



LAEP Advancement Board Meeting Minutes

Friday, October 12, 2018 Common Studio, LAEP Department

In attendance: Jay Bollwinkel, Randy Jackson, Linda Jackson, Nola Chavez, Mark Johnson, Sean Michael, Marcus Pulsipher, Jake Powell, Ben George, Brian Huculak, Keith Christensen, Dave Evans, Keun Park, JoEllen Grandy, Jan Striefel, Mark Dawson, Wade Peterson, Anthony Manzione (Undergrad Student Rep), Brent Chamberlain, James Hyatt, Shawn Seager, Geoff Ellis, Abram Nielsen, Chris Sands, Mike Budge, Ole Sleipness, Mary Ann Anderson, Tiffany Woods (Grad Student Rep), David Anderson, Carlos Licon, Alyssa Stastny, Tanya Rice (Call In), Prashanta Bhat (Call In)

Introduction of new student ASLA, new student representatives to the Board, and others in attendance




Welcome by Dean Ken White, College of Agriculture & Applied Sciences

- LAEP provides the model for differential tuition to be implemented throughout CAAS
- There are committed alumni and students in this department
- CAAS is the right fit for LAEP
 - CAAS is second largest college at USU, just behind Education
 - CAAS is seeking to expand technical opportunities
 - New department housed in Price focused on technical subjects
 - Not everyone needs a 4-year degree; these will be 2-year degrees
 - The type of program can be good for nontraditional students
 - Can lead to more progress for those individuals who are a part of it
 - This new department will benefit every department in the college
 - The first woman associate dean for research and graduate services will be announced later today
 - Working on new building. There is a promising donor to help in getting things going.
 - Student ambassadors are 100% supportive of differential tuition
 - Opportunities for faculty positions
 - We'd like to add an entrepreneurial aspect to CAAS
 - Outdoor Product Design and Development is full. The President is supportive of the program and they are seeking more room for it.
 - Aggie Chocolate Factory is opening. It teaches students how to make chocolate, from bean to bar.

State of the Department – Sean

- New faculty add to our department

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- Probably the most complete staff in the history of the department

Extension Update/Changes-Jake

- Building on Dave Bell's legacy
- Community involvement has always been a big part of extension in the program, but we'd like to add more recruitment activity.
- Tell the story of what projects do and the impact they have on our communities
- Help people start to communicate with practitioners
- How can the board help with Extension?
 - Bridge the gap for research between what the department is doing and the practitioners in the state
 - Feedback would be great. How can we stay cutting edge?
 - Distribute info to the Advancement Board about extension projects. **How can we communicate that?**
 - Connect and network
 - The department can be the spark for communities in finding ways to achieve things
 - **Watch for a Qualtrics survey about the impact of works**




Scholarship Report – Carlos Licon

- Increased the number of scholarships that have been awarded
- In the past 8 years:
 - 89 scholarships awarded
 - 72 different students
 - 6 awards given to start eight year ago. 15 awards given now.
 - \$25,000 spendable for coming year
 - \$500-2,000 range for individual scholarship amounts
 - \$130,000 awarded over the eight years
- Scholarships are focused on four things: Needs, performance, travel, and recruitment
- Relatively equal gender distribution. Slightly higher female.
- The biggest challenge is finding the right students for these scholarships
- What impact does it actually make on a semester's tuition? We still need to grow these scholarship awards so that we can have a greater impact for students.

CREATE 2020 Report – Ben George

- It's about making our students nationally competitive
- The funds from CREATE 2020 are used for innovative initiatives
- Proposals can be submitted by board members, faculty, and students. The faculty and students vote on these proposals.

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- Steering committee oversees the process. Each member of this committee represents a slice of the population.
- Some things are in multiyear commitments (trace paper, etc...)
- Voting party to rank these projects and fund as many of them as possible, based on rank
- Security locks/card access → \$5,000 designated, hoping to leverage and find more funds. Funds will be returned if the remaining can't be found.
 - Provide a safe environment for the students. Our students have a different schedule than most security is used to, which makes security more challenging.
- These are the projects that will be funded from this semester: Careers and internship coordinator, trace paper, visiting practitioners, security upgrade, junior projector screen, five seasons, overhead power in studios
- Maybe the board can play a role with their discretionary funds in making up the difference on some of these things

Degree Updates – Keith Christensen

- Doctor of Landscape Architecture
 - Shuolei Chen, Hye Yeon Park, Doo Hong Lee
 - 6 or 7 applicants, but accepted 2
- MLA
 - Revised the credit requirements. Lower core, higher elective to allow for more choice and flexibility.
 - Cohorts: 2019→2, 2020→5, 2021→7
- MsBRP
 - This year they have distributed the work between faculty, not just one faculty member
 - Hiring for new professor to be focused in BioRegional Planning
 - Recruiting: Google Ads and grad fairs
 - Cohorts: 2019→ 1+2, 2020→ 5+1
- B+MLA
 - Approved in October 2017
 - 3 years of BLA coursework + 2 years of MLA coursework
 - Cohorts: 2019→ 4, 2020→ 1
- 29 Grad students. 26 in the grad studio. It's a tight squeeze, but we're trying to fit more in. We may end up with 40 students in the grad programs.
 - In the industry, space is dropping. This is reflected in for us. We're about as tight as we can get. Three years ago we had 18 in the same space.
 - We are adding in space. For example, the common studio.
 - Emphasis on studio culture
 - Common spaces are bigger and personal spaces are smaller in the industry. That seems to be mimicked in academic space.

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- Repurposing space really helps make the case for our need. UR, doctoral students in an office that was renovated from a closet.
- It should be a strong MLA and MsBRP cohort next year.
- Just got approval to be a part of Western Regional Graduate Program, which provides in-state tuition for 15 different states. This should have a major impact on recruitment.
- Maybe about 50% of master's applicants are accepted

Internship/Placement Report – Tanya

- We are doing super well with internships—53 internships in 2018. There's not much more that can be improved, because this is really most of our students.
- In 2014, only 20 internships were completed.
- 16 moved to full-time employment
- 1 senior who wanted a job did not take a job
- 1 junior did not get an internship
- Less students going on to grad school at other institutions
- The change is coming by doubling the number of sophomores
- Prashanta's internship is highly sought after
- We want students to branch out of Cache Valley
- This year we had more students in the Wasatch front than in Cache Valley for internships
- We are creating a contagious environment
 - Students give presentations about their internships during Genius Hour
- Student Support
 - Building relationships with the students
 - Faculty, Tanya, Board members can all be a part of this
- Our interns are going to landscape architecture firms and to public agencies, but placement is stronger in multi-disciplinary firms
- Interns are being employed by 41% alumni and by 58% non-alumni
 - 6 board members took interns
 - Many alumni are taking graduated students into full-time employment, rather than internships (75% of full-time hires went to alumni)
 - Having our students exposed to so many individuals that aren't alumni is creating a greater demand for their skills
 - Stipend is offered to out-of-state students for internships
 - New program database: FileMaker Pro
 - Working on getting it up and running
- Does our internship distribution mimic that of landscape professionals in the US? This could provide opportunities to grow and find more opportunities for our students (Wade Peterson)
 - We don't know, we will have to make a comparison.

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- Thanks Mike for taking the time to review our student's portfolios
- **Faculty's Recruitment Committee Update – Ben George**
- Two main focuses: Student conversions to the program and high school recruitment
- Student Conversion:
 - LAEP 1030→Intro class 940 students enrolled in 2018. 5% of all students
 - LAEP 2300→History of Landscape Architecture. 54 students enrolled. 400% increase. Counts as a humanities credit now.
 - Discover LAEP night
 - Traditionally it was just for 1030 students
 - Now we are reaching out to the whole campus. Had signs around campus inviting anyone interested.
 - ~20 students in attendance. Eight of them came from posters. Six of those eight joined the program.
 - We are trying to integrate into the campus, as we are on the very edge.
 - Nola and Randy mentioned that many of the students they met came from these efforts.
- High School
 - Include LAEP in recruitment tours for the College
 - There is a workshop now! In this past year:
 - 5 high schools
 - 2 middle schools
 - 282 students involved
 - We don't know the impact yet, but they seem very excited and ready to get involved
 - There are some high school seniors who have concurrent enrollment in LAEP intro class through the Jordan Academy for Technology and Careers
 - High school design competition to give them a taste
 - ASLA Education PPN will start looking more into high school student recruitment
 - **Make a Dropbox with materials that will be sent out to board members**




New Faculty Hiring update – Carlos Licon

- Using traditional as well as new advertising to look for applicants
- Women in Landscape Architecture gave input on hiring materials
- Assistant vs Associate professors
 - Licensure preferred, not required. But it will add to the individual's rank and points
- The committees are putting together the ranking sheets to be able to score applicants

Faculty Retreat

- Strategic plan for the department was developed last year
- Faculty search discussed in depth

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- Diversity in the department
- How can we strengthen the Environmental Planning and BioRegional Planning? Maybe an undergrad for Environmental Planning in the future
- Extension: What are the opportunities?

Diversity




- The letter received from WILA gave an opportunity to evaluate our department
- Best practices from the College of Humanities and Social Sciences
- National Data Assessment
 - The pool looks good for job candidates
 - We may want to look more to the Assistant level as there are more females in this category
- Who have the applicants been in the past? Is it mostly men or women? Do we have data of that?
 - We are putting that information together to look at what the available pool of applicants we are given looks like.
- We will send the breakdown of faculty genders by institution to all Board members. It's a bit hard to see.
- What are the national challenges for women and minorities when it comes to both professionals and to academics?

Committee Meeting Break Sessions:

Recruitment: Chair → Marcus Pulsipher

- Will send Recruitment presentation out to the Board
 - Revising it based off of how it has been working
- Want Advancement Board and alumni to be able to help in recruiting
 - Set up an appointment and present to students. Report back in 6 months.
- Generate content to recruit
 - Online presence
 - Pecha Kucha
 - 3 minute narrated presentation
 - Faculty and students could create for big projects. Practitioners could also create for their most significant project
 - Introduction
 - Why they chose to be a Landscape Architect
 - Premise of project
 - How it impacted community
 - Summary + I choose Landscape Architecture because _____

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- Make videos that show people how broad Landscape Architecture is
- “How to” sheet to be created and distributed to the Board and department outlining how they can do this
- This committee has a monthly call. We will communicate with them to make information available throughout the board.




Development: Chair→ Brian Huculak

- Alyssa’s position will help us to communicate
- Challenge to review your estate to see if you could do something with that. There are a lot of possibilities you may not be aware of until you sit down with someone to discuss it with a professional. Brandon Monson is available to discuss details and provide traditional information upon request.
 - Brandon Monson, Executive Director of Development, CAAS, USU
 - Email: Brandon.monson@usu.edu
 - Phone: (435) 797-2208
- Design Building “Campus”
 - Need first big gift \$10 million
 - Need to tell the story of design synergy
- Financial (will cover more in Business meeting)
 - What levels are our endowments at and how does that translate to giving power
- Alumni Engagement
 - CSU football game tailgate
 - Mike Timmons will be the main attraction
 - Reunion of sorts for over 80 alumni in the area
 - This could be duplicated at other games and cultural events to reconnect with alumni
 - How can we maintain connections with students who will become alumni?
 - Thursday night dinner for student interaction in the Fall. Encourage Board to attend

Placement: Co-chairs→Chris Sands and Mike Budge

- Number one priority is funding Tanya’s position.
 - Want to have more certainty on the position
- There has been a lot of work going on to provide internships as well as to track the students and what they are doing/where they are going after graduation
- Develop more with the mock-interviews in April
- Board could have more face-time with students during both fall and spring meetings. Thursday before Board Meeting could be dedicated to the students.
- Stay connected with graduates and, in turn, alumni
- How can we better represent the Bioregional Planning side for the Board

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Board Business

Faculty Search

- Working on ranking system to include points for contribution to diversity
- Make board members aware of applicant pools and interviews to let them be involved and be aware of the searches

Diversity in the Department

- Having more female Board Members would also be a strong signal to our commitment to gender equality
- Keep this topic top-of-mind so that when the opportunity presents itself, you're ready
- It takes an effort to think about women in the workforce
 - Women are very important in leadership
 - This is not the time to be timid about it
 - They must be visible
- How can we show students their potential?
- Women are critical to our success
- Could there be a person or a committee who is focused on diversity and looking for opportunities?
 - Could Tanya integrate something like this into her position
 - Maybe Alyssa's position could include something along these lines?
- We have to remember that diversity isn't just gender, but ethnicity and much more.
 - The richness of the studio culture is improved by this diversity




New AB member nominations

- Is there a reason that it's just Landscape Architects on our Board?
 - Can we find a balance of alumni and others with outside perspectives that are still beneficial?
 - No opposition to looking outside the department for board members
- Open a new round of nominations after this meeting to work on nominating diverse populations in both demographics and professional experience
 - Other creatives
 - Engineers
 - Business/Accounting
 - Those we collaborate on our projects with

Board Member Participation Policy

- Communicate when giving should be happening

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- Board members should be committed to giving each fiscal year
- We will send out information breaking down annual contribution levels for Board members based on employment, etc...
- They can choose certain ways that the money will be used or just put it into the discretionary funds for the Board
- Being accessible to students
- Attend at least one meeting a year
- A board position should be a coveted position. Some people can be a great supporter, but may not be in a place where they are the best fit for the Board.

Designation of gifts & options – LAEP Board Discretionary Fund

The following motions are to spend funds from LAEP Board Discretionary Fund. Current balance is \$16,000:

- Setting up more secure access to the studios is a major concern of students.
- Students have agreed to put \$5,000 of their CREATE 2020 fund toward this in hopes of getting more funding.
 - **MOTION:** Pledge \$5,000 to match students' CREATE 2020 contribution for security/card access to studios. This will only carry if fundraising can make up the rest of the need.
 - Seconded
 - Vote: Unanimous
- Diversity in Landscape Architecture fund is the only one that has not reached endowment status. It's really close.
 - **MOTION:** Provide \$2,156 for Diversity in Landscape Architecture scholarship to reach the endowment status of \$25,000.
 - Seconded
 - Vote: Unanimous
- Placement/Internships:
 - There's a two-year commitment (FY19 and FY20) from CREATE 2020 to cover 50% of Career Coordinator position
 - The department could cover 25% of the salary
 - Could the Board cover the other 25%?
 - Who should be funding this position? Board or CAAS?
 - Has CAAS kept their end of the bargain?
 - Can we become the leading department in CAAS? In the new design building? How can we show that we are invaluable?
 - **MOTION:** Provide \$6,760 to be put toward a Careers Coordinator on conditions of writing a letter to CAAS dean explaining what is being done to support excellence in LAEP. (Two-year commitment for FY19 and FY20 at \$6,760/year)
 - Seconded

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- Vote: Unanimous
- Named chairs and other funds (Goal: First step towards endowments for the same purpose) to put a leg-up on the hiring process.
 - **MOTION:** Pledge \$5,000 of both FY20 and FY21 funds to be used on one of two positions, with the purpose of enhancing the recruiting of underrepresented populations
 - Seconded
 - Vote: Unanimous

Advancement Board Discretionary Fund

- Starting balance: \$16,000
- Total committed for FY19: \$13,916
 - \$2,156 for Diversity in Landscape Architecture Scholarship
 - \$6,760 for Careers Coordinator position
 - \$5,000 for Studio Access update (contingent on securing additional funds)
 - *Resulting Balance: \$2,084*
- Total commitments/pledges FY20: \$11,760
 - \$5,000 for New Hire assistance
 - \$6,760 for Careers Coordinator position
 - *Resulting Balance: (-\$9,676)*
- Total commitments/pledges FY21: \$5,000
 - \$5,000 for New Hire assistance
 - *Resulting Balance: (-\$14,676)*
- Board members are encouraged to make their financial contributions for FY18 and FY19 as quickly as possible to ensure that commitments can be fulfilled




Board and Student Interaction

- Fall: Board members showing their work to students
 - Mini presentations of 10 minutes or less (Pecha Kucha)
- Spring: Students showing their work to Board members
- How can we engage our young alumni? How can we hook them before they even leave the program?
 - With these individuals, it's not really about the money but about connecting them and maintaining their relationship with the department
- **Inform Board members of details of gathering following commencement well in advance**
 - Tent at the ice cream social for LAEP people to congregate

Thursday before Board Meeting

- Board Dinner after student interaction in the fall
- Celebrate the students in the Spring

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- Circulate information and ideas to see what support we get
- Could we hold something like mock interviews a bit earlier in the day and end the night with something like the student connection that happened this year?
- Do we want to institutionalize Thursday night as part of the board meeting?
- Check on last year's model for the mock interviews
 - Who other than board members can be invited?
 - Do we want students to sign up earlier for a mock interview?
 - How many board members would be need to make this happen?
- Could be a standard Thursday thing with a set of tasks that take place:
 - Mock interview, showing work, etc...

What could be improved for LAEP?

- Learning the software during year 2 is difficult for students
 - Let the students know before they start year 2 what the software is so they have time to seek out training in it beforehand
 - Formalized brown bag with students that are experienced in software
 - Can we talk to these software places about what they can offer in training?
 - Shawn Seager will talk with Adobe about possible software training
 - Nola Chavez is contacting SJ Camarata about software
- Transfer students have a really tough time because they're trying to cram it all in with less time
 - Make sure to provide consistent messaging past the intro class
- Differential Tuition + Course fees can be a concern for some
 - They don't know how to plan and prepare for course fees. Can we tell them in advance what the course fees are so they can budget?
 - Can be a burden for some individuals
- Can we provide a better definition of what the MLA and MsBRP are and what they give the students?
 - Elevator statement
 - Mission statement
 - This will help students to market themselves more effectively as they seek jobs and internships
- Students need to know that they are good, but also know where they can improve
 - Advancement Board members are the stewards of the program and should be an extra set of eyes to see that what is happening is good and make changes as necessary
 - Advancement Board has a powerful voice in the department
 - What is the actual cost for a student? Tuition + Differential + Class fees
- How can the department be recognized? How do we tell our story?
 - Nationwide Competition for LA students

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- Newspapers
- Magazine
- Search Engine Optimization

Board Wrap-up

- Make sure that we nominate new members for the Advancement Board
- Diversity as we move forward with the things we discussed
- Make sure we have the board/student interaction time
 - It would be great to see some of the students present their work
 - What about an afternoon mini charrette?
 - This would require firm RSVPs
 - Later date so the students are done with their other projects
 - Could the Advancement Board join in with charrettes and other things throughout the year?
- Good opportunity to support the Extension
 - Community partners to practitioners → How do we communicate this?
- Schedule of faculty search visits sent out to board members

Set April AB Meeting date

- Proposed date: April 19
 - Review your schedule and then respond to poll about availability