ASLA Licensure and State Advocacy Committee
CELA UPDATE June 18, 2020

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ASLA Strategic Priorities include:

- Promote and defend licensure of the profession to protect the public health, safety, and welfare and to protect landscape architects’ right to practice.

- Promote and defend laws and regulations that: advance the design, planning, and stewardship of the natural and built environment; and foster a business and regulatory climate that supports the profession of landscape architecture.
ASLA Government Affair Committees

Government Affairs Advisory Committee

Licensure and State Advocacy Committee

Policy Committee
Importance of Licensure:

- ASLA believes that licensure of the practice of landscape architecture is essential to protect public health, safety, and welfare.
- Licensure offers the consumer/client/community assurances that the licensed landscape architect has met a minimum set of professional standards and is qualified to provide services within the profession’s regulated scope of practice.
- Licensure provides parity with the design professions and ensures the landscape architect’s ability to compete with the regulated markets of the design professions.

The Licensure & State Government Affairs Committee:

- Provides assistance to Chapters that are facing challenges to licensure;
- Participates in the development and review of new licensure advocacy assistance materials, including state and local restraints to practice; and
- Supports chapter advocacy efforts at the state and local level.
Growth of Occupational Licensure Threats & Reform Bills
The Alliance for Responsible Professional Licensing (ARPL) promotes a responsible, balanced approach to professional licensing, educating policy makers and the public on the importance of high standards, rigorous education, and extensive experience within highly complex, technical professions that are relied upon to protect public safety and enhance public trust.
ARPL is a central communications campaign, bringing messaging, tools, and issue expertise to carry the ARPL message nationally and support states

WHAT ARPL IS DOING

1. Develop new research to further explore public concerns and rebut arguments to deregulate
2. Conduct media efforts to insert ARPL voice in the story
3. Launch targeted digital advertising to surround legislators and educate them on the issue
4. Create content to capture the impact of ARPL professions on public health, safety, and welfare
5. Provide messages and tools to help state partners
A typical monthly meeting agenda includes:

- Discuss State updates on licensing issues (typically three to four urgently need support on strategies to defend or reinstate)
- Discuss activities of ARPL, Alliance for Responsible Professional Licensing
- Discuss impacts of COVID on licensure and state advocacy activities, such as visiting legislators to lobby
- Other business, e.g. current surveys of issues, free student membership, etc
• Learn more about the importance of licensure to protection of the public and landscape architecture.

• Encourage students to learn more about the importance and benefits of licensure, and the process of becoming licensed.

• Promote student advocacy of the profession within the university system and with policy makers.

• Encourage students to sign-up for a FREE ASLA student membership!
Questions

• What is CELA’s role in advocating for licensure?
  • To support its accredited programs?
  • To support professional interests of our students as emerging practitioners?
• What types of support for licensure exists among CELA schools?
• What questions about licensure exist in our academic programs?
• How can we address concerns about exclusion and equitable access to the licensing process, including addressing costs associated with licensure?
• How should we engage students in government affairs of interest to students, such as licensure?
• What level of communication would CELA like about licensure issues? What format?
• What issues, concerns, and questions can I take back to ASLA?