

CELA ANNUAL CONFERENCE BOARD MEETING (PART I)

March 28, 2011

Elen Deming, Pat Taylor, Art Rice, Ken McCown, Will Green, Terry Clements, Nancy Volkman, Ming-Han Li, Chris Ellis, Lee-Anne Milburn

1. Update from CELA 2011 conference organizer (Bob Harris)

2. Report from the VP Research:

Total submissions dropped from 420 to 317 - people are claiming they can't come based on funding. 76 full papers have been submitted for review. 43 are posters.

Panel for defining welfare for landscape architecture - CLARB panel worked on definition and three categories. We are working on expanding these three categories.

The submission numbers for Design Implementation are low, but generally people think that it is because they are submitting under other categories.

Next year, we can include a box on the submission form that asks people "should your presentation be submitted for LA CES" with an explanation of what that means.

Chris has posted three of the abstracts online to provide a test of a searchable database and interactive commentary tool.

We need to ensure that the poster sessions have weight so that international attendees want to return to CELA in subsequent years. Should we organize the poster sessions by track? How can we promote the poster session? Include wine and cheese? Timing?

3. LA CES

Track sessions made LA CES complicated. The group of 3 papers have to be approved together - you have to make an argument for the group of papers as a unit.

For future years, authors need to chose their session, identify if they want to be considered for LA CES, and identify learning outcomes.

Some courses will qualify for health, safety and welfare credit, some just for continuing education credits - it is state dependent.

Keynote addresses will not qualify for LA CES credit. Should we have keynote speakers submit abstracts for review?

[meeting adjourned for the day 5:35pm]

CELA ANNUAL CONFERENCE BOARD MEETING - PART II - MARCH 29, 2011

Attendance: Elen Deming, Pat Taylor, Dee Solco, Lee Streitz, Ken McCown, Terry Clements, Will Green, Sean Michael, Claudia Phillips, Chris Ellis, Lee-Anne Milburn, Ming-Han Li, Nancy Volkman [joining the meeting in the afternoon: David Pitt, Joel Albizo, Lance Neckar]

1. President's Report

The Strategic Plan from 2010 has been revisited, and work on it will continue later today. Coordination and involvement with other groups needs to be improved. Next conferences: 2012 - University of Illinois; 2013 - University of Texas Austin; 2014 - University of Maryland - Morgan State - Baltimore. 2015 - is up for discussion but should be an international location. NC State would like to be considered for the next conference. We should consider a more formal process for determining the conference locations. Introduction of Lee Streitz, the new student director.

2. Treasurer / Executive Director Report

We are attempting to project 7 years out. We have been missing dues from some schools, but most have been collected. We are trying not to raise dues - they haven't been raised in 10 years. When should we schedule the membership fee increase? Items in italics on the budget are questionable items because of the loss of Janet. (Solco) Membership dues are greater than budgeted amount because previous year's dues are still coming in. We can't afford to hire an executive director at \$60,000/yr at this time. Pat and Dee are performing these duties now and are willing to continue at their lower rate.

CELA 2012 - U. Illinois will be running the registration, which will change the way funds will be collected and distributed.

3. Past President's Report

Election results:

President Elect/First VP: Patrick Mooney, UBC

Treasurer: Ken McCown, Univ. of Tennessee

Region 1: Daniel Roehn, UBC

Region 4: Blake Belanger, Kansas State

Region 7: Will Green, Rhode Island

Region 6 needs a new representative because Ken McCown is the new Treasurer.

4. 2nd Vice President's Report

Awards: call was issued Nov. 1/10 and deadline was Jan. 24/11 (extended to Feb. 4). Committee was contacted Nov. 22 - Dec. 9 to serve. Ming-Han tried to include international members on the committee. 21 packages were received of which 5 were physical (16 were digital). The committee was Catherine Bull, Doug Johnston, Jesus Lara, Daniel Rohr, Ming-Han Li and Michael Robinson.

Excellence in Design Studio Teaching (senior level) - Robert Hewitt & Hala Nassar, Clemson University (6)

Excellence in Design Studio Teaching (junior level) - Roberto Rovira, Florida International University (6)

Excellence in Research & Creative Works (senior level) - Eckart Lange, The University of Sheffield (1)

Excellence in Research & Creative Works (junior level) - Robert Corry, University of Guelph (5)

Excellence in Service-learning Education (senior level) - Sherene Baugher, Cornell University (7)

Excellence in Service-learning Education (junior level) - Jeffrey Hou, University of Washington (1)

Excellence in Teaching (senior level) - Marcha Johnson, City College of New York (7)

Excellence in Teaching (junior level) - Stephen Sears, University of Illinois at Urbana-Champaign (5)

Outstanding Administrator - Forster Ndubisi, Texas A&M University (3)

Outstanding Educator - Robert Harris, University of Southern California (2)

Energy and enthusiasm were the common characteristics of all the award winners.

Ming-Han is recommending email submissions with a requirement of less than 10MB file size. We can ask that the nomination packages come as a single pdf. The application form will have requirements - less than 50 pages, etc.

The Regional Director is also responsible for doing the Regional Director Survey. Robert Corry was the person who got "the ball rolling". Region 3, 7, 5 reported on 20 programs, and we've collected more in the time since. We need to develop a web interface - Sean Michael will help create it. Automated reporting - we can enter emails into a list, and there can be an automatic "flashing" of the information. Let's work on streamlining it. Nancy did her work over the phone.

5. President-Elect's Report

Need to update the organization papers - we need to work on the constitution and by-laws and prepare them for a vote (to respond to how we do and how we WANT to do things).

6. Regional Directors' Report

Region 3 - 11 member schools. Got reports from 7. (Volkman)

Region 2 - Intermountain west and southwest - Mexico partner is helpful for language reasons. (Michael)

Region 7 - 22 schools in this region (Green)

Region --- - MSU - exchange and new curriculum as major initiatives, strong grant performance and new partnerships, and several faculty changes; UT has partnered with the City of Knoxville on a \$4.3 million dollar HUD grant and major donors, and major funded studios, facing challenges related to working with two different Colleges (McCown)

We need a template of ways for schools to interact - guidance for Regional Directors would help new people in the position. Can current regional directors look at this issue as part of the by-laws review, with follow up during monthly conference calls? They can look for suggestions from current regional directors - geographical divisions, ideas, etc.

Do we need to have a venue for confidential discussions or advice for programs having difficulties and looking for assistance or information? Could the Fellows serve this role?

Action: Ming-Han to look at this issue as part of the by-laws review, with follow up during monthly conference calls. He is to look for suggestions from current regional directors - geographical divisions, ideas, etc. Also to look into international regions.

Action: Art Rice to ask Fellows if they would be willing to serve as confidential advisors.

7. Secretary's Report

CELA Forum is anticipated for distribution next week. Thank you to the regional directors. We've received updates from 25 programs, with several coming in the last week. We'll be going with a pdf format based on feedback at the ASLA conference, and it will be emailed to the members, as well as posted on the website. For now, it will not be distributed hard copy, unless there seems to be demand. Future Forums are planned to highlight the award winners and promote the conference. We can include an update from the Student Director in the Forum. The current Forum should include a brief feature on the appointment of the new student director.

Second task is a review of the by-laws for consistency with current practice, including revisions to the awards process.

Action: Chris Ellis to prepare brief statement introducing Lee Streit to the membership for the Forum.

8. Student Director's Report

Lee will set up Facebook account, attend LABASH, start an email chain. What do we want to know from students?

History of the position: desire to mentor potential future faculty; increasing number of student abstracts being submitted to the conference for review; looking for someone to provide info to the board and vice versa. Maybe we should consider a "student meeting" with the Student Director for next year. Scope and mandate questions - what can (do) we do for the students that is part of our scope and mandate? How do we interact with students? What are the goals related to student advocacy? Look at the constitution - section 1.3 - has 6 points relevant to this, with relevant excerpts as follows: "encourage and support scholarship and scholarly activities among....students" ; "to facilitate significant interaction among those involved in LAE"; "to encourage and facilitate the involvement of...individuals and other members in the growth and improvement" of LAE. Lee to consider how to develop an agenda for students who are interested in a future academic career, and meet with the ASLA national student rep to see what opportunities exist, and discuss how to avoid overlap. Identify issues and opportunities related to students who are hoping to become faculty.

Brainstorm ideas: Student nominated award? Students to exchange between schools? Prepare a list of study-abroad programs? A list of competitions?

Action: Chris to send updated constitution/by-laws to Pat Taylor for updating the website.

Action: Lee to get list from Art of study-abroad or exchange programs, and develop current list for posting on the website.

9. NAED - Monti Albizo - Claudia

10. LAAB / CLARB - Leighton / Albizo

The longer you go without taking an exam, the more attrition there is. Approximately 1200 students graduate each year from accredited schools. 80% of graduating schools say they want to go on and become licensed. 50% of architects and 15% of engineers say they want to be licensed. Almost 100% of the students that say they want to get licensed end up in the process to take the exam. 1000 people has become 800 people taking the exam. Do we need to use Intern Development Programs (IDP) to encourage the firms to do more? [Extended discussion of the responsibilities of the profession vs. education in terms of preparation for licensure]

Determinants of success research - Candidates want to know what they can do to optimize chances to pass the test. Boards want to know if they have experience periods correct. They are currently looking at candidate preparation and background and relating it to performance. What factors are associated with success on the LARE? The survey will be completed by all candidates in all sections for a year.

11. President's Council Meeting in DC - LAF, Deutsch
June 16, 4pm to June 17, 4pm at ASLA headquarters

12. Academy of Fellows - Rice

Art sent out an email for additional nominees but carried the list from last years forward as well. The votes tend to divide themselves out naturally (there tends to be a logical break in the vote - up to 10 fellows). There were 37 nominees, so 32 + 1 people are carried forward to next year.

2011 CELA Fellows:

Jack Ahern
Catherine Howett
Sally Schauman
Moir Quayle
Linda Jewell

Issue of service to CELA criteria: This was discussed and resolved in Maastricht. It is possible for someone to have been an outstanding researcher, never having served on the board, and still become a Fellow. What do we do about posthumous awards? Should there be a lifetime achievement award? What should FCELA do? Should we create a CELA Fellows Scholarship?

Action: Art to discuss purpose of the fellows; confidential advisors; faculty mentoring; summer institute; Chair serves for two years (they need to have an election) at the meeting.

13. Deferred Items

ASLA Licensure - There was a discussion about the ASLA membership structure being changed. People are concerned about a consistent designation that reflects licensure to the public. The recommendation is that the membership requirement not be changed.

14. AIS

Study participants argued that the AIS can be useful not for ranking, but as a tool for comparison and benchmarking. Administrators would like to know how they stand in comparison to other schools.

Design Intelligence concerns - does AIS create another avenue for discussing relative strengths? Does it let you capture something about the strengths of your program? Can it be a tool for assessment or accountability? It will be using fusion data at a CELA regional scale (that is the finest scale). How do we compare to "peer institutions"? Right now, you can't pick only certain institutions for comparison.

Action: Pat to look into whether we can develop an analysis tool that allows the selection of a minimum number of peer schools (selected) for analysis.

Action: a subcommittee (Art Rice, Claudia Phillips, Sean Michael) is to examine this issue of ranking, choosing schools, and the role of AIS.

15. Landscape Journal (see handout attached to the minutes)

Volume 30 is in production (two volumes) and has 19 articles and 30 authors. The Halprin edition is going out for review this summer. It will be image-heavy. An informal content analysis was run of key words used in 29 and 30 (see the handout). A demonstration of Genius Loci was provided. The intent of GL is to nurture authors: it provides a venue for academic networking, communication of writing, and "batting practice". It also is intended to provide a venue to "test" writing, studio ideas, etc. It is intended to cover the broad territory of landscape architecture, as well as the profession to a lesser extent. Design Observer is a clearing house for Places. We need to resolve the role of Genius Loci in the future of CELA - this is a strategic plan item. If work on the website is peer-reviewed, then it will have additional weight and scrutiny. Right now, articles will qualify as "edited" rather than "peer reviewed". They are looking for normative work, essays, opinion pieces, etc. The discussion forums will be "instantaneous" in terms of interaction and feedback. The Committee expressed some concerns about the name. Ads might be part of the future of the website.

16. Future Conferences

The U. Illinois conference theme is "Finding Center." The hotel has been arranged, and the mid-year meeting will be hosted there in October.

Should proposals for conferences be handled more like bids? Korea and Turkey (as well as Mexico) are interested in hosting in 2015. Are some countries trying to set up their own organizations (Korea? Australia?)? Do we want to support this? One possible theme could be the comparison of educational models.

What kind of proposal do we need from people? How often should we go to Canada? How about combination digital/in-person conferences? Opportunities and challenges related to funding availability and cost, feedback, networking, serving the needs of junior faculty. Do we want to use "technological fixes to offset the cost of the commute" to international locations. Do these international locations want us to

direct our efforts to them, or should we be serving our current constituents? We should partner with organizations rather than with schools. Should we approach others and say we would like to partner with them? Should we partner with educational organizations or professional organizations?

17. Strategic Planning Exercise - Part II

(see "CELA Board Meeting Strategic Planning Session" handout from meeting - attached to the minutes). The team was asked to score the various issues developed at the session yesterday (1 (low) to 5 (high)).

Meeting adjourned 5:07pm