

2016 Chapter Annual Report Questionnaire

Name of Chapter: South Carolina

Person Submitting Report (name and position): Kathleen Duncan, Past President

2015-16 Chapter President: Kathleen Duncan

1. Year-End 2016 Membership Results:

Member Type	# of Members
Full Members (includes Fellows and Emeritus members)	172
Associate Members	16
Student Members	42
All Member Types	239 (incl. student, full, assoc. affiliat, hon..)

2. Estimate percentage of members that:

- actively participate (i.e., volunteer for or attend chapter events): 60%
- Volunteer to lead, organize, or develop chapter programs: 10-15%

3. Year-End 2016 Student Membership Results

Name of Landscape Architecture Program	# of Student Members
Clemson University	42 (undergrad and graduate)

4. Chapter Staff

Staff/Contractor Title (e.g., Executive Director, Lobbyist, Accountant)	Primary Duties
Website Administrator	Website Development
Accountant	Taxes

5. Estimate the number of non-member landscape architects in your area: 90 in SC

6. Describe your chapter's membership campaign(s), including new, renewing, or lapsed members. Does your chapter have a prospective member database/list?

- Our prospective member database includes recent Clemson graduates, registered LA's in the state, and lapsed members.
- We call recently lapsed members monthly

7. Describe your chapter's annual awards program (include number of awards presented, number of applications, awards ceremony, and media/PR outreach.

- Professional
 - We award professional and student awards every other year. This was an off year for professional awards and student awards.
 - Awards presented at annual meeting
- State Chapter
 - Awarded every other year, alternating with professional awards.
 - Awards presented at annual meeting event
 - Selected by Executive Committee
 - Awarded Genius Loci (Genius of Place) was given to Clemson University Dept. of Planning & Design
 - Awarded Charles (Development Award) was given to Robert E. Hughes Jr.; Hughes Development
- Student Awards
 - 5 student awards presented; 11 applicants
 - Awards ceremony presented in front of College of Architecture, Arts and Humanities
- All awards was placed on website, posted to social media, and shared through monthly newsletter.

8. Describe your chapter's 2016 WLAM event(s) (include number of participants)?

- Regional Happy Hours (2) : 15-20

- b. 10 Parks that Changed America Viewing Party: 20-30 (including public)
- c. Clemson Student Awards Banquet
- d. Sketchwalk with Dr. Harritos: 6

9. Describe your chapter's fundraising event(s), including the number of attendees and amount raised.
- a. Annual Meeting – 80+/-, raised \$20K

10. Describe your chapter's 2016 activities:

Event Description	Date	# Attendees	Sponsors	Invited Organizations	\$\$ Raised
Leadership Retreat	2/4-2/6	15-20	1 sponsor	SCASLA excom and Carolina Clear	500
L&L Crime Prevention Through Environ. Design	2/22	10-15	n/a	SCASLA	0
Regional Social	3/24	11	1 sponsor	SCASLA regional members	300
Clemson ONE Rooftop Garden Event	5/19	110	9 sponsors	AIA, USCBC, SCASLA	0
L&L Otterbein	6/14	15	1 sponsor	SCASLA regional members	\$300
Excomm Meeting	6/17	10-15	1 sponsor	Excom members	300
Parking Day	9/17	4 locations/ 100+/- reached	20+/- sponsors	SCASLA, local municipalities	0
Annual Meeting	8/4-8/6	80	30 sponsors	SCASLA	\$19.5k
Regional Social	10/6	Canceled	Canceled	SCASLA regional members	0
Leadership Retreat	11/18-11/20	20	2 sponsors	SCASLA excom	500

11. Describe your chapter newsletter, including format (paper, e-mail) and how often it is published.

- a. Bi-monthly e-blast with video chat and bulleted text referencing video information. It included hyperlinks to website and EventBrite invitations.

12. Describe your chapter website, including last redesign and number of hits in 2016.

- a. Redesigned October 2015
- b. Updated weekly
- c. Unknown number of hits in 2016

13. Chapter social media accounts, including # of participants (e.g., Twitter followers):

- a. [LinkedIn](#) – 24 members
- b. [Facebook](#) – 216 members
- c. [Twitter](#) – 15 followers

14. 2016 Budget Results:

Total Expenditures: \$54,096.63	Amount \$17,072.54 difference
Total Income: \$71,169.17	

Any additional information about the chapter or chapter programs/events to share?