

CELA MID-YEAR MEETING  
San Diego  
October 29, 2011

Attendance: Pat Taylor, Terry Clements, Lee Streitz, Patrick Mooney, Ken McCown, Elen Deming, Lee-Anne Milburn, Chris Ellis, Ming-Han Li, Lori Orta (guest - CPA, Lori K. Orta, P.C.), Sheila Gidley (guest - Gidley Management, Inc.)

## **1.0 Secretary's Report (Milburn)**

### *1.1 CELA Forum*

We are in the process of revising the call for regional updates, and hope to send out the call by mid-November. We'd like to have the next edition out by mid-February.

***Action: Lee-Anne to revise the current format of the Call for Regional Updates and send to Ming-Han.***

### *1.2 By-law Update*

Ming-Han has been working on an update to the awards section. Lee-Anne will work on the rest of the by-laws with Chris, Pat and Terry. [Note that we also need to develop a policies and procedures workbook]

***Action: Terry to work with the ExComm on a strategy to develop a policies and procedures workbook.***

***Action: Lee-Anne to draft proposed changes to by-laws and distribute to Pat, Chris and Terry.***

### *1.3 Past Minutes*

The minutes were reviewed.

***Motion: approve the minutes up to and including August 2011. Moved by Chris Ellis; seconded by Ming-Han Li. Approved by all.***

## **2.0 President's Report (Clements)**

### *2.1 LAAB and non-degree granting program accreditation*

The vote is today. We requested that it be tabled for further review. David Myers has submitted a request to the board that it be tabled so that the committee on education can be involved in the review. Terry's response and the contributions by the CELA ExComm were well considered and articulate. The development and distribution of the letter was very effective.

## **3.0 Treasurer's Report (McCown)**

No report (see Interim Executive Director's Report 4.0 below).

## **4.0 Interim Executive Director's Report (Taylor)**

### *4.1 Budget*

Some discussion of the budget and questions about income related to Landscape Journal, and perceived inconsistencies with the revenues from the CELA 2011 conference. Some questions about what the agreement was with USC. Lori Orta is going to propose a new reporting format and standard partnership agreement with the CELA host school. Revenues from stale dated checks resulting from Janet's death show in 2011, so the 2010 dues are low (and 2011 are high). They did an "agreed up procedures" rather than an audit. EDRA and CELA have closed the books on the credit card confusion because the possible revenue would be lower than the cost.

There was a discussion of increasing the dues by a small amount each year, rather than holding the dues at the same rate for an extended period and then suddenly increasing the dues. Need to educate programs as to what services CELA provides - possibly use the Forum to promote a better understanding.

Pat is proposing a new look for the website (see the package).

***Action: Pat to confirm and distribute information about the final agreement with USC.***

***Action: Pat/Lori to develop a line item description for Nov. 10, with a vote during the Nov. 17 conference call. Please submit your questions to Pat by Nov. 15 (cc. Dee Solco, Ken McCown and Lori Orta [lkorta@lorikortapc.com]).***

***Action: Future discussion of dues increase to be put on the agenda.***

## **5.0 President-elect's Report (Mooney)**

[No report.]

## **6.0 Past President's Report (Deming)**

Call for nominations will go out on Nov. 1. 2nd VP, VP for Research and Secretary are up for election. Some Regional Directors are up for election (3 year positions). Some names were brainstormed for future participation on the board.

***Action: Lee-Anne and the by-laws team review the cycle of service for the 2nd VP, VP for Research and Secretary (from two to three year service).***

### *6.1 2012 Conference Update*

The 400th abstract has been received. The academic portion is coming together (Nov. 1 is the deadline). Board meeting will be March 26-27, 2012. Some discussion

of using the university lecture budget to underwrite the plenary speakers and allow students to attend plenary lectures for free. The lecture on the first night is Beth Meyers; Thursday noon is the business lunch; Thursday night plenary will be Katherine Moore speaking on "pedagogy, value of design"; the Friday morning plenary re: strategic plan will be 1 hour and 20 minutes. Don Mitchell from Syracuse (geographer) is confirmed and will speak on his book "Lie of the Land" about public space and provocativeness. There were nine complementary registrations last year to speakers. See the handout sheets for additional information.

**Action: The link on the home page needs to be take you directly to <http://www.regonline.com/builder/site/Default.aspx?EventID=990388> There should be a separate CELA Conference page on the thecela.org website that provides "one stop shopping." Pat to arrange update.**

## **7.0 Vice President for Research Report (Ellis)**

### *7.1 CELA 2012 conference update*

Chris gave an update on the status of the abstract submissions. 400 have been submitted and two reviewers are being identified for each abstract. 346 oral presentations; 32 interactive posters; 19 panels. 116 students; 281 non-students.

**Action: Elen to discuss CEU approval process with Pat.**

### *7.2 National Academy of Environmental Design*

Michael Monti is stepping down; might move the headquarters to Spottsville, VA because of space availability; need website support; reviewed future workshop options (next year "Intelligent Cities" in the National Building Museum, Washington, DC). Two choices to join the academies officially: 1) court the other academies; 2) get appointed by Obama. Some concerns around financial viability of the group.

### *7.3 University of Seoul CELA Conference*

They haven't committed to 2017, but they are working on a submission/proposal and if they feel positive about it, it will be submitted.

## **8.0 Second Vice President's Report (Li)**

### *8.1 Regional Directors*

Ming-Han contacted all the Regional Directors for input. The most urgent item is about communication, and the regional directors don't know their role even though it is described in the by-laws. There is a suggestion that we consider having a student region.

Excerpt of Regional Directors' Input

Regional Directors' Roles: 1) Well defined in the constitution and bylaw; 2) General communications beyond annual meetings; 3) Routine collection and dissemination of information from all regions.

Communication Tools: 1) Digital newsletters or digital feeds; 2) Regional conferences (in particular outside US) are desired.

What is a region? What is logical size (number of schools)? Political boundaries, Geography, Bio-/watershed-based, Mission of home institution (teaching, research, etc.), Schools with similar characteristics of their degree programs (BLA, BSLA, MLA, BLA & MLA and Ph.D., systems different from US), Shared common interests.

## 8.2 Awards Jury

Ming-Han has prepared a logic to the juries that is inclusive of geography and experience. The Board discussed possible participants on the jury.

***Action: Lee-Anne and Ming-Han to work on a revised template for the Forum to encourage self reporting.***

***Action: Ming-Han to contact Sean Michaels to discuss digital submission format.***

***Action: Ming-Han to confirm that Eckhart Lange is a CELA member.***

## 9.0 Student Director's Report (Streitz)

Key areas of interest: increased communication with students; in person and digital interactions. Will be meeting with ASLA Student President here in San Diego. CELA Student Connection is up and running. The contact email will be going out to the ASLA Student Chapter Presidents. Student leaders are at the end of their academic career so how do we access earlier students and address succession. The question was posed to Lee about what he thinks may be the source of the increase of student participation at the CELA conference? Have we ever discussed whether we are interested in having a practitioner on the board?

***Action: Lee to develop a student version of the "evaluation" form to solicit student feedback.***

***Action: Dee to add Lee to the CELA list serv.***

***Action: Discuss if we would like to add a practitioner to the Board.***

## 10.0 Landscape Journal Report (Neckar/Pitt)

See the handout. Halprin is in progress and they are applying for grants for the color. They need assistance finding responsive, experienced, timely reviewers. They are looking for participation in the multifunctional landscape edition. The

proposed updates to the graphic style were presented with a more legible typeface, more perceived white space (less density), graphic are more grounded in the text, fonts are "lighter".

***Action: Lance/David to send a call for reviewers for posting: 1) on the CELA website; 2) sending via email to the CELA members; 3) including in the CELA Forum.***

***Action: Lance/David to send out the proposed format change for review by the board prior to the next meeting.***

### **11.0 Fiscal Planning Report (Orta)**

Lori prepared a review of our financial procedures. The following recommendations were made:

- use of accounting software
- implement a formal disbursement policy including segregation of duties
- institute a formal written reimbursement policy
- correct authorized signors for TIAA-CREF account

### **12.0 Strategic Planning Report (Gidley)**

What is the most pressing issue facing landscape architecture education over the next decade?

[see handout]

- understanding of landscape architecture/design thinking/communication with partner organizations
- become leaders in the future and change definition of LA for the future
- professional viability on big environmental issues
- demand for interdisciplinary interactions
- need to make research relevant and accessible to practice
- need to optimize curricula
- improve pedagogy and performance measures
- optimize faculty
- need for faculty support
- money, money, money - programs need financial security
- need to develop resources/capacity for quality program delivery
- job opportunities for graduates
- control tuition/cost of education/access
- increase education access and diversity
- develop/expand/diversity types of international education/experiences
- need a better grasp of global education logistics
- need to be involved in licensure efforts
- grow CELA members

[see summary of exercise from Sheila Gibley, including assignment to complete brainstorm]

***Action: complete brainstorm activity per instructions.***

### **13.0 New Business**

None

Meeting adjourned 5:23 pm.