

2017 Chapter Annual Report Questionnaire

Name of Chapter: South Carolina

Person Submitting Report (name and position): Josh K. Tiller (Past President)

2016-17 Chapter President: Josh K. Tiller

1. Year-End 2017 Membership Results:

Member Type	# of Members
Full Members (includes Fellows and Emeritus members)	170
Associate Members	9
Student Members	28
Affiliate Member	3
International ASLA	1
Honorary ASLA	6
All Member Types	217

2. Estimate percentage of members that:

- actively participate (i.e., volunteer for or attend chapter events): Volunteer: 11.5%; Attend: 10-50%
- Volunteer to lead, organize, or develop chapter programs: Volunteer: 11.5%

3. Year-End 2017 Student Membership Results

Name of Landscape Architecture Program	# of Student Members
Clemson University	28(Graduate/Undergraduate)

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+

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.

Number of awards entries: 78; Number of Award entries from SC: 28;

- Number of Awards Presented: 20
 - 10 Analysis and Planning Awards; 2 Communication Awards, 7 General Design Awards, 1 Residential Award

- ii. 4 awards were for projects in SC- one firm from NC, one from GA, and the other 2 from SC
- iii. 10 Honor Awards, 9 Merit Awards, and 1 Award of Excellence

8. Describe your chapter's 2017 WLAM event(s) (include number of participants)?

a. PARK(ing) Day stats per ASLA attached

- i. Upstate/Greenville and Midlands/Columbia participated, but don't have participation #s
- ii. Clemson Students held a post event on campus

9. Describe your chapter's fundraising event(s), including the number of attendees and amount raised.

a. Southeastern Regional Conference: 290+ attendees; Raised ?? for our state

10. Describe your chapter's 2017 activities:

Event Description	Date	# Attendees	Sponsors	Invited Organizations	\$\$ Raised
ExCom Leadership Retreat	11/18-20/2016	20	Anova; Lowcountry Paver	SCASLA Excom and sponsor reps	500
Southeastern Regional Conference	06/08-10	290+	79+ Sponsors	SCASLA, NCASLA, GAASLA	\$43,348.92
Lowcountry Lunch & Learn	03/14	15+	Smith Turf	SCASLA	
Advocacy Day @ SC Statehouse	3/29	50+		SCASLA members and Statehouse leadership	
Conference on the Value of Play: Where Design Meets Play	4/2-5	60+		US Play Coalition, SCALSA, Clemson Students	
AIA Greenville & SCASLA Present: Walkable City with Jeff Speck	4/12	65+		AIA, SCASLA Membership	
Upstate Spring Social	4/18	25+	NDS	SCASLA Members	
Designing the Outdoor Room: SCASLA Upstate	5/9	25+	Landscape Forms	SCASLA Membershp	
2017 PARK(ing) Day	09/15	100+	1 sponsor	SCASLA, Local Municipalities	
2017 Green Gala Sustainable Business Awards	09/21	50+		SCASLA, others	
Big Rock Presents: CEU Series	10/05	20+	Big Rock	SCASLA	
Big Rock Presents: CEU Series	10/19	20+	Big Rock	SCASLA	
Big Rock Presents: CEU Series	11/02	20+	Big Rock	SCASLA	
SCASLA Charleston Fall Happy Hour	11/02	35+	Anova; Site One Landscape Supply	SCASLA	
Lowcountry Holiday Social	12/14	35+	Maglin	SCASLA	
Upstate Holiday Social	12/19	35+	Anova	SCASLA	

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

Our newsletter is an email format (Mail Chimp) and is published on a weekly to bi-weekly basis.

12. Describe your chapter website, including last redesign and number of hits in 2017.
Our website was redesigned and launched at our 2016 Annual Meeting. Updated weekly.

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

- a. WLAM Instagram Takeover by SCASLA: 4,000+ Likes
- b. SCASLA created an Instagram Account @SCASLA – With 411 followers, 60+ posts received 850+ likes
- c. Facebook (South Carolina ASLA): 229 Members
- d. LinkedIn Group: 43 Members
- e. Twitter (@ASLA_SC): 42 Followers

14. 2017 Budget Results:

Total Expenditures: \$26,487.97	Net Income: \$46,045.32
Total Income: \$72,533.29	(BEST YEAR EVER!!!)

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

This was our first year of the Southeast Regional Conference, a resurrection of the old Tri-State Conference (SC, GA, NC). Attendees of the inaugural event in Charlotte, NC, fielded 79 exhibitors highlighting new industry trends in services and products. The attendees enjoyed an educational packed conference, with networking, food and fun. The speakers afforded participants a wide range of topics and discussions, with 33 educational sessions and field tours. ASLA President Vaughn Rinner was on hand for the conference and addressed the audience during the SERC awards luncheon. Over 66 entries were submitted and judged by a panel from the NY-ASLA Chapter. Awards went to 15 professional entries and 5 student entries.

2016-2017 Executive Committee Roster

President- Josh K. Tiller
Past President- Kathleen Duncan
President Elect- Clint Rigsby
Trustee- Bill Eubanks
Treasurer- Natasha Sexton
Secretary- Christa Jordan

Executive Committee

Andrew Hargett
Maria Drawdy
Sarah Marrs
Erika Mueller

Ex Officio Members:

Section Leaders
Upstate: Chris Watson; Edward Kinney
Lowcountry: Maria Drawdy
Midlands: Patrick Livingston; Scott Holder

Advocacy: Holley Owings
Membership: Jamie Hairfield
PR: Kristina Harvey
CUASLA President: Dani Noonan