating an "International FASLA" designation.



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Int'l Member Equivalents @ Allied Organizations

<u>Big Tent</u>	<u>Int'l Category</u>
<ul style="list-style-type: none">• ASCE• NSPE• APA	<ul style="list-style-type: none">• AIA• ASID• IIDA



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International Conclusion

MSC recommends adopting their proposal in lieu of opening Full membership for all.

- Honors eligibility for International membership would be equal that of Full membership.
- Addresses the confusing aspects of the current criteria.



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International Membership

Q&A

Please submit your questions using the chat tool.



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Licensure

Presented by
Julia Lent, Director, Government Affairs




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Issue

Should ASLA amend its bylaws to require licensure to qualify for full membership?

Assumptions:

- Those who do not earn licensure within three years would remain Associate Members
- Existing non-licensed members would be grandfathered



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Background

Full Members

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Background

2003 Discussion and report by the Licensure Committee concluded:

- *The Society would lose a substantial element of the rich diversity of membership if membership were to be restricted to licensed practitioners.*
- *The practice of landscape architecture extends well beyond the scope of the services that must be regulated in order to protect the public HSW.*
- *Two areas of practice that would be seriously affected by the change are public practitioners and academia.*
- *At the time that 50-state licensure is achieved, a further review of the other issues raised in this report may be appropriate.*


The Board of Trustees endorsed these conclusions in 2003.



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Background

- Upon passage of the 50th state licensure law in 2010, the Board again tasked the Licensure Committee to study the issue.
- The Committee work included more in-depth data collection than 2003, including determining the percentage of members who are licensed.



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LICENSURE COMMITTEE PROCESS

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Process: Licensure Committee

1. Identifying Research Needed

- Licensee Data for ASLA members
- ASLA Member Survey
- Nonmember motivations
- Membership retention rates
- Comparison with allied organizations
- Financial impact scenarios

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Process: Licensure Committee

2. Licensure Committee Discussion of Arguments in Support & Opposition to Requiring Licensure for Membership

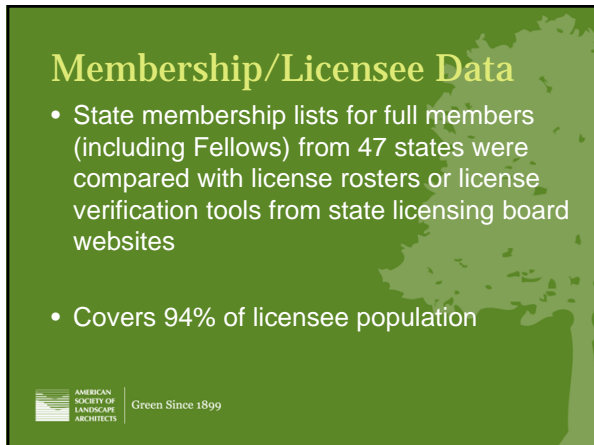
3. Licensure Committee Recommendation

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RESEARCH

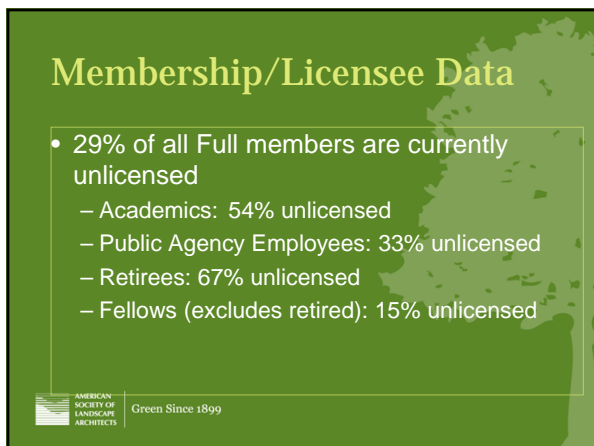
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Membership/Licensee Data


- State membership lists for full members (including Fellows) from 47 states were compared with license rosters or license verification tools from state licensing board websites
- Covers 94% of licensee population

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Membership/Licensee Data

- 29% of all Full members are currently unlicensed
 - Academics: 54% unlicensed
 - Public Agency Employees: 33% unlicensed
 - Retirees: 67% unlicensed
 - Fellows (excludes retired): 15% unlicensed

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Membership/Licensee Data

- Members age 20-39 are more likely to be unlicensed than those 40-59.
 - Age 20-29: 59% unlicensed
 - Age 30-39: 28% unlicensed
 - Age 40-59: 18% unlicensed
- Women are more likely to be unlicensed than men
 - Women: 33% unlicensed
 - Men: 22% unlicensed



Membership/Licensee Data

- Only minor differences in licensee rates among:
 - Geographical regions (all within 3% of national rate)
 - Small states: 32% unlicensed
 - Recent practice acts: 28% unlicensed



Organizational Comparison

Requires licensure for full membership:

- AIA
- NSPE
- CSLA chapters
- Australian Inst. of Landscape Architects

Does not require licensure:

- ASLA
- ASCE
- Royal Architectural Institute of Canada
- APA




Membership Survey Data

- 1,437 responses to survey
 - 80% full members
 - 17% associate members
 - 75% licensed
 - 20% intend to become licensed

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Membership Survey Data

- Do you think the qualifications for full membership are:
 - Appropriate: 85%
 - Too Narrow: 5%
 - Too Broad: 10%

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Membership Survey Data

- Currently, 71% of ASLA full members are licensed landscape architects. Should ASLA amend its bylaws to require licensure for full membership? :
 - Yes: 41%
 - No: 59%
- When filtered by license status and membership category, all categories held a majority against requiring licensure for membership
- 40 of 48 chapters held a majority against requiring licensure for membership

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FINANCIAL RISKS




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Financial Risks: Dues Loss

ASLA must maintain dues revenue as a significant sources of revenue to retain nonprofit status

Categories of potential loss

- Associate members who do not renew when they know they will not achieve full membership
- New members who typically join at full membership status, yet are not licensed and would not be eligible
- Members unhappy with new qualifications



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Financial Risks: Dues Loss

Loss of new full members creates exponential drop in dues revenue

A loss of 80 new members/year:
Year 1: 25,000 loss
Year 5: 133,000 loss

A loss of 200 new members/year:
Year 1: 64,000
Year 5: 333,000



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Financial Risk: Dues loss



Financial Risk: Direct Costs

- Direct costs associated with requiring licensure for membership include:
 - Database infrastructure changes
 - Database updates of member records
 - Revised paper and web membership applications
 - Increased ethics violations
 - Marketing outreach
 - Staff resources, including the need for additional staff



ARGUMENTS



Key Arguments in Support

- ASLA designation could help identify licensed practitioners
- Increased prestige for ASLA and enhanced marketing advantage to members
- Parity between AIA and ASLA
- The public, including consumers/clients of landscape architectural services may learn to equate the ASLA designation with licensure.



Key Arguments in Opposition

- It would not support ASLA's mission
- Potential loss of members, revenue, and services
- Loss of diversity in leadership positions, with fewer individuals eligible to serve as chapter leaders
- Narrows the scope of ASLA to landscape architectural services requiring licensure
- Could create competing organization of non-licensurees



OTHER OPTIONS



Alternative A
Additional ASLA Membership Category for licensees

- Could assist in identifying licensed landscape architects
- It may imply ASLA involvement in regulation
- It is likely to create administrative difficulty to ensure database information is correct



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Alternative B
Establish and encourage a universal designation for licensed landscape architects

- It may encourage a national standard to denote licensure and include nonmembers
- Could provide a way to signify licensure without restricting full membership to licensees
- Could contribute to the proliferation of designations



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RECOMMENDATION



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Recommendation

The following recommendations are endorsed by the Licensure Committee and the Executive Committee:

- The Committee strongly recommends against requiring licensure for full membership.
 - It would not further ASLA's mission
 - The Society benefits from diverse perspectives
 - The financial risk to ASLA is significant
 - Emerging professionals could be deterred from joining



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Recommendation

- The Committee recommends that ASLA partner with CLARB to identify a universal designation for licensure, similar to engineering's PE designation



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Licensure & Membership

Q&A

Please submit your questions using the chat tool.



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Next Steps

1. Chapter-level Discussion
 - Flexible format
 - Discussion questions
 - Report back to National for compilation and redistribution with BOT materials
 - Due April 15

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Next Steps

2. Board of Trustees pre-meeting conference calls: early May
3. Board of Trustees Meeting: May 21
 - Roundtable Discussions
 - Action Item (Note: Board may decide to postpone action)

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