



Virginia Chapter
American Society of Landscape Architects

Membership & Service Committee Action Plan

Committee Chair - Michael Woolson

Committee Members - Kent Brinkley, Pete O'Shea, Brian Katen, Matt Whitaker, Terry Clements

event/item	description	frequency	output
Recruiting	Compile package of benefits offered by Chapter for use in recruiting	annually	print/email
	Contact upcoming and recent graduates to solicit membership	ongoing	n/a
	Contact firms employing LA's and encourage their support of Chapter	ongoing	n/a
	Monitor CLARB records for new landscape architects	ongoing	n/a
	Develop list of potential Affiliate, Corporate and Honorary Members	ongoing	print/email
LARE Preparation	Coordinate seminars and study sessions for exam preparation	annually	email
	Promote Chapter as valuable tool for exam preparation		
Continuing Education	Develop schedule, sponsors list, instructors and content for educational offerings	ongoing	email/print
Mentoring	Develop mentoring program for new and inexperienced members	ongoing	n/a
Community Projects	Identify community projects in which Chapter can be involved	ongoing	n/a
	Coordinate with local agencies, allied professionals, etc. as necessary		
	Develop press package to enhance Chapter visibility		
Academic Liaison	Develop and maintain relationships with UVA and Tech - Faculty and Students	ongoing	n/a
	Encourage and coordinate development of student chapters	ongoing	n/a
	Coordinate election of student representative for Chapter from each institution	annually	n/a
	Provide list of available professionals to serve as guest critics, etc.	ongoing	n/a
	Conduct annual Chapter Open House at each institution	annually	n/a
	Engage students intellectually at their level of interest		

Special Events

Develop schedule for and coordinate miscellaneous events such as firm open houses, project tours, manufacturer tours, etc.

ongoing

n/a