LAEP Advancement Board Meeting Agenda

Thursday, September 26, 2019
Utah ASLA/AIA Headquarters
280 South 400 West, Suite 150, Salt Lake City

In attendance: Geoff Ellis, Jay Bollwinkel, Sean Michael, Mike Budge, Randy Jackson, Todd Johnson, Dale Schafer, Kurt Altvater, Mark Dawson, Tanya Rice, Wade Peterson, Mark Vlasic, Josh Runhaar, Marcus Pulsipher, Abram Nielsen, Jan Striefel, Nola Chavez, Alyssa Stasny, Shawn Seager, Stephanie Grigsby, Chris Sands, Joe Diaz (Call-in)

Action Items:
- Follow-up Tasks
- MOTIONS

Welcome – Utah ASLA / AIA: Colin, Lauren, Stephanie, Jenny

- AIA and ASLA partnership has been in the works for a long time
- We are the only state in the nation that has a joint facility for ASLA and AIA
- ASLA is including LAEP on the Executive Committee
- New Executive Director who is uniquely qualified
- This group is organized well and has so much potential
- Being included in this space has provided a lot of exposure and collaboration

1939-2019: LAEP’s 80th Anniversary...and Beyond

- An exciting milestone
- How are we doing? We’re asking everyone to complete an anonymous State of LAEP survey sharing their thoughts so that we can continue to grow and improve
- Roundtable discussion ensued on ways to improve and “recession-proof” LAEP:
  - Diversify the student body and faculty
    - With a monoculture, one thing can destroy it all. The more diverse it is, the stronger it is and the better it survives
    - Make it a more diverse ecosystem to increase the longevity of the program
  - LAEP could play a role in answering the big questions for our region, such as Water management, Agriculture practices, and Land use and Housing allocation
    - LAEP can make a valuable contribution
    - Doing so would also provide visibility for the Department
o Collaboration
  ▪ Working with other professionals (civil engineers, architects, etc...)
  ▪ Looking at the bigger picture
o We shape the public space. By so doing, we have a social impact.
  ▪ We must ask ourselves, “How do people interact in those spaces?”
  ▪ It’s important to understand Regional and Local Governmental policy
o Develop critical thinkers
  ▪ The Department’s People who are excited to take on the challenges in front of them and make a change
  ▪ Key players
o Most of Utah’s professional planners are actually landscape architects
  ▪ They link all the pieces together
  ▪ Having this diverse skillset provides job security
  ▪ Things change, but policy and the regional vision are always relevant and important
  ▪ Give students more tools and broaden their skillset
o Social issues should be addressed
  ▪ Housing crisis
  ▪ Can we handle it?
  ▪ There is more than design. Being able to design and plan is better.
  ▪ Expose students to a wider range of skills
o Recession Proofing solutions
  ▪ Students need to have passion and be willing to learn new skills and broaden their skillset
  ▪ The only way that firms can respond to recession is by adjusting headcount and by making a smaller profit
  ▪ Diversify their educations
o Add a business background
  ▪ Just some basic classes
  ▪ We owe it to the students to help them have those basic business/financial skills
  ▪ Students need to be big idea people who are capable of making things happen
o We need to connect our students to the world. It doesn’t matter how it looks if it isn’t functional for the people
o We may not be able to completely recession-proof the program, but we can do our best to collaborate between agencies (Colleges, professions, disciplines)
  ▪ If you can tie your work into the quality of life and economy of Utah, that’s a good step
We are Environmental Stewards, but we need to be informed and aware so that we can be effective stewards

- It’s important that the commitment to stewarding the land doesn’t inhibit development simply because we’re uninformed
- We need a science background
- Maybe it’s a great design, but is it actually feasible? Did we use soil science?
- It should be our responsibility to come up with reasonable answers and to be good stewards of the land and of our client’s interest

The profession has gotten very broad

- We can’t expect people to know everything, so having the willingness and ability to team up with others is very important
- Know policy and research it as needed

As the AB members pour their ideas into the Department, we’re going to be better off

- We need industry and alumni support to act on these things that we care about

It’s LAEP, not just LA or EP

- These disciplines need to work together
- They need to be able to work in both public and private industry
- We need to work with the land, water, air issues
- As a land-grant university, we have a unique opportunity to get involved in these issues

In order to be recession-proof, you need work. As a result...

- Who is hiring us and who should be hiring us?
- There is a misunderstanding of what landscape architecture is and what it can offer
- People in Utah just don’t know, so they don’t seek it out
- There’s an 86-mile separation between an Architecture and Landscape Architecture/Planning department
- The architects just aren’t familiar with Landscape Architecture
- We need to educate people about what Landscape Architecture is
- Can USU LAEP have a greater presence in SLC and with the University of Utah?
- UREC has opened people’s minds, but what else can we do?
- If they don’t know what we do, they’re not going to hire us
- Can LAEP students collaborate with the U of U? Maybe even in the studio space here at the AIA/ASLA office
- Bring the right people from SLC to juries in Logan

We want to work with architects who value what we do and let us get involved in the beginning
We don’t just want to be involved in “shrubbing it up.” There’s a lot more we can offer
- There’s value is leadership. Be bold and be a leader
- There’s a flaw in the education process where Architects may appear as the apex, but we need to challenge that for a more well-rounded perspective
  - The general community may not be understanding and embracing it
    - There are some big environmental issues coming, so we need to understand how to address them to be relevant
  - We have more capacity than we realize and the world needs our help

Department Updates
- Highlights
  - APA Award:
    - A reflection of Caroline’s excellent studio instruction
  - “VR Week” showcased this growing expertise in LAEP and our VIVID Lab
  - National ASLA Committee appointments by two students
  - Student Growth Funding
    - 19% of USU’s Breadth Creative Arts general ed credits were from LAEP 1030
  - CREATE 2020
    - Makes us competitive
    - It is a uniquely democratic in comparison to other differential tuition at USU
      - AB, Faculty, Staff and students can submit proposals
      - Faculty and paying students can vote
    - This model was based on student exit survey feedback; ongoing surveys of students have affirmed how highly they appreciate CREATE 2020
    - EDSA Graphics Workshop proposal recently came out on top, followed by a refresh to the grad studio
  - LARE Prep
    - Offered online for professionals and students across the US and Canada
  - Placement/Internship Report
    - Students are already looking for ways to prepare for the summer
    - Most students were employed after graduation instead of in internships like last year
    - 7 students hired by alums for jobs and 5 for internship
    - We want to work with the Placement Committee to make the internship program sustainable and lasting
The LAEP Advancement Board, comprised of committed alumni and friends, supports the program by extending students’ educational experience. Board members advise in matters related to professional trends, alumni relations, recruiting and student placement, as well as secure funding and serve as a voice representing the program before the University, Public and Practice.

- Having someone mentor a sophomore and then come back to the Department adds a great deal of value to the whole class
- Mock Interviews
  - Adding Skype interviews
- Portfolios
  - Working with Dave Evans
- Speaker Series Sponsorship Model
  - We’re continuing to up the caliber of the SS, and to make it a better experience for speakers and students
  - When we do something, we do it right
  - This funding is critical to take the SS to the next level, and we need Board members and others to consider sponsoring it
  - We want to begin sponsorships in Spring of 2020
- Visiting Practitioners & Scholars Program
  - Why?
    - Logan is a reprieve from the hustle and bustle of city life and work
    - We can start to organize a calendar of influencers to stay in the LAEP House and add depth to our program
    - The LAEP House and its purpose is unique
    - Hosting these practitioners can help break down the barrier between us and the outside world
    - We need a Board presence on that committee
  - What does it entail?
    - Visiting professionals can engage with the VIVID Lab and other facilities and learning environments
    - Board Members can also help us network out to identify/nominate potential practitioners/scholars to invite
  - When should it start?
    - Fall 2020
    - It would be good to start with an initial guest who is familiar with the program and would be understanding while we are learning how to make this work
- Grad Culture
  - There’s been a lot of success with the undergrad program, now we need to shift our focus to having the grad program also be very strong
  - Grads need a space that allows them to learn and have the studio culture that is prevalent in our undergrad studios
New Faculty Intro: **Dr. Daniella Hirschfeld, Asst. Prof.** [via Skype]

- Environmental planning focus
  - Fire and drought
  - Landscape and governance in climate adaptation
- Working with students on landscape ecology this semester
- The intersection between landscape and society
- Bringing students into research
  - Role as a mentor: Helping students on thesis projects already
  - Studio project this spring will be focused on sustainability
  - Giving students a chance to make their case
- Why USU?
  - Always loved the mountains, so this was kind of like coming home
  - Believes in the land-grant mission and loves USU’s commitment to that
  - Being part of an agricultural research program, application to drought, etc...
- Daniella’s husband, Will, a civil engineer, is coteaching Grading & Drainage class with Keith
  - This provides a chance for integrated thinking in our department

Roundtable on Market Trends + New Hires

- Transportation needs are changing
- The market is almost too hot, making it difficult to get supplies, etc...
  - This could last for a bit, but won’t last forever
- Transportation is how we take care of ourselves, get to work, and improve our quality of life
  - Transportation and design should be integral
- We can’t base our economy on growth, but should base it on sustainability
  - How are we going to evolve into this culture?
- The profession is becoming a more multilingual environment and process
- Everyone must individually develop the skills to be a player in the market
- We must take a leadership role in changing public perspective on things
  - Many from a conservative viewpoint are set on single family homes and opposed to alternatives
  - Without changes, local governments will collapse
- We’re overprogrammed
- Due to things such as existing contracts, we have some extra time to adapt to recession before we feel it
- A recession could be a good opportunity to redevelop the suburbs, especially as millennials can’t afford to live in the cities
• Transportation and technology are affecting our economy and the needs in the market
• There’s a large segment of the market related to water
  o This is a relatively new addition
  o There’s a need for more experience in this
• Climate Change
  o What will it bring, particularly in developing countries?
  o What is our role?
• Bio-West is having a fantastic year
  o A lot of their work is based on core environmental regulations
• Just watching the market and trying to be aware of what’s going on to stay ahead of the curve

Placement Committee
• Careers Coordinator position:
  o We want it to be more permanent
  o It could also be expanded into a full-time position with benefits
  o Letter from the Board to the Dean, expressing value of the position and requesting support in making it more permanent with benefits
• Those who didn’t find employment after graduation
  o Should we make internships mandatory?
  o Board call to faculty about the value of requiring internships on career development/launch
  o The stats about internships are a selling point that could be valuable for recruitment
  o If the market were to crash, it could also be detrimental for internships to be required
    ▪ There are alternatives to a full-time paid internship
    ▪ Apprenticeships
    ▪ Job Shadowing
    ▪ Part-time
    ▪ It ultimately comes down to the fact that students need an experience in the profession before the finish school
  o Internship Stipend
    ▪ This has been provided to students completing internships out of state
    ▪ Encourages them to make new connections and seek valuable experiences
    ▪ MOTION: Extend funding for internship assistance for 2 more years (FY20 and FY21) at $2,500/year
      • Randy Jackson made motion
      • Dale Schafer seconded
      • Passed
Recruitment
- Connect with the larger university recruiters
  - LAEP is a flagship program that they should be promoting
- Go to high school and coordinate efforts with ___
  - Should we host a lunch for the Ag Ambassadors?

Development
- Review of Advancement Board member annual contribution levels. Current levels:
  - Private: $2,000 (suggested) & $1,000 (required)
  - Public, Academia, Young Alumni: $1,000 (suggested) & $500 (required)
- MOTION: Contribution amounts should remain at the same level for FY21
  - Randy Jackson made motion
  - Jan Striefel seconded
  - Passed
- Alyssa will send a reminder both a month and 2 weeks before Fiscal Year end

- Visiting Practitioners/Residency Planning Committee
  - Mark Dawson will join the committee as the Board Representative
- MOTION: Provide approximately $450 for the Senior Gift and $360 for the Seniors to attend the LAEP Banquet
  - Jay Bollwinkel made motion
  - Mark Dawson seconded
  - Passed
- MOTION: Board provide matching funds for Young Alumni who commit to giving $1-$5 per week in 2020.
  - Passed

New Board Member Nominations
- Jeff Paey (Jay)
- Lisa White (Josh)
- Nola is reaching out to several women alumni who she knows
- Jamie Larson (Dale)
- Alicia ____ (Jan)
- Karen Morgan (Josh)
- Andrea Moser (Shawn)
- Reach out to nominees and try to diversify the Board

Board officer positions
Jay and Randy are finishing up year 3 as Co-chairs
They might be willing to extend 1 year, but it would be good to look for other candidates and for people to contemplate if they would be willing to step into that position

Departmental needs
- Recruitment
  - We haven’t graduated more students in quite some time. This is in contrast to other departments in the college
  - New degrees are one way to do this
  - We aren’t alone in this stagnancy. It’s the Landscape Architecture trend right now
  - This is a big discussion that should be a large portion of a future meeting
    - Circulate information early and then talk about it at a meeting

Spring AB Meeting Date
- April 17th
- Thursday evening-Students

How do we feel about this meeting format, starting in SLC?
- There are a lot of good things
- More focused and less things to be distracted by
- It could be good to hold a SLC meeting on some sort of schedule to make it more accessible for some people
- At the Spring Meeting, create a plan for the Fall meeting structure