Council of Educators in Landscape Architecture

2019 CELA Membership Survey Summary

This member survey summary is a shortlisted data from a 29-question inquiry sent to individual CELA members (about 800) and program administrators (about 100) affiliated with CELA. This study was conducted within the first 3 weeks of May 2019.

Statistics:

Open rate: 35%   Desktop: 65% Mobile: 35%

Completed responses: 8%, received from 72 responders.

Number of questions directed to program administrators: 6
Number of questions directed to all members: 23

Questions directed to all members:

Members and their expectations from CELA (q1)

The most valuable activities for members are: networking (86%) and educational opportunities with research sharing (87%). Career advancement through conferences and publications was claimed by 76%, followed by training, mentoring, and support for educators 63%.

Desired CELA initiatives and their importance (q4)

Regular communication regarding upcoming events, news, and job postings, providing an open source method to disseminate research & establish CELA as a resource, one-on-one, or group mentoring opportunities, and faculty training.

Interest in involvement with CELA (q5)

The majority of respondents are interested in reviewing abstracts, and review for *Landscape Journal*. There was close to 14% of respondents interested in the *Journal Editor position*.

Encouraging factors for involvement in CELA leadership (q6)

Clearly defined responsibilities and time commitment, recognition, and funding

CELA quarterly president's message (q7)

There were 70% of respondents claiming they read the CELA quarterly president's message.

Desired type of information in CELA quarterly president's message (q8)

Trends for LA Programs, Issues & current themes relevant to the education, information about CELA, BOD's agenda, and coordination with sister institutions.

Attendance at CELA conferences in the past year and reasons for non-attendance (q9)

The majority of respondents (68%) have attended the past CELA conference. The number one reason for **not** attending the past CELA conference was **lock of funding**. The other factors are timing, and value.

Proposed future conference themes (q10)

Several respondents (11%) indicated that a conference theme is not important. Others mentioned more than once emerging technologies, environment, and professionalism in education.

Frequency of visiting CELA website (q13)

The CELA website is visited on weekly basis by 15% of respondents, and most frequently around the conference time. About 30% or respondents are visiting the website once per month.

CELA website characteristics valued by surveyed visitors (q14)

Being user friendly was the number 1 characteristic, followed by easy navigation, being informative

Proposed website futures from surveyed visitors (q15)

Refreshed appearance of the website was repeated the most among respondents. Images available on the website were identified as outdated. Several respondents suggested a need of matching appearance with community design to allow a more contemporary look.

Following The CELA on social media and preferred platform (q16)

For 15% of respondents Facebook is the preferred platform for following CELA's activities, while LinkedIn attracts less than 3% of respondents. It is worth mentioning that any type of social media matters to only 27% of surveyed CELA members.

Suggested other platforms to follow CELA (q17)

Instagram was recommended more than twice over Twitter as the other platform for following CELA, while 40% would not use any type of social media, and 37% did not answer this question.

Preferred types of postings on social media (q18)

Profession related news and events are the top two desired types of postings on social media, suggested by close to 40%, but close to 50% didn't answer this question.

Preference of receiving news/announcements from CELA (q19)

E-mail is still being favored by 80% of respondents for receiving CELA news/announcements. Link to CELA website was chosen by 7%, and social media by less than 3%.

Attributes of CELA liked the most (q20)

Networking opportunities, CELA conferences, and CELA leadership, are the favorite CELA attributes.

CELA's least favorite values (q21)

"Meaningless awards." "The CELA conference reputation is related to very high acceptance rate for the conference." "The quality of many presentations at CELA is too low and diminishes the value of the conferences." "Timing in relation to Christian holidays. Low qualities of abstracts and presentations."

CELA mission statement vs. CELA branding (q23)

The majority of surveyed members (60%) concur with the CELA mission statement over branding, 18% does not agree, and others see little importance of branding matching with the mission statement.

Suggested CELA benefits (q24)

Most respondents concentrate around educational opportunities and advocacy for professional education. Other suggested aids included data and statistics on what programs are doing re: faculty salary, tenure and promotion rates, graduation rates, placement rates, and enrollment numbers.

CELA members affiliated with other sister organizations (q25)

As expected, ASLA attracts most (83%) CELA members, followed by EDRA (17%), IFLA (14%), and CLARB (11%).

Preferred timing for CELA annual meeting (q27)

69% agreed that March is the right time for CELA annual meetings. June was chosen by 13%, and April, May, and September was suggested by 12% of surveyed CELA members.

The top 10 issues affecting landscape architecture education (q28)

Landscape Architecture STEM Designation	1	73.9%
Student Enrollment Numbers	2	59.4%
Landscape Architecture Curriculum	3	57.9%
Faculty Diversity	4	52.1%
Graduate Student Funding	5	52.1%
Faculty Teaching Loads	6	49.2%
Student Diversity	7	46.3%
Decline of Full-Time Tenured Faculty	8	44.9%
Teaching for Knowledge Generation (MLA + Ph.D)	9	42.0%
Promotion and Tenure Standards	10	42.0%

Other issues shared with The CELA Board of Directors (q29)

65% praises CELA leadership and initiatives.

Other responses:

- I know I said that I don't follow CELA on social media but that is the preferred method to get info, which seems contradictory. I plan to follow CELA on social media going forward, starting today..
- Extremely disappointed that the ASLA through its publication LAM chose to level a broadside on the education of landscape architects through its recent blue cover: Is your degree worth it article, published during WLAM. I hope the CELA Board will in any way possible take steps to repair the damage done for student recruiting by this poor journalism
- Student recruitment has to be a top priority or we will see a drop in programs (qbecause not enough students) and not meeting hiring needs of the profession. Find a way to make attending CELA meetings more affordable.

- Ph.D. requirements for the faculty positions becoming a standard. Apparently, landscape architecture faculty with Ph.D. will change landscape architecture professional programs to non-professional programs. Does this trend concern the board of directors? They should look what happened to urban planning programs; graduates can't/don't plan anymore.
- Would be great if more sessions at the annual conference had CEUs associated with them.

Questions directed to program administrators:

Institution's expectations of CELA for program administrators (q2)

Top 4 responses in the following order:

Networking opportunities
Collaborative/educational opportunities, sharing research
Career advancement opportunities through conferences and publications
Training, mentoring, and support for educators

CELA actions and their importance for Institutions by program administrators (q3)

Top 6 responses in the following order

Regular communication regarding upcoming events, news, and job postings
Offer open source methods to disseminate research & establish CELA as a resource
One-on-one, or group mentoring opportunities
Faculty training for research and writing
Administrative training
Career Support & Advancement

Most interesting topics for program administrators (q11)

The top 3 repeating topics include:

1. Recruitment
2. STEAM designation
3. Diversity

Institutions' interest in partnering with CELA for organizing an annual meeting (q12)

Only 1 institution is interested for sure, and 1 institution **might be** interested.

Institutions sharing the fact that they are a member of CELA on their email signature or website (q22)

11% of institutions do share the fact….
28% of institutions do not share the fact…
60% of institutions participating in this survey did not answer this question.

Institutions being members of other CELA sister organizations (q26)

18 institutions are members of ASLA
15 institutions are members of LAAB

2 institutions are members of CLARB
2 institutions are members of EDRA
There were no institutions involved in ACHS, CSLA, ECLAS, and IFLA