

ASLA Council of Fellows

Presented by:

- Patrick W. Caughey, FASLA
Chair, Council of Fellows Executive Committee
- Kenneth E. Bassett, FASLA
Past Chair, Council of Fellows Jury

ASLA Council of Fellows Program:

- Recognizes landscape architects for professional excellence and outstanding accomplishments over a sustained period of time.
- Eligibility is open to ASLA members in good standing with a minimum of 10 continuous years as a Professional Full Member at the time of the nomination.
- Members may be nominated by their Chapter, the ASLA Executive Committee, or the Council of Fellows Executive Committee

Four Nomination Categories:

- **WORKS**

- Exceptional accomplishments in planning and/or design
- Mastery of the art, stewardship, and social responsibility
- Outstanding quality and significant impact on public and profession

Inside scoop: This is the largest category each year. The jury will look for evidence of recognition for the member's work over a sustained period of time, so consider your national and chapter award winners as good prospective candidates. And be sure to list those awards prominently in the nomination.

Four Nomination Categories:

- **WORKS**
- **LEADERSHIP/MANAGEMENT**
 - Sustained exceptional accomplishments over extended time
 - Influence and impact of work on profession and contribution to public advancement of the profession
 - Personal leadership role and administrative ability demonstrated in project initiation or design, policy formation, or planning.

Four Nomination Categories:

- **WORKS**
- **LEADERSHIP/MANAGEMENT**
- **KNOWLEDGE**
 - Creation of significant new knowledge to advance the profession
 - Communication of knowledge with exceptional effect
 - Exceptional contributions sustained over time
 - Public role in advancing education and the profession

Four Nomination Categories:

- WORKS
- LEADERSHIP/MANAGEMENT
- KNOWLEDGE
- **SERVICE**
 - Exceptional volunteer accomplishments
 - Record of inspiring service activity that serves as example to others
 - Activities that contribute to the advancement of the profession
 - Advance public recognition of the profession

Inside scoop: This is also a large category each year. Service to ASLA is not enough; explain how the service to ASLA benefited the profession and the public (licensure, public relations, public education, etc.). Clarify whether paid or *pro bono* service.

Outreach Effort

- ASLA national has sent each chapter a list of all chapter members eligible for COF. (Eligibility based on tenure only)
- Any ASLA national award winners are highlighted for chapter information in its discussions of potential nominees.
- ASLA has notified all eligible members of their eligibility status (based on tenure only).

ASLA Fellows Nomination

Chapter Coordination

- ***Highly recommend a dedicated chapter committee***
 - No limit to number of nominations per chapter
 - Provide ASLA national with names of chapter COF contacts to ensure receipt of latest instructions and updates
 - Engage existing chapter Fellows in nomination preparation
 - Chapters may ***not*** make additional requirements to the process, i.e. require that nominees be licensed.

ASLA Fellows Nomination

The Nomination Should...

- Be enthusiastic and substantive about the nominee's accomplishments in relation to the category criteria.
- Be clearly written. Use bullets and sub-headings to break it up. And remember, grammar counts.
- Carefully respond to the categories and criteria descriptions.
- Follow the template—this will make your job much easier and is now a requirement.

ASLA Fellows Nomination

A Juror's Perspective

- ***Structure responses to address the nominee's accomplishments within the criteria***
 - Focus on the nominee's best, most significant achievements.
 - Highlight the results of the nominee's accomplishments.
 - Address the “so what” factor by proving the value of the nominee's work.
 - Discuss why this nominee is outstanding.

ASLA Fellows Nomination

A Juror's Perspective

- ***Clearly state the specific role(s) of the nominee***
 - Be precise in giving actual attribution for the work. Be clear on the nominee's role in group or team efforts. When leading a project, what did the nominee do? How did the nominee lead?
 - Use action verbs: Led, Directed, Designed, Managed, Organized, Created, etc.
 - Clarify, clarify, and clarify.

ASLA Fellows Nomination

A Juror's Perspective

- ***The nomination should directly address the category criteria***
 - Testimonials should be specific to the nominee's work as it relates to the category criteria and to accomplishments addressed in the narrative as well as to the testimonial writer's experience with nominee—do not use generally-worded recommendations.
 - Use concrete examples from the nominee's accomplishments to support statements.
 - Provide evidence of impact: what were the results?

ASLA Fellows Nomination

A Juror's Perspective

- ***Review the completed submission for readability and logical order of the information presented***
 - Highlight what makes the nominee unique and outstanding in the category
 - Include national and local awards (ASLA and other relevant, allied organizations) and recognition that support the category of nomination.
 - Provide a sense of time and when specific accomplishments were achieved in relation to the nominee's career.
 - For Works nominations, use images and captions that support the narrative. Do not show projects not included in the narrative.



Using the Template

First name Last name, ASLA

Current Position, Company/School/Organization

ASLA Council of Fellows Nomination: [CATEGORY]

On behalf of the Executive Committee of the [__ Chapter /ASLA/ASLA Council of Fellows], it is my privilege to nominate _____, ASLA, for your consideration.

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Insert a testimonial here in "italics" which might be sought from a client, peer, public official, and/or allied professional. It should attest to the nominee's accomplishments as specifically described in the narrative and should not exceed 75 words. Avoid using testimonials from supervisors. Insert a testimonial here in "italics" which might be sought from a client, peer, public official, and/or allied professional. Insert a testimonial here in "italics" which might be sought from a client, peer, public official, and/or allied professional.

Name
Title

EDUCATION

Degree (Bachelor of Landscape Architecture/MLA), Institution, Year

Degree (Bachelor of Landscape Architecture/MLA), Institution, Year

Certificate, Discipline, Institution, Year

SELECTED HONORS AND AWARDS

National Awards [Year, Honor/Award, Issuing Organization]

Regional/Local Awards [Year, Honor/Award, Issuing Organization]

EXPERIENCE

Year- Present
Current Position, Current Company

Year- Year
Position, Company

Year- Year
Position, Company

Year- Year
Position, Company

Year- Year
Position, Company

Using the Template

- Required for nominations---provided in Word, Publisher & InDesign
- 10 point font or larger
- The first paragraph frames eligibility (Thematic Statement)
- Order the left hand lists to support the category of the submission
 - For Works – push SELECTED HONORS AND AWARDS list to top of page 2
 - For Leadership/Management, push PROFESSIONAL LEADERSHIP ACTIVITIES list to top of page 2
 - For Knowledge, push PUBLICATIONS/RESEARCH list to top of page 2
 - For Service, push COMMUNITY SERVICE list to top of page 2
- Clarify which awards are national and which are regional/local
- Organize lists from most recent to oldest, always include years
- Be direct and succinct (more is not better, better is better)

ASLA Fellows Nomination

General Guidelines

- Submit nomination in black and white only – no color text. Use a simple font—do not design the nomination.
- Format nomination in portrait layout only
- Submit nomination electronically via DropBox – do not send in hard copies
- Do not include a headshot of the nominee or any other images within the text of the nomination – include Powerpoint with Works category only
- Nomination form must be signed by current chapter president
- Use ASLA national criteria only. For example, licensure is not a criteria for ASLA membership or the Council of Fellows, so don't list license numbers on the nomination.

Notification Procedures

- ASLA President notifies all successful nominations by telephone
- COF Secretary notifies Chapter Presidents by letter of jury results regarding their chapter's nominations
- COF Secretary sends individual letters to candidates including nomination status (successful or unsuccessful)
- COF Secretary includes comments for improvement to unsuccessful candidates

ASLA Fellows Nomination

- Use the materials provided on the web site:
 - Examples of successful nominations in each category.
 - Helpful hints on what makes a successful nomination.
- Nomination preparation webinars for chapters:
 - Two webinars organized by ASLA national for January
 - Panel to include former jurors, fellows, others in the know
 - Opportunity for Q&A for those preparing nominations
- Deadline for submission to ASLA national is March 7, 2014
 - Contact Curt Millay, cmillay@asla.org with questions