

CELA Executive Committee and Board of Directors Conference Call February 19, 2009

Call in list:

President: Claudia Phillips

Past President: Chris Ellis

First Vice President/President Elect: Elen Deming

Second Vice President: Michael Robinson

Treasurer: Pat Taylor

Secretary: William Grundmann

Executive Director: Janet Singer

Regional Directors: Robert Corry, Region 5

Brian LaHaie, Region 6

[Note: "Action" items are in **bold**.]

1. Conference call opened at 8:10 AM CST by President Phillips. President Phillips started discussion in providing a level of discussion to carry on with the conference call – if an officer or director do not have a report it is not always necessary to provide one.

2. Proposed Changes to Awards Criteria:

Michael Robinson and LeAnne Milburn will wait to the March conference call to discuss changes to the Awards section of The CELA By-Laws.

3. Discussion re: The CELA Website:

- Should the "members only" section remain restricted or should it be open to all who log in?
- Academic statistics are definitely for "members only"? Academic Chairs who have submitted materials?
- Each school/program could place specific school related information in an area, promotional items etc.
- Non-member log-ins has access to school mission statements, school names, open link to individual schools/programs, but not to individual faculty members (or no faculty emails)?
- "Planetizan" has planning rankings; they have a template for adding all sorts of information but could include type of programs, degrees offered, courses, etc. Do we charge for this type of information? NO – little market value. **Phillips to develop a template.** This type of thing could be a member benefit.
- Other advertisements? Promotions, position announcements, book promotions specifically geared to educators. The planners provide this service. Book marketing by publishers would generate a fee.
- Events and activities no charge.
- Bookstore on the CELA website would be a good value.
- Favorite list of LA books, articles? Taylor suggested these might be blog type of material.
- The website will evolve, and are there policies established to define content?
- Taylor suggested a \$100.00/year posting for certain groups/organizations.
- Position announcements presently are \$485.00 for three months.
- **Ellis to ask UW press if they would like to post on the website.**

4. The CELA *Forum* Newsletter:

Grundmann reported that he has not progressed any further with the electronic newsletter as the content and the inclusion of appropriate material is still in question. 80-90% of the previous hard copy newsletter was devoted to position announcements; however this has been taken over by the ED and

postings come to every CELA member. The remaining content related to articles submitted by CELA members (very few) conference announcements and the annual mtg/conference review, a few regional reports, and misc. articles by the editor related to his school/program activities. **[Grundmann does not have the time available or the desire at this point to edit an electronic newsletter.]**

ASCA has a newsletter that comes out four times a year. Taylor reported that at the annual meeting. Mooney reported very specifically the activities of every school/program in his region. This is the type of information that should be in the newsletter and the type of information that each Regional Director should be providing.

Could this type of information come from each school/program annual report? **Robinson responded that he would be willing to assist Grundmann in establishing a format for the newsletter.** There is a wide range of material that could and should be included in the newsletter. **Robinson would like to have a conference call with the regional directors to discuss the collection of all this information.**

The CELA Board minutes could be included; Grundmann suggested those minutes be a synopsis of the meeting.

5. Academic Statistics:

Taylor reported that as of Monday, February 16, 7 people had entered and submitted data. They have also found out there are 20 administrators that have not accessed the CELA website or are aware of their password.

The question was asked as to which statistics are to be released? Will need to talk about this later.

The CELA Board needs to develop the policies in regards to what information within the gathered data will be available for release.

Robinson mentioned that one of the regions in the west would like to have a regional conference in January of 2010. Since the Annual Mtg. /Conference will be held in the Netherlands there may be very few North American faculty that will be in attendance. This would be a good time frame to hold such a conference. There have been other regional conferences held on the west and east coasts. A regional conference should not compete with the CELA Annual Mtg. /Conference.

In terms of funding LAF has sponsored conferences in the past. Is it possible to have this group change the date of the conference? May of 2010? The Regional Directors are in charge of organizing the conference. Question: Would this conference be advertized regionally?

6. Student Representatives to CELA: **To be discussed at the next conference call?**

7. Financial Issues:

Deming brought up the question of additional archiving of *Landscape Journal (LJ)* issues. The contemplated archiving would triple the volume of issues that are presently available. The cost is around \$4000.00 and will be taken directly out of the money that UW Press sends to The CELA every year. Singer and Taylor indicated the money would be available. This expenditure would be a onetime cost; the time frame to completed the process would be several months, depending on how soon they can hire someone to complete the work.

Motion by Grundmann, 2nd by Ellis: To archive additional issues of the *Landscape Journal* by the UW Press for a cost of approx. \$4000.00.

Motion approved.

In additional *LJ* news, the ISI group that keeps track and determines Citations declined again to include *LJ* in their service. Not enough citations are made or included in other journals. More *LJ* journal issues need to be online and be available for researchers to use. Suggestion that the new editors need to have article authors cite other journals?

Taylor asked if some specific data or statistics were available to review? Deming will forward correspondence.

8. CEUs CELA Conference Tucson, Arizona:

There have been a number of inquiries from the recent conference about obtaining CEU credits from the conference. Brooks is following up and has forwarded the standard ASLA form for CEUs. [CEUs have been offered in the past, generally offered by the host institution and not directly by The CELA.]

Need to think about the Health, Safety, Welfare, issues in regards to continuing education requirements for those individuals that need the CEU credit to maintain their license.

The CELA is to pursue option of becoming a CEU provider. **Phillips/Taylor to make this contact?**

For the recent conference satisfy the individual that has been persistent in asking the credit. Since The CELA is not yet an approved CEU provider are any one of the three host schools for the past conference CEU providers? **Phillips will request this information from the host institutions of the '08 conference.**

9. Other Items:

Region 2, proposed a regional conference in Jan. 2010 in part to offer an alternative for The CELA 2010 Conference that will be held in the Netherlands. The Board does not discourage regional conferences, but they cannot compete with the annual conference! Nor does the Board support regional conferences offering peer-reviewed papers, etc. that would impact attendance at the annual conferences.

10. Conference call ended at 9:20 AM CST

NEXT CONFERENCE CALL ON MARCH 26TH 9:00 AM EST