

ASLA Idaho-Montana Chapter Strategic Plan- 2014

Meeting Date: January 11, 2014

Location: WGM Offices, Missoula, Montana

Attendees:

John Roters, IMASLA President
Jay Gibbons, IMASLA President-Elect
Sean Conner, IMASLA Treasurer
Aly Ross, IMASLA Secretary
Jolene Rieck, IMASLA Trustee
Jacob Thomas, IMASLA Vice President of Idaho
Jennie Meinershagen, IMASLA Vice President of Montana

Lynda Wightman, IMASLA Member at Large
Jim Mihan, Olmsted Group – Southern Idaho
Section Chair
Kate Dinsmore, Western Montana Chair
Fred Ogram, Northern Idaho Chair
Teri Ottens, Executive Director

Mission:

To lead, to educate and to participate in the careful stewardship, wise planning and artful design of our cultural and natural environments

Vision:

Leading the design and stewardship of land and communities.

Values:

- Dedication/commitment
- Excellence
- Integrity
- Leadership
- Stewardship

Culture:

- Collaborative
- Member-focused
- Accountable
- Responsible
- Volunteer-supported

Strategic Initiatives for 2014:

- 1) Student Communication and Coordination – Sean Connor, Initiative Lead
- 2) Expand Sponsors (organizational) Opportunities – Lynda Wightman, Lead
- 3) Leadership Development/Succession Planning – Jay Gibbons, Initiative Lead
- 4) Website Development Jennie Meinershagen – Initiative Lead
- 5) Partnering and Outreach Opportunities – Jim Mihan, Initiative Lead
- 6) Advocacy – Jolene Rieck, Initiative Lead

Committees and Working Groups

The participants considered the programs and work that needs to be done to reach the strategic objectives and developed the following committees. Committee projects are listed in order of importance.

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Student Communication and Coordination

Sean Conner, Initiative Lead
Kate Dinsmore
Kent Brough

1. Create a University/Community College directly of students and faculty
2. Increase student ASLA membership and participation
3. Develop and participate in student awards and student charrettes
4. Promote a regional internship program
5. Contact graduating students from Idaho and Montana university and community colleges in related fields

Expand Sponsors (organizational) Opportunities

Lynda Wightman, Initiative Lead
Jim Mihan

1. Expand sponsor opportunities
2. Solidify process for recruitment
3. Each board member assists with two new sponsors
4. Paid sponsors are fully informed of value

Leadership Development/Succession Planning

Jay Gibbons, Initiative Lead
Sean Conner
Jolene Rieck
John Roters

1. Executive Committee Leadership Enhancement
2. Cultivate a culture of Chapter service
3. Identify and train future chapter leaders
4. Encourage Chapter/Student involvement and interaction
5. Show chapter's appreciation to Officer's employers
6. Show chapter's appreciation to past Chapter officers

Website Development

Jennie Meinershagen, Initiative Lead
Kent Watson
Jacob Thomas
Kate Dinsmore
John Roters

1. Create a vibrant website with a "wow" factor that informs and educates the visitor about the profession, current works, news and events in the region related to designing and living in the built and natural environment in our two states.
2. Engage IMASLA Members, Students and Sponsors in the region to participate because there is a clear benefit.
3. Provide a structured organizational tool for IMASLA Chapter Operations.

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Partnering and Outreach Opportunities

Jim Mihan, Initiative Lead

Jacob Thomas

Jennie Meinershagen

Lynda Wightman

1. Identify partnering & outreach targets
2. Identify and implement partnering & outreach tools

Advocacy

Jolene Rieck, Initiative Lead

Sean Conner

Jennie Meinershagen

Aly Ross

1. Distribute the 2012 plan to committee members. Ask them to identify successful initiatives and potential shortfalls.
2. Write a newsletter article for January 31 on the importance of the advocacy network
3. Research on how other chapters are handling member-initiated legislation.
4. Recruit at least two non-excom committee members?
5. Schedule a conference call with the team in the first week of February to develop a new plan.
6. Prepare a draft plan for the February 18 Executive Committee meeting
7. Make everyone aware of bill tracking at www.asla.org
8. Develop measurements of success

Standing Committees:

Audit Committee

1. Conduct annual audit

Constitution and Bylaws Committee

1. Review bylaws and propose amendments
2. Create sponsor policy
3. Create reimbursement policy

Nominating Committee

1. Prepare slate of nominees
2. Manage search process for Fellow candidates

Tellers Committee

1. Verify elections

Sections

The participants discussed the chapter section status and structure of the chapter. The organization chart below identifies the section reporting structure to the chapter executive committee. The participant consensus is to make all the sections "official."

