

CELA Standing Committee on Strategic Planning

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CELA Strategic Planning Members & Assigned 2018 – 2019 Priorities

- ▶ Members
 - ▶ Chair: President, Charlene LeBleu
 - ▶ 1st Vice President, Ashley Steffens
 - ▶ Treasurer, Paul Voos
- ▶ Assess implementation results of 2012-15 CELA strategic plan and 2016-2018 update, and organizational performance
- ▶ Review future Standing Committee Priorities in relationship to the current Strategic Plan
- ▶ Provide a timeline April 2018 – March 2019 of priorities to use in reporting to the CELA Board.

CELA Strategic Planning Members & Assigned 2018 – 2019 Priorities

- ▶ Assess implementation results of 2012-15 CELA strategic plan and 2016-2018 update, and organizational performance.
 - ▶ We reviewed this document and decided that with our change in management we needed a major revision.
- ▶ Review future Standing Committee Priorities in relationship to the current Strategic Plan
 - ▶ Review determined that a CELA BOD Strategic Planning workshop was needed to review and revise the Strategic Plan.
- ▶ Provide a timeline April 2018 – March 2019 of priorities to use in reporting to the CELA Board.

CELA Strategic Planning 2019-2020 Priorities & Timeline

▶ Activities April 2018 – September 2018

- ▶ Developed Executive Director criteria & *Request for Proposals* for ED Search (Ashley)
- ▶ Form & Chair Search Committee (Charlene)
- ▶ Develop a database for CELA member communication (Charlene)
- ▶ Implement *Constant Contact* (Charlene)
- ▶ Assist Lori Orta in membership list/billing (Charlene)

CELA Strategic Planning 2019-2020 Priorities & Timeline

▶ October 2018 – February 2019

- ▶ CELA Strategic Planning Meeting, Feb 7, 2019, Raleigh, NC
- ▶ Hosted by IMI Association Executives & facilitated by Marcy Cottle, an expert in strategic planning and communication
- ▶ Attending:
 - ▶ Peter Kralka, Executive Director
 - ▶ Charlene LeBleu, President
 - ▶ Ashley Steffens, President-Elect
 - ▶ Mark Boyer, Past President
 - ▶ Sadik Artunc, incoming President-Elect
 - ▶ Ebru Ozer, incoming Treasurer
 - ▶ Linda Owens, President, IMI Association Executives

▶ Facebook

- ▶ Need to post our group picture and a summary of the event on Facebook and on the CELA Website.

CELA Strategic Planning--Creating a Strategic Map

▶ **Strategic Map Defined**

- ▶ A one-page 'road map' that provides organizations the ability to define and align the strategic pathway from Vision to Action.
- ▶ A flexible design that allows for incorporation of:
 - ▶ Short-term strategic focus that evolves to future needs.
 - ▶ Future efforts and ideas to be strategically validated.
 - ▶ Action plans and metric dashboards.

Strategic Map Recommendations

▶ Identify

- ▶ Data Needed for Decisions
 - ▶ Membership, Community, Financial, Conference
- ▶ Short-Term Priority Actions
 - ▶ Prioritize actions to support BOD Responsibilities & determine lead.
- ▶ Core Values & Strategic Map Structure alignment

▶ Plan: Strategic Map

- ▶ Vision, Mission, Core Values, Themes
- ▶ Align Goals & Objectives

▶ Deliver: Communicate and Act

- BOD, Committees, Membership, Committees, Staff

We hope all BOD members will be able to participate in the next round!

Mission We encourage support and further education in the field of landscape architecture specifically related to teaching, research, scholarship, and public service.

Core Values

- Encouraging inclusivity for global relevance.
- Empowering excellence promotes and fosters our future.
- Building community through collaborative endeavors.

Theme	Our Organization			Our Members			Our Community		
	<i>Build relevance through responsibility, accountability, and agility.</i>			<i>Engage and grow membership through timely and relevant communication of services & benefits.</i>			<i>Collaborate to strengthen the profession.</i>		
Goal	Create governance practices that support BOD responsibilities. (Ashley & Sadik)	Create efficient management of organization. (Ebru & Peter)	Create confidence and action through effective communication. (Charlene & Mark)	Provide Relevant and New Research Perspectives.	Support Growth and Development of Faculty.	Provide Curriculum that supports Student population.	Promote Our Profession.	Partner with Allied Organizations	
Short Term Focus	Define & systematize BOD/Committee responsibilities (performance, attendance, & evaluation policies)	Secure data through analysis and surveys.	Build membership database.	Future Focus (after data has been captured)	ID & Communicate new revenue research funding sources for members.	Mentoring & Training	Continually update curriculum w/ emerging knowledge, environmental issues & major and career choice.	Promote Landscape Architecture to Young students (k-12) a college	Establish better working relationships with allied organizations.
	Develop & systematize orientation materials (welcome, departure)	Complete Strategic Map based on data.	Create Standards of Excellence for key programs and services. (Journal, Conf, Awards)		Encourage members & students to share new research w/ CELA.	Provide support in the scholarship of teaching & learning.	Prep Student for work overseas	Promote Landscape Architecture education as a means of growing the body of knowledge.	
	Establish recruitment practices that identify & target potential BOD members.	Communicate and implement Strategic Map.	Identify & systematize website & social media maintenance.		Utilize cost-effective methods of communication to disseminate research & establish CELA as a resource.	Career Support & Advancement	Prepare faculty for increased int'l student population		
	Expand standing committee members to members at large.	Create systems to support Strategic Map.	Create membership communication schedule based on identified needs.				Address challenges & opportunities that may arise from online course & accelerated degree		

PHASE I

PHASE 2

PHASE 3



Council of Educators in Landscape Architecture