

CANADIAN SOCIETY OF LANDSCAPE ARCHITECTS

# STRATEGIC PLAN REPORT CARD 2018\_20



Strategic Plan Approved by the CSLA Members at the  
7 April 2018 Annual General Meeting

Report Card Presented to CSLA Board and AGM (May 2019)

Updated by Michelle Legault (February 2020)



**CSLA | AAPC**

Canadian Society of Landscape Architects  
Association des architectes paysagistes du Canada

# strategic actions, timelines and key performance indicators for 2018-20

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1_LEAD COLLABORATION		
THE CSLA WILL FOCUS ON BUILDING STRONG, COLLABORATIVE RELATIONSHIPS WHICH WILL ENABLE THE SOCIETY TO POSITION ITSELF AS A LEADER IN THE PROFESSION.		
OBJECTIVE, PURPOSE & PRIORITY	TARGET	DELIVERABLES AND RESULTS
1.1_Participate in initiatives which would benefit from the input of landscape architects and seek opportunities to collaborate with partners on issues which are important to landscape architects	Ensure that the expertise of landscape architects is called upon where required and the CSLA is involved in strategic initiatives, such as government policy development, university research, allied professions' initiatives.	<p>Briefs submitted to the 2018 and 2019 pre-budget finance committee consultation.</p> <p>Meetings held with the following to advocate for issues related to the profession: Hon. François-Philippe Champagne, Minister of Infrastructure and Communities – MP for Saint-Maurice–Champlain (Quebec). Staff in attendance: Sriram Raman–Policy and Stakeholder Relations Advisor and MP Steven MacKinnon - MP for Gatineau, Parliamentary Secretary to the Minister of Public Services and Procurement and Accessibility. (Nov 2018), James Maloney – MP for Etobicoke-Lakeshore, Marco Mendocino – MP for Eglinton-Lawrence and Parliamentary Secretary to the Minister of Infrastructure and Communities, Karen McCrimmon – MP for Kanata-Carleton and Parliamentary Secretary to the Minister of Public Safety and Emergency Preparedness, Joseph Wabegijig – Policy Advisor to the Hon. Seamus O'Regan, Jessica Morrison – Senior Policy Advisor to Hon. Carolyn Bennett (June 2019)</p> <p>Campaigned for the inclusion of landscape architects' approval of bioretention systems with the Canadian Standards Group of the Canadian Standards Association of Canada (2018).</p> <p>Submitted a brief to the Canadian Stakeholder Consultations on WTO Professional Services and CPTPP PSWG 2019 initiatives</p> <p>Developed a 2019 Federal Election Toolkit for members and accompanying social media campaign.</p> <p>Launched an Invasive Species Code of Conduct in June 2019 and included in the second version of the Canadian Landscape Standard.</p>
1.2_Maximize our relationship with component associations	To have a harmonious, efficient and productive relationship with component associations with an objective of maximizing each other's efforts in achieving mutual goals, consolidate activities and eliminate redundancies. Coordinate	<p>Event for Legacy Award recipient the Forks held with Governor General's Award Medal events in Winnipeg, hosted by the Lt. Governor of Manitoba (September 2018)</p> <p>CSLA Congresses held in partnership with OALA in 2018, BCSLA in 2019 and AALA in 2020</p> <p>Component Grant Program extended to continuing education activities</p> <p>Budget allocated to host all component association executive directors at 2020 Congress and organized meeting of the staff</p> <p>Two meetings of the component presidents held in 2018, 2019 and 2020 to discuss common issues and areas of collaboration</p>

	component and CSLA staff and volunteer activities wherever possible.	
<b>1.3_Evaluate our external relationships and maximize them wherever possible</b>	To maximize our relationship with external related organizations by sharing resources and cross-promoting events, leveraging existing relationships and evaluating membership opportunities in international organizations. Focus on the organizations that provide opportunities for the association and the profession.	<p>Letter sent to IFLA regarding governance and management issues (May 2018), response received and another letter, stating CSLA expectations, was sent in September 2018. ED of CSLA met with President of IFLA, and IFLA delegate worked with CSLA ExCom to review the proposed IFLA governance structure.</p> <p>Letter of understanding signed between CSLA, EC, CIP and RAIC (September 2018)</p> <p>IFLA delegate participated in all yearly IFLA Congresses in 2018, 2019 and 2020 IFLA Americas conference in 2018. In addition, a budget was allocated to ensure the IFLA delegate could attend all CSLA Board meetings in ex-officio role.</p> <p>Chris Grosset presented his Kinngaaluk project at the CIP conference, followed by a roundtable presentation with RAIC and a CIP representative as part of the Speaker Exchange Program, attended by 40 people (July 2018)</p> <p>Michelle Legault attended CLARB meeting in Toronto. CSLA materials, such as magazine, Charter postcard, IFLA Global Accord and Primer postcard, were distributed to delegates (September 2018)</p> <p>Nastaran Moradinejad and Michelle Legault attended 2018 ASLA meetings in Philadelphia, and Ms. Moradinejad presented the work the CSLA has done to advance the climate change agenda.</p> <p>Glenn O'Connor attended the 2019 ASLA meetings in San Diego and presented the CSLA's communications planning to the Chapter Presidents' meeting.</p> <p>CSLA became a member of the Canada Committee of the IUCN.</p> <p>National Urban Design Awards were revised and enhanced, along with CIP and RAIC.</p> <p>Terms of reference for Canadian Landscape Standard Committee approved in conjunction with the CNLA.</p>
<b>2_RAISE THE PROFILE OF LANDSCAPE ARCHITECTURE IN CANADA AND ABROAD:</b>		
The CSLA will enhance its communication of and commitment to raising the profile of the profession.		
<i>OBJECTIVE, PURPOSE &amp; PRIORITY</i>	<i>TARGET</i>	<i>DELIVERABLES AND RESULTS</i>
<b>2.1_Support and sustain new and existing landscape architecture programs in Canada and the students enrolled in those programs</b>	To ensure the availability of accredited programs across the country and the availability of a work force which will efficiently integrate into the profession.	<p>Tri-Council Funding Task Force Report submitted to Board with actions and messaging identified to obtain further scholarly funding for LA (June 2018) and a web page developed for the task force's work (September 2018)</p> <p>Approved the use of the Canadian Landscape Charter Scholarship at the University of Calgary. (September 2019)</p> <p>University of Calgary program accredited, and joint media release circulated by CSLA and EVDS (July 2018)</p> <p>Developed Visiting Team Guidelines for the LAAC (September 2018)</p>

		<p>Student Travel Grant extended to travel and accommodation expenses for yearly congress.</p> <p>Student Award of Excellence developed.</p>
<p><b>2.2_Entrench the CSLA's role as an advocate and as the national voice for the profession on current issues and the values expressed by the Canadian Landscape Charter</b></p>	<p>To effectively advocate for the profession on issues of national importance and, on behalf of our members, engage with the public, the government to promote the profession.</p> <p>To have the Canadian Landscape Charter recognized as the prime expression of landscape architecture's values throughout Canada, and to promote those values.</p>	<p>Press release on the Disaster Mitigation and Adaptation Fund in (May 2018)</p> <p>Published the Adaptation Primer and undertook a promotional campaign (June and October 2018) targeting members, related professions, and government. (ADD list of where it was linked – Colleen has info)</p> <p>Application made to the Smart Cities Community Outreach Program in collaboration with CIP (July 2018)</p> <p>Governor General's Medal Recipient for 2018, George Dark, announced via e-blast, web page, social media, Municipal Information Network, and celebration planned at OALA 2019 conference.</p> <p>Natalie Goulet-Sorenson, CSLA Board member, attended the Alberta Sustainable Building Symposium on behalf of the CSLA (October 2018)</p> <p>Public lecture held in Winnipeg to highlight the GG Medal winner George Dark. (September 2018)</p> <p>Tour of The Forks given by CEO Paul Jordan in collaboration with three landscape architects who worked on the project attended by CSLA Board and winners of the architecture GG Medals. (September 2018)</p> <p>Proposal made for Frederick G. Todd as person of national historic significance</p> <p>Signed Joint Statement by SFU-ACT on climate, along with CIP and RAIC</p> <p>Formed the Reconciliation Advisory Committee and launched action plan</p> <p>Signed a Joint Statement with other National Professional Association on Integrated Climate Action (SFU-ACT).</p> <p>Issued a press release announcing all component associations' signature of the IFLA Global Climate Accord.</p> <p>Circulated a survey to landscape architects working in the North exploring how the Committee on Climate Adaptation can support landscape architects with the deployment of green infrastructure projects in Canada's North.</p> <p>Liveable Communities brief in development, demonstrating the value of the profession (April 2019)</p> <p>Reconciliation Advisory Committee Action Plan approved by the Board.</p> <p>WLAM 2019 campaign included calls for posting images to Instagram, ways to support the Canadian Landscape Charter, and colouring book pages.</p> <p>Launched a series of climate change resources, including Nine Steps to Integrate Climate into Design.</p> <p>Organized a cross-Canada tour of the Canadian Landscape Charter.</p>
<p><b>3_PROVIDE DIRECT SERVICE TO MEMBERS:</b></p> <p>The CSLA will provide services and tools to members which will build the profession's capacity.</p>		

<i>OBJECTIVE, PURPOSE &amp; PRIORITY</i>	<i>TARGET</i>	<i>DELIVERABLES AND RESULTS</i>
<b>3.1_Update the compensation and benefits survey for the profession</b>	To deliver a compensation and benefits survey which helps us to better understand the profession in Canada, and to provide information useful to our members in the private and public sectors.	Engaged a firm to undertake survey as of May 2019 and the report was released in November 2019.
<b>3.2_Deliver an enhanced second edition of the Canadian Landscape Standard</b>	To provide all members with access to an enhanced second edition of the Canadian Landscape Standard.	Second edition planned for launch in March 2020.
<b>3.3_Update the Reciprocity Agreement</b>	To update the Reciprocity Agreement.	Final draft of the reciprocity agreement was circulated to component associations for approval.
<b>3.4_Commission a report on the value of landscape architecture projects</b>	To provide all members with quantifiable data on the value of the profession.	The need for this report to be re-evaluated.
<b>3.5_Review the CSLA's financial reporting mechanisms</b>	To provide members with a consistent template for financial reporting which demonstrates value of membership dues.	LP and LAAC receive monthly financial updates on their revenues and expenses (August 2018) Strategic Plan Report Card reported at every CSLA Board Meeting by Executive Director (June 2018) Role of the Finance Committee was enhanced and Risk Management added to its role. Finance Handbook and Guidelines developed for the Finance and Risk Management Committee. Reserve Fund Policy developed and approved.
<b>Other</b>		College of Fellows Archiving Project: kick off in September 2018 by contacting all Fellows for updated bios and pictures. Four issues of LP magazine delivered. Glossary of Acronyms developed

		<p>Charter postcard developed and distributed</p> <p>Primer postcard developed and distributed</p> <p>AGM Policy updated</p> <p>Committee manual developed and approved</p> <p>Established a municipal roundtable on climate adaptation exploring municipally-related climate issues.</p> <p>Full-time communications coordinator hired for the CSLA in January 2020.</p>
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