

Project '99

Special Committee on Updating the Lambda Alpha International Long Range Strategic Plan

A Long Range Strategic Plan is designed to provide a sense of direction for the organization and to enable limited resources to be used more effectively.

The plan was last updated in 1992 and it is timely that it be brought up to date, particularly now that we are all moving into the 21st Century.

The previous document was well authored and expressed what LAI should be doing, however some matters are considered more important today whereas some are considered less important or are no longer necessary. The committee has endeavored to state the intent of the plan in specific and simple terms so that the intent of the plan may be clearly understood. Generally, the plan should be updated every five years to insure that it is in line with LAI member interests and objectives.

- I. Philosophy—Lambda Alpha has slowly evolved from a university oriented fraternity in 1930 into a honorary professional society whose members are chosen solely by invitation on the basis of an outstanding contribution to the advancement of the education, skill, and knowledge or practice of land economics, or on the basis of achievements in the field that are directly related to land economics. Today, the membership is comprised of persons who have made their mark in their professions as appraisers, architects, bankers, builders, city and regional planners, economists, educators, engineers, investment bankers, landscape architects, lawyers, public officials, and real estate specialists in brokerage, development, finance, and management. This change in the composition of membership was subsequently reflected in a change of name to Lambda Alpha International and a change in description to “an honorary land economics society.”
- II. Mission—To stimulate the study and practice of the disciplines related to land economics by recognizing and honoring men and women in all parts of the world who have contributed to its enhancement. To foster the application of the principles of land economics to the solution of urban, suburban, and rural problems. To nurture an interest in land economics on the part of those in government and private commerce who are professionally involved in economics activities in which land plays a central role. To encourage young people of character and ability to study one of the several disciplines which are integral with the field of land economics. We must strive to improve the urban condition through more thoughtful use of methods which make better use of our precious land resources.
- III. Short and Land Range Priorities
 - A. Short Range (1 to 2 years):
 1. Increase membership and chapters.
 2. Provide more service to new and existing chapters.
 3. Strengthen current chapter network.
 4. Create chapter manual update committee.
 5. Encourage more members-at-large.
 6. Utilize LAI Website to greater advantage.
 7. Encourage LAISA membership through LAI website.
 8. Offer advertisement opportunities to members in Keynotes.
 9. Conduct LAI member survey.
 10. Recognize leadership through awards program and sponsorship.
 11. Organize educational seminar program for expansion and circulation to other chapters.
 12. Encourage LEF to support land economics scholarship program.

- B. Long Range (2 to 10 years):
 1. Continue expansion of chapters nationally and internationally.
 2. Improve and expand mentoring program and establish committees.
 3. Continue and expand Keynotes—Make multi-lingual.
 4. Convert LAI directory into “Who’s Who in Land Economics and put on webpage.
 5. Make Cornell archives available through internet.
 6. Complete writing and publication of LAI History.
 7. Redefine Congress and make more available to membership.
 8. Convert LAI brochures – materials to multi-lingual.
 9. Retain retiree interest in LAI and establish “memoir” program.
 10. Expand “travel package” to LAI members in conjunction with regular meetings and congress.

IV. Strategies

- A. Membership and Chapters
 1. Objective: Increase membership of chapters throughout the world. Give emphasis to North American development while encouraging new membership and chapters abroad.
 2. Programs:
 - a. North American Continent Development. This is the prime responsibility of the three vice presidents and six assistant vice presidents assigned to the four sections of the continent with assistance from chapter presidents.
 - b. International Development. This is the responsibility of the International Vice President and two assistant vice presidents.
 - c. Members-at-Large. Expand the number of At-Large-Members by giving an annual initiation opportunity to every member to nominate. Create a Members-at-Large Committee to promote membership worldwide.
 - d. Inactive Members. Encourage reactivation.
 - e. LAISA Members. Encourage membership and communications through website.
- B. Service to Chapters
 1. Objective: Provide more and improved service.
 2. Programs:
 - a. Establish committee to update chapter organization manual and improve the usefulness of manual for chapter officers. Include section of manual that provides proven ideas that work from existing chapters.
 - b. Continue International office services to chapters:
 - (1) Annual billing for greater efficiency.
 - (2) Desktop publishing for Keynotes and publish directory.
 - (3) Expand LAI website for greater utilization by members and others.
 - (4) Increase frequency of Keynotes to bi-monthly.
 - (5) Place directory on website.
 - (6) Permit members to have business card advertisement in Keynotes.
 - (7) Help each chapter to increase its academic faculty membership.
 - (8) Help each chapter to improve its mentoring programs with LAISA members, students and young professionals.

- (9) Standardize educational programs like Ely and Baltimore seminars for presentation at other chapter locations.
 - (10) Encourage vice presidents and assistant vice presidents to improve networking and communications between chapters and officers by meeting with each chapter as least once every two years.
- C. International office budget should be enlarged to provide financial capability for expanded services to meet chapter requests and needs based upon increased membership:
 - 1. Improve image of LAI by upgrading quality of membership certificates and reissuance of older certificates upon request of the higher standard.
 - 2. Awards programs. Encourage each chapter to give annual awards and expand biennial program to include past recipients to assist in presentation. Endeavor to gain more publicity for program and award recipients following presentation.
 - 3. Prepare multilingual (French-Spanish) material about LAI to be added to the website.
 - 4. Provide annual recognition awards to outstanding chapter programs and request awards committee award committee to make such awards annually.
 - 5. Increase administrative services for new chapters just getting started and to small (less than 30 members) chapters.
 - 6. Member survey – conduct membership survey of all members active and inactive in order to further service to members.
 - 7. Provide replacement keys and certificates at minimum cost for members and provide LAI banners for new chapters.
 - 8. Provide support for LAI Foundation.
- D. Networking
 - 1. Objective: Increase Networking Opportunities.
 - 2. Programs:
 - a. Encourage individual members to visit other chapters and list meeting schedules in Keynotes.
 - b. Encourage field trips and chapter officers to have “social time” at each meeting to permit interaction and at least one social function each year.
 - c. Encourage regional meetings that include several Chapters.
 - d. Continue rotating locations of international board meetings in cooperation with local chapters’ regular meeting schedule.
 - e. Cooperate with other professional associations which could result in furthering the objectives of LAI.
 - f. Encourage local advisory panels at the chapter level which help solve local problems without jeopardizing LAI principles or member reputations.
- E. International Expertise
 - 1. Objective: To carry out the philosophy and mission of LAI throughout the world.
 - 2. Programs:
 - a. Expand member-at-large membership—Endeavor to strengthen program to point where a sufficient number of at-large-members can establish a chapter.
 - b. Enlist LAI members who make frequent trips abroad to help locate potential members.
 - c. Utilize “buddy” system where existing chapter nurtures and supports new chapter.

- F. LAI Biennial Congress
1. Objective: Conduct worthwhile meetings every two years.
 2. Programs:
 - a. Bring officers and regular members together in a chapter city.
 - b. Provide forum for awards and gavel passing.
 - c. Provide professional educational development and leadership advancement.
 - d. Provide attractive programs, receptions, and tours of host city.
 - e. Recognize innovations, trends, new ideas, and promote LAI.
 - f. Continue LAI traditions.
 - g. Provide networking opportunities.
 - h. Recognize career achievement.
 - i. Stimulate the study and practice of the disciplines of land economics.
 - j. Foster the application of land economics principles in the solution of urban, suburban, and rural problems.
 - k. Strengthen current Chapters and provide them with more service.
 - l. Increase membership.
 - m. Learn about land economics.
- G. LAI Website
1. Objective: Enhance image of LAI.
 2. Programs:
 - a. Place LAI directory on website.
 - b. Make website multilingual.
 - c. Encourage LAISA to utilize.
 - d. Place awards announcements on website.
 - e. Continue publishing Keynotes on webpage.
 - f. Establish a Who's Who directory of all members on website.
 - g. Summarize Cornell archives on website.
 - h. When LAI history is complete—place on website.