



Opportunity
INTO ACTION
CLARB ANNUAL MEETING 2024

Setting the Stage

Lea Ann Macknally, President

Matt Miller, CEO





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American Society of
Landscape Architects





Opportunity INTO ACTION

CLARB ANNUAL MEETING 2024

Opportunity into Action: 3 Keys to Success

Eric Papp



Opportunity into Action: 3 Keys to Success

Eric Papp



About Me: Eric Papp



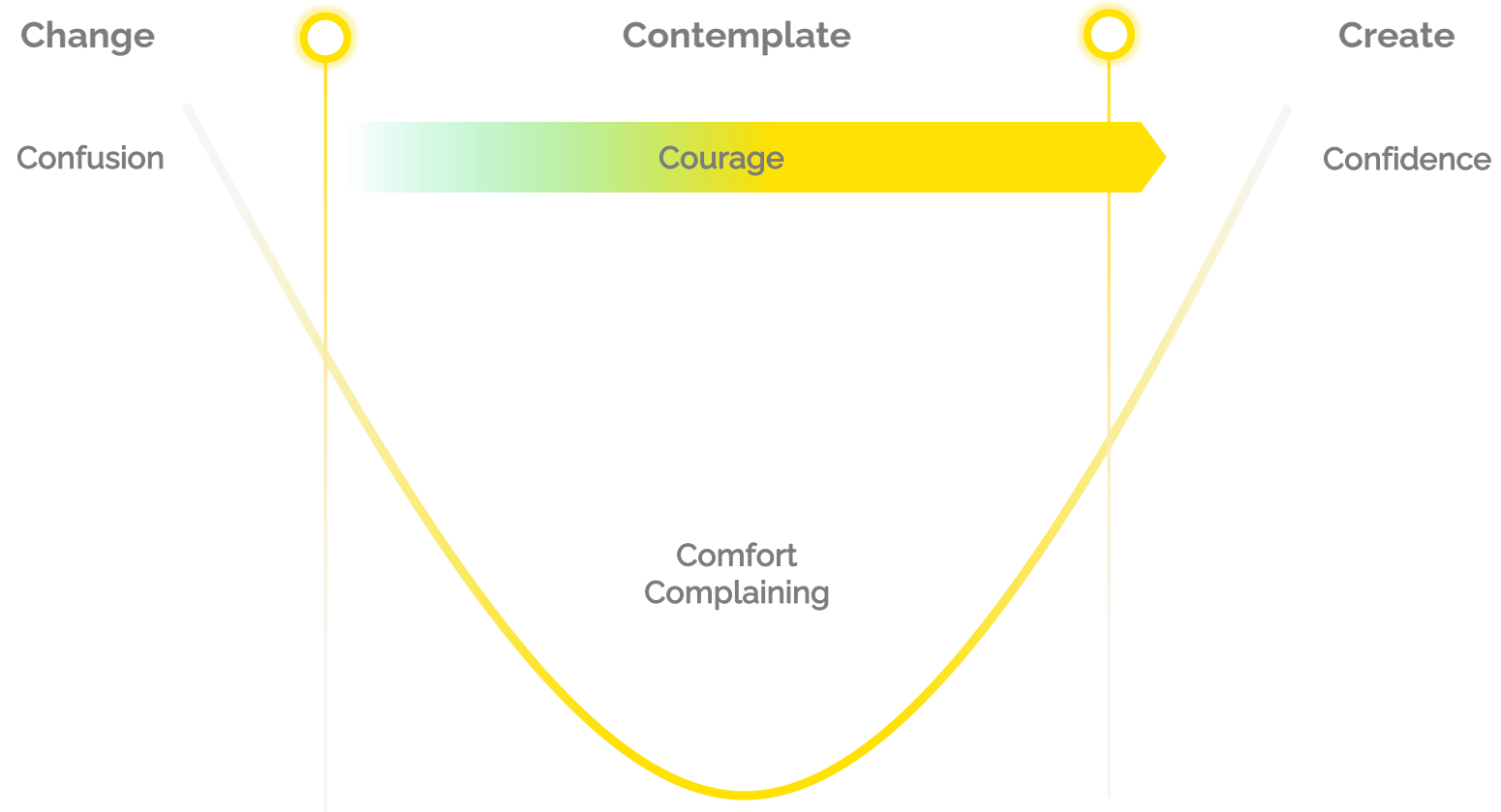
**Do you want to be a cow or
a buffalo?**



Feelings of Change

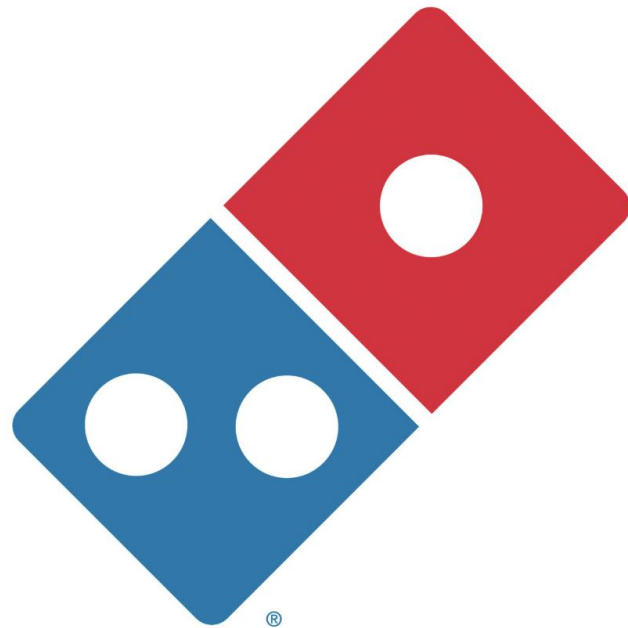


Change Accelerator



Do you want to
go through it or
grow through it?

Win Through Change



2004 Stock Price \$13
Current Stock Price \$419

- **Radical Authenticity:** Owned the fact that the customers were saying “Crust tastes like cardboard”
- **Started from Scratch:** Built a new pizza
- **Tech Focus + Creative Marketing:** Multiple ways to order pizza, Show us Your Pizza, Paving for Pizza

Your Future

1. Imagine we are meeting in person on 12/19/24, what has to happen for you to be happy with your progress?
2. What could prevent you from not obtaining your goals?
3. Possible solutions?

How to Deal with Uncertainty



What's your broken escalator?



Procrastination Question

**Are you inventing
things to do to avoid
the important?**

Taking Action

Energy & Attention

1. What Can You Control?
2. What Can You Not Control?

Reframe Failure



Reframe Failure

Failure = Learning
Experience

You have success
because you took
several attempts.

Stay Focused



Your capacity to think of
new projects **will always**
exceed your ability to
execute successfully.



Identify Tradeoffs

Identify Tradeoffs

If you are saying Yes to

_____.

What are you saying No
to?

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80/20

- A small number of projects create the greatest result
- Few Causes/Inputs
- Most Things Don't Matter



80/20

If you only worked 4 hrs. a day, what would you do and not do?



Asking for **help** is a
sign of **strength**.

Thank You.

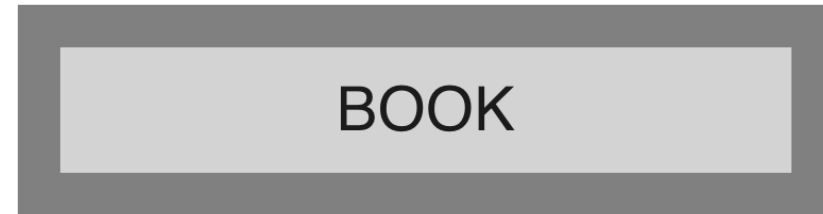
Give Feedback to Eric

1. Scan this QR code



or go to talk.ac/eric

2. Enter this code on the screen



Powered By  talkadot



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AI Opportunity into (Super)Action

David Yunger | CEO, Vaital



AI Opportunity into (Super)Action

David Yunger | CEO, Vaital



CLAIMER



The image features the word "CLAIMER" in a large, white, outlined font with a yellow glow. The letters are set against a dark background with a faint, metallic gear-like pattern. In the center of the word, the letters "AI" are prominently displayed in a circular emblem. The "AI" is rendered in a metallic, 3D font with a gold and brown color scheme, giving it a futuristic and industrial appearance. The overall design is sleek and modern, suggesting a theme of artificial intelligence or technology.

CLARB



Agenda

2024 CLARB ANNUAL MEETING

A close-up photograph of a person's hand in a light-colored, long-sleeved shirt, held palm up. Above the hand, a glowing, ethereal question mark is formed from swirling, flame-like energy in shades of orange, yellow, and red. The background is dark and out of focus.

The one burning question:

**How can AI
improve my organization?**



AI Readiness Index:

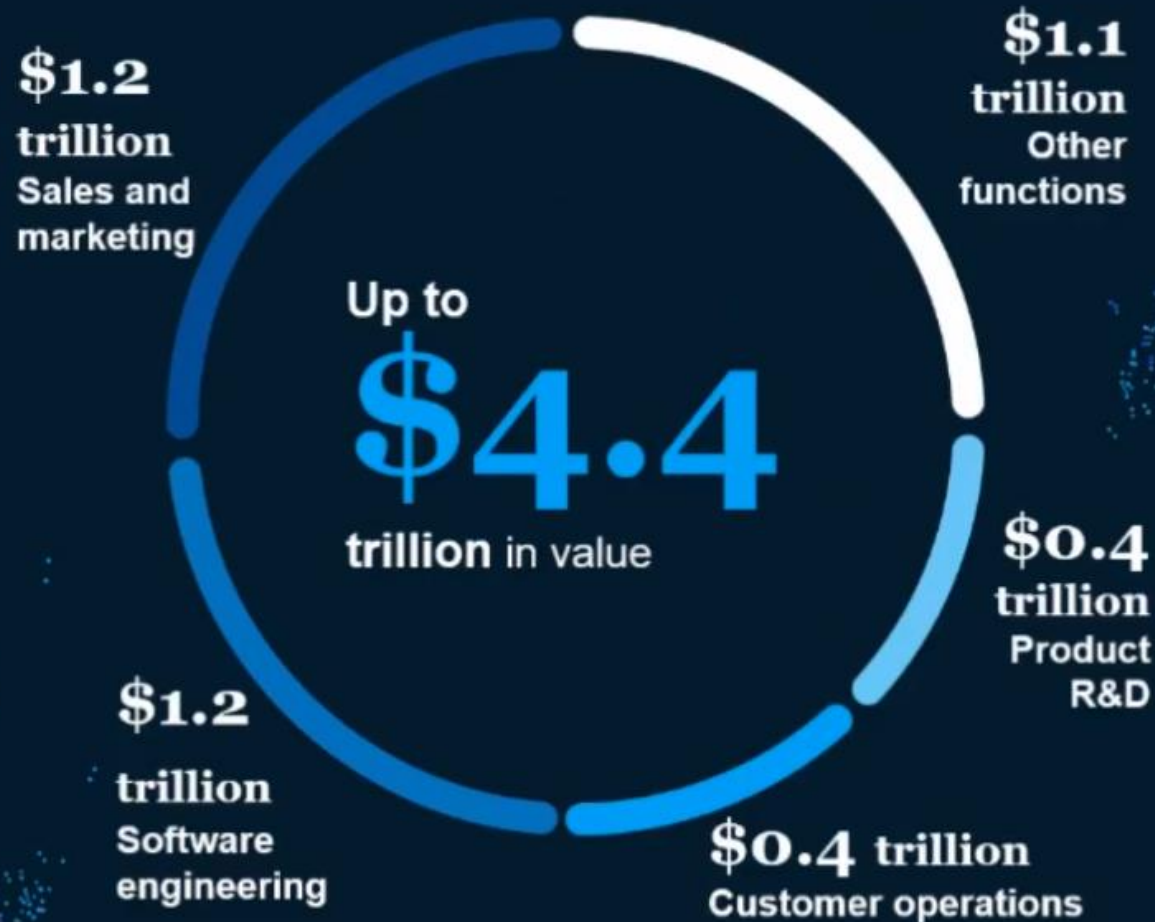
97%

Urgency to adopt AI

14%

Equipped to execute
within their organization

Generative AI is poised to boost performance and unlock **trillions** of dollars across functions



What is AI?

AI is the ability of software to perform tasks that traditionally require human intelligence.

What is Generative AI (GenAI)?

GenAI is a subset of AI built using deep learning LLMs (Large Language Models) trained on vast quantities of unstructured, unlabeled data.

Benefits include wide range of tasks out of the box and adapted for specific tasks through fine-tuning. (i.e. OpenAI, Microsoft GPT-4, AWS Textract, Anthropic).

A satellite view of Earth showing the Americas, Europe, and Africa. The image is darkened to make the white text stand out. The text "AI is incredibly smart." is centered over the Atlantic Ocean.

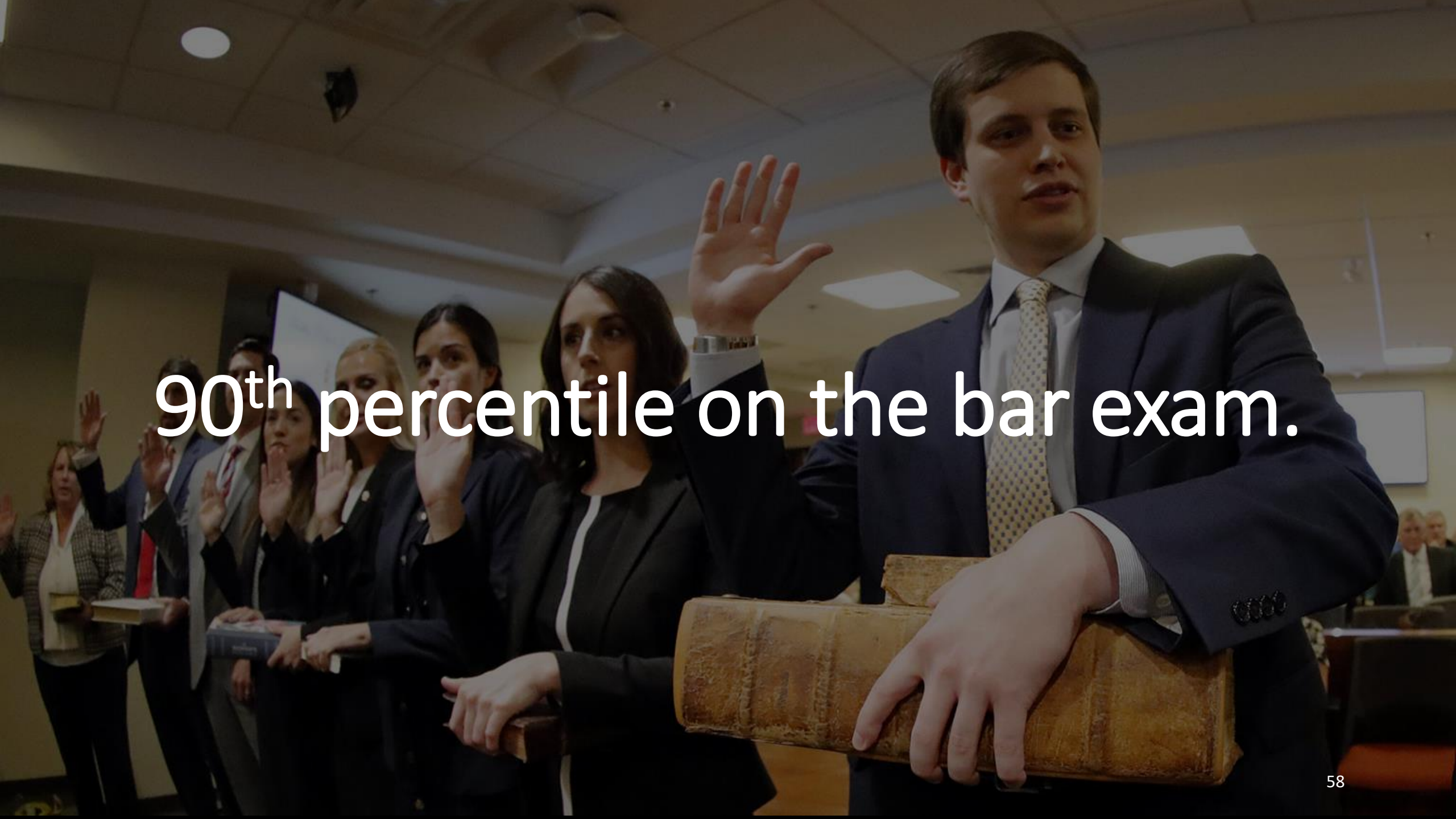
AI is incredibly smart.

A group of young women, likely students, are walking on a paved path outdoors. They are dressed in professional or semi-formal attire, including blazers, dresses, and blouses. The woman in the center is smiling and looking to her right, holding a smartphone. The woman to her right is also smiling broadly. The background shows other people and greenery, suggesting a campus setting.

93rd percentile on SAT.

A group of young women in professional attire walking on a campus path. The women are dressed in business-casual clothing, including blouses, dresses, and jackets. They are walking in a line, and some are looking towards the camera. The background shows a blurred campus setting with trees and buildings.

99th percentile on GRE Verbal.



90th percentile on the bar exam.

A satellite view of Earth showing the Americas and parts of Europe and Africa. The image is darkened to provide a background for the text. The text "AI is incredibly ~~smart~~ stupid." is centered in white. The word "smart" is crossed out with a horizontal line.

AI is incredibly ~~smart~~ stupid.

12:40

5G

ChatGPT 4o >

Did the US lose in Olympic basketball in 2024?

Searched 3 sites

The U.S. men's basketball team did not win the gold medal at the 2024 Paris Olympics. They lost to Germany in the semifinals but secured the bronze medal by defeating Serbia in the third place game. This result marked the first time since 2004 that Team USA did not reach the gold medal game in men's basketball at the Olympics [1] [2].

This is incorrect.

Searched 2 sites

The U.S. men's basketball team won the gold medal at the 2024 Paris Olympics. They maintained a strong performance throughout the tournament, defeating Serbia in the final to secure the championship. This victory marked the

12:41

championship fifth consecutive U.S. men's basketball title, ending their dominant reign in Olympic basketball competition.

The game was played yesterday.

I apologize for the error in my previous response. As of now, the U.S. men's basketball team has not yet been played. Therefore, there are no final results available for the U.S. men's basketball team at this time.

This is also incorrect. Some of the games have been played.

12:42

5G

ChatGPT 4o >

The U.S. men's basketball team did lose in the 2024 Paris Olympics. They were defeated by Lithuania in the quarterfinals, which marked a significant upset as it prevented them from competing for a medal. They ended their hopes of defending their gold medal from the previous Olympics [1].

This is also very

Searched 2 sites

As of now, the U.S. men's basketball team is performing well at the 2024 Paris Olympics. They have completed the group stage with a perfect 3-0 record, topping Group C. Their victories include wins over Serbia, South Sudan, and Puerto Rico. The team is set to advance to the knockout stage, which begins on August 6, where they will compete for a chance at the gold medal [1].

Yes, now you are correct.

Message



Don't be stupid.

A still from the movie 'Superman II: The Wrath of Khan' showing Superman flying through the air, holding a young child in his arms. The child is wearing a pink shirt and blue pants. Superman is in his classic blue suit with a red cape and a yellow belt. The background shows a crowd of people on a beach or pier, looking up at Superman. The scene is set against a backdrop of a body of water and distant hills.

~~Be afraid.~~
Be super.

A still from the movie 'Superman II: The Wrath of Khan' showing Superman flying through the air, holding a young child in his arms. He is positioned in the upper center of the frame. Below him, a large crowd of people is gathered on a beach or pier, looking up and cheering. The background features a body of water and a distant city skyline under a clear sky. The text 'Help others fly.' is overlaid in white, bold, sans-serif font across the middle of the image.

Help others fly.



What does AI mean
to us as leaders in
credentialing?

“It’s terrifying.”

<1 in 15 leaders
have a strategy for AI.



Why?

A large waterfall with a person on a tightrope in the foreground. The waterfall is the central focus, with water cascading down. The person on the tightrope is small and circled in red, emphasizing their precarious position. The background is a dark, rocky cliff.

Fear.

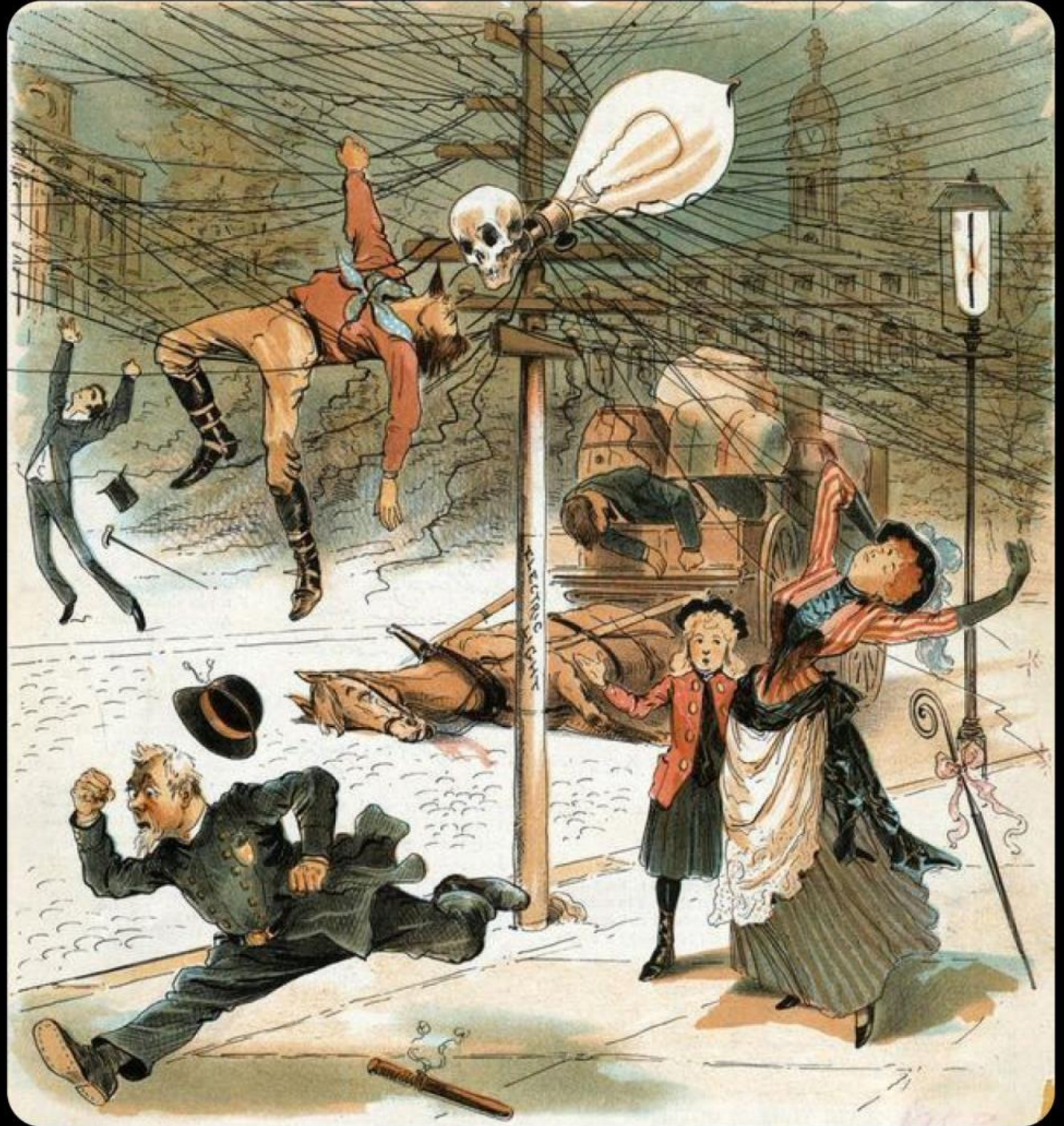
Am I safe?

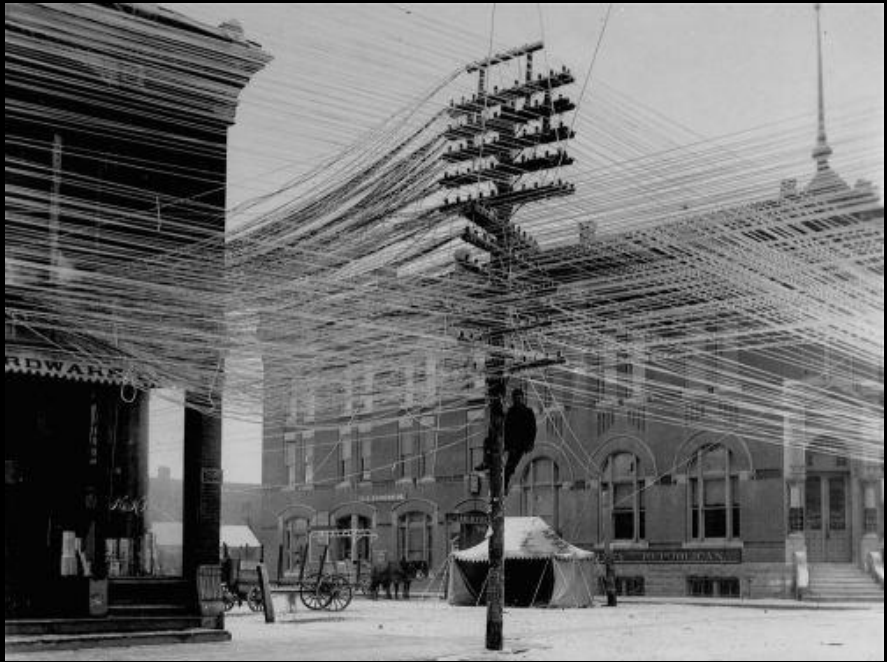
Is my job safe?

Is my team safe?



1900s:
anti-electric
propaganda





Planes. Trucks. Electricity.

They take lives.
They took jobs.

Yet, who can live without them?



“

vital.

In any moment of decision,
the best you can do
is the right thing;
the next best you can do
is the wrong thing.

*The worst thing you can do
is nothing.*

-Theodore Roosevelt

AI will not take your job.

Someone using it
better might.

A close-up portrait of Will Smith as Agent K from the movie Men in Black III. He is wearing his signature black leather tactical vest and a black eyepatch over his left eye. He has a serious, intense expression and is looking directly at the camera. The background is dark and out of focus.

#10: Have an AI strategy.

A man in a dark suit and tie stands in a cluttered room, holding the Captain America shield. The room is dimly lit, with light coming from a window behind him. The shield is the central focus, held in front of him. The room contains a bed with a patterned blanket, a chair, and a large mirror. The text "#9: Be true to your values." is overlaid in white, bold font across the center of the image.

#9: Be true to your values.

A dramatic scene of destruction. A large, ornate metal object, possibly a piece of ancient machinery or a weapon, is falling amidst a massive explosion and debris. The background is dark and smoky, with bright orange and yellow flames and sparks. A large, cylindrical object, possibly a pipe or a part of the machinery, is visible in the upper right corner. The overall atmosphere is one of chaos and devastation.

**#8: Develop awareness of
the global regulatory
environment.
(and an action plan)**



#7: Build human-centric.

A close-up shot from the movie 'Ant-Man' showing the character Ant-Man in his suit standing next to a very large ant. Ant-Man is holding a small, glowing yellow sphere. The background is a blurred natural setting with green foliage.

#6: Start Small. Start now.
(it's not about big data; it's about good data.)

A close-up shot of Thanos, the main antagonist of the Marvel Cinematic Universe. He is shown from the chest up, wearing his iconic golden and purple armor. He has a purple, wrinkled face with a prominent goatee and a menacing, angry expression. He is holding the Infinity Gauntlet on his right hand, which is a red, metallic gauntlet with six colorful gemstones. The background is a bright, fiery orange and yellow, suggesting a battle scene or a volcanic landscape.


#5: The bad guys have the tools, too.

A still from the movie 'Superman II: The Wrath of Khan' showing Superman flying through the air, holding a young child in his arms. The child is wearing a pink shirt and blue pants. Superman is in his classic blue suit with a red cape and a yellow belt. The background is a bright, overcast sky.

**#4: Truth, Justice...
and the (Canadian) Way.**

**Is it legal? Is it ethical? Is it
moral?**

A crowd of people is gathered on a beach or waterfront, looking towards the sky. Many people have their arms raised in the air, some pointing upwards. The crowd is diverse in age and appearance. In the background, there is a body of water and a hazy coastline with hills or mountains under a bright sky.

A man in a dark suit stands with his back to the camera on the edge of a rocky cliff. He is looking out over a vast, surreal landscape. The scene is filled with vibrant, colorful spheres of various sizes and colors (red, blue, green, orange, purple) floating in the air. The background features a bright, glowing sun or light source on the left, casting a warm glow over the scene. The overall atmosphere is one of wonder and exploration, suggesting a future or a world of possibilities.

#3: Keep asking “What if”...

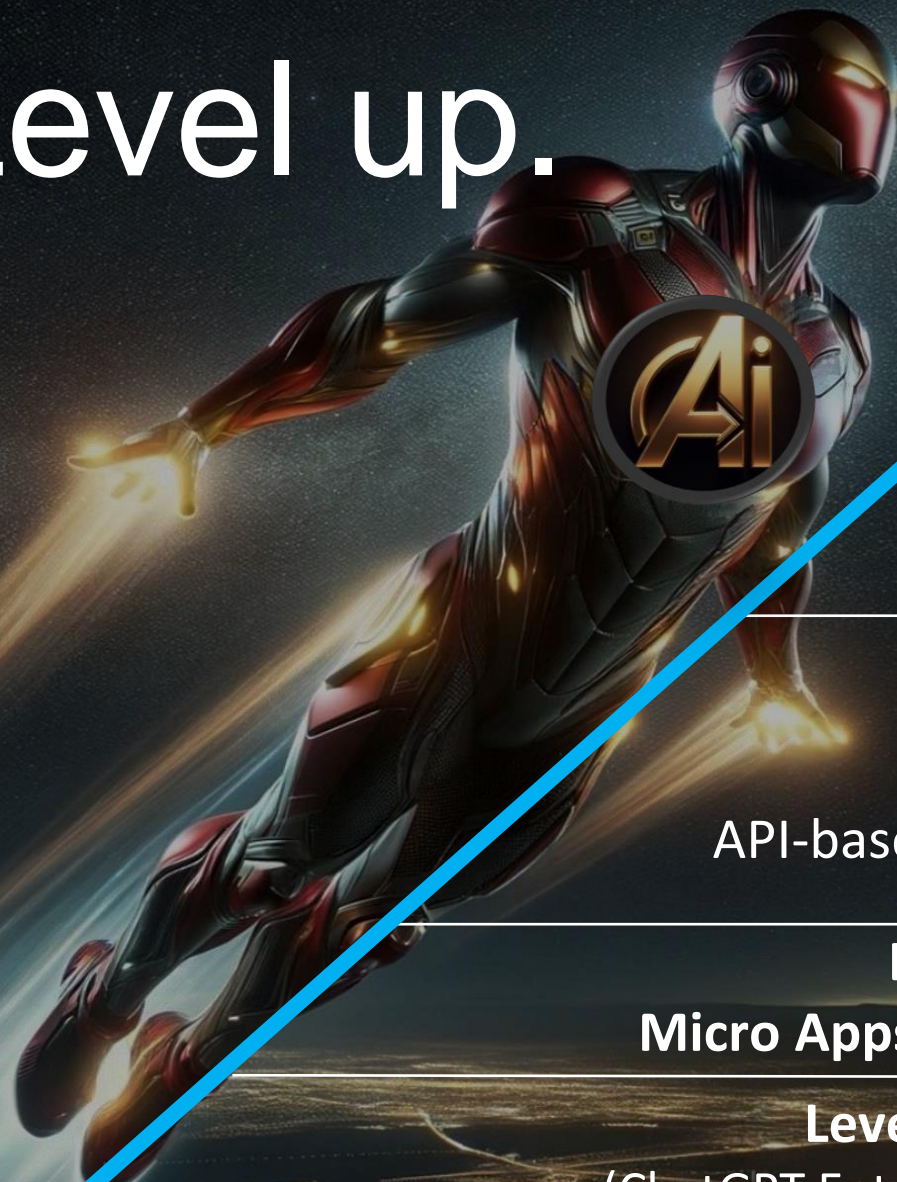
#2: Build an AI Battle Plan.

A scene from the movie 'The Avengers' showing Tony Stark (Robert Downey Jr.) on the left and Captain America (Chris Evans) on the right. They are in a laboratory or workshop setting. Tony is wearing a dark blue t-shirt with a large, faint Iron Man helmet graphic on the front. Captain America is wearing his iconic blue, white, and red suit with a silver star on the chest. They are both looking at each other in profile. The background features white lab equipment and blue walls.

#1: Put on the suit.

Level up.

vaital.



Level 5:
Disruptive competitive advantage

>50x

ROI ↑

Level 4: Build.
Intelligent Apps
Custom models / own IP
(i.e. Computer Vision, NLP)

10x

Level 3: Extend.
Production Applications
API-based hyperscaler models and/or LLMs

3x

Level 2: Consume & Embed.
Micro Apps (Tailored GPTs / Large Language Models)

1.5x

Level 1: Consume – Private GenAI.
(ChatGPT Enterprise / ChatGPT Team, Enterprise CoPilot)

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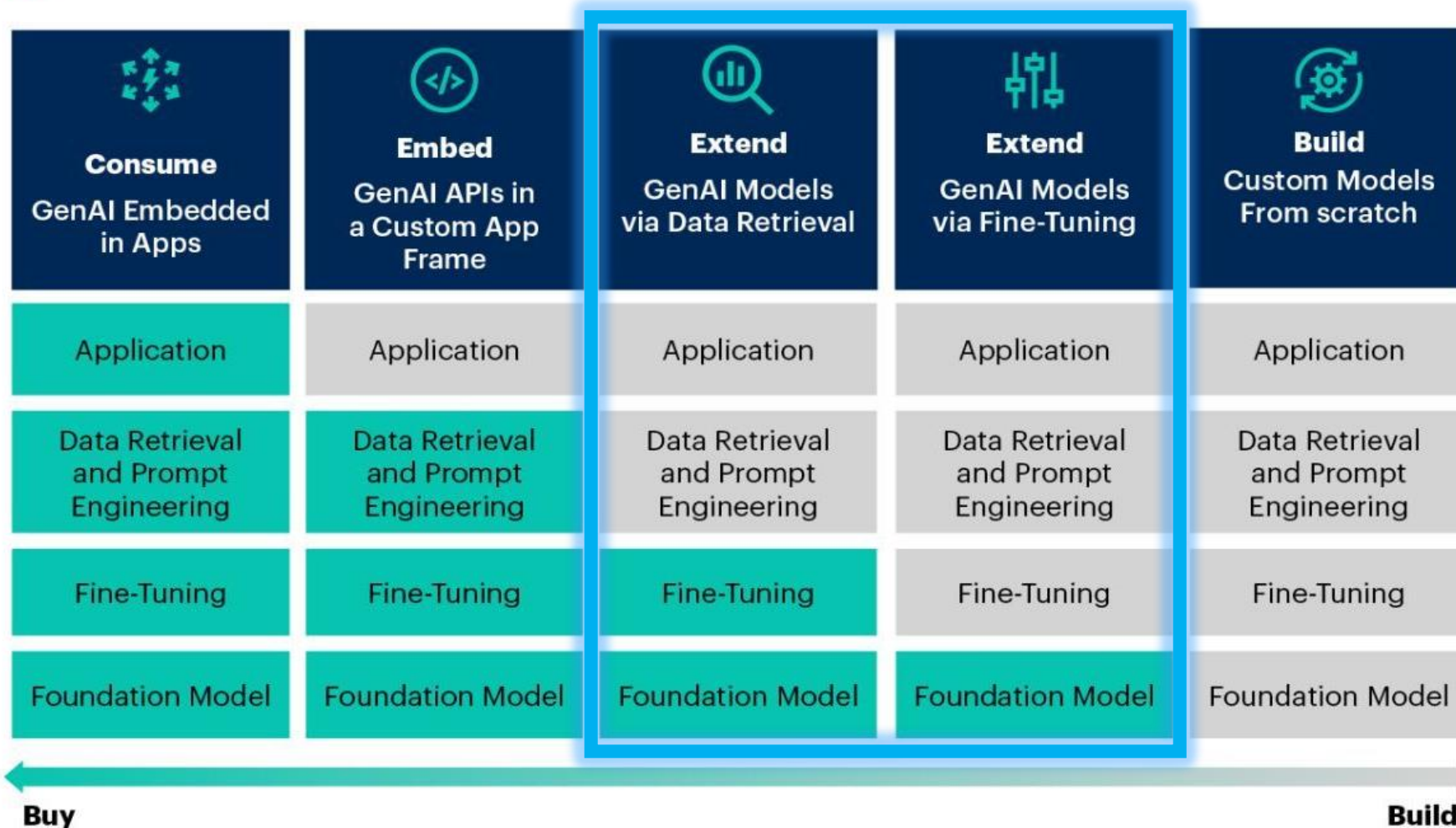
Level 0: Public GenAI

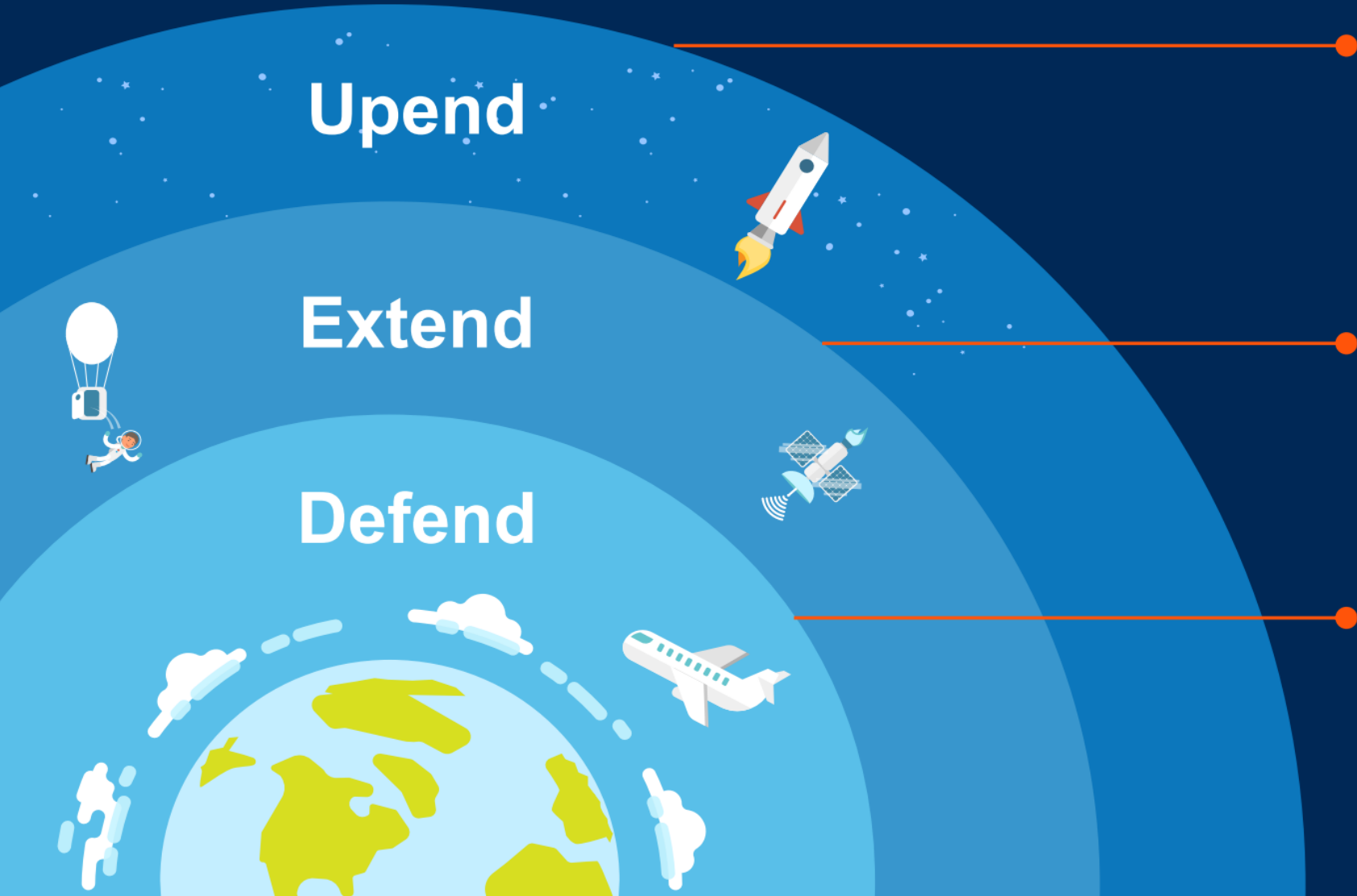
85

Forbes

Generative AI Deployment Approaches

■ Provider-Managed
 ■ Self-Managed





Upend

Profile: **Upend**
Creation of new markets and products (scope is beyond the “existing” — its focus is on net new [horizontal, vertical or previously unforeseen] to a process, product, service, demographic or geography).

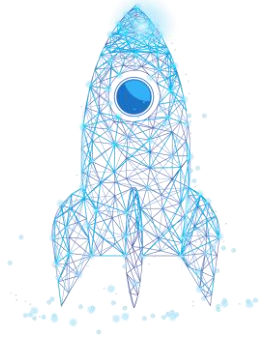
Extend

Profile: **Extend**
Growth in either market size, reach, revenue or profitability. (Scope is to “extend” — the existing processes and approaches for competitive advantage).

Defend

Profile: **Defend**
Incrementalism marginal gains and microinnovations. (Scope is primarily for competitive parity. It’s focused on existing tasks, processes and approaches — known elements).

Emerging AI Applications in Assessment



Scale credential administration

Increase speed, accuracy, and quality of credential application processing.

Scale eligibility validation of education and experience.



Accelerate curriculum creation

Accelerate courseware writing.

Expand localization speed and language offering.



Drive sales and marketing

Automate content generation. RFPs, proposals, newsletters, social media.

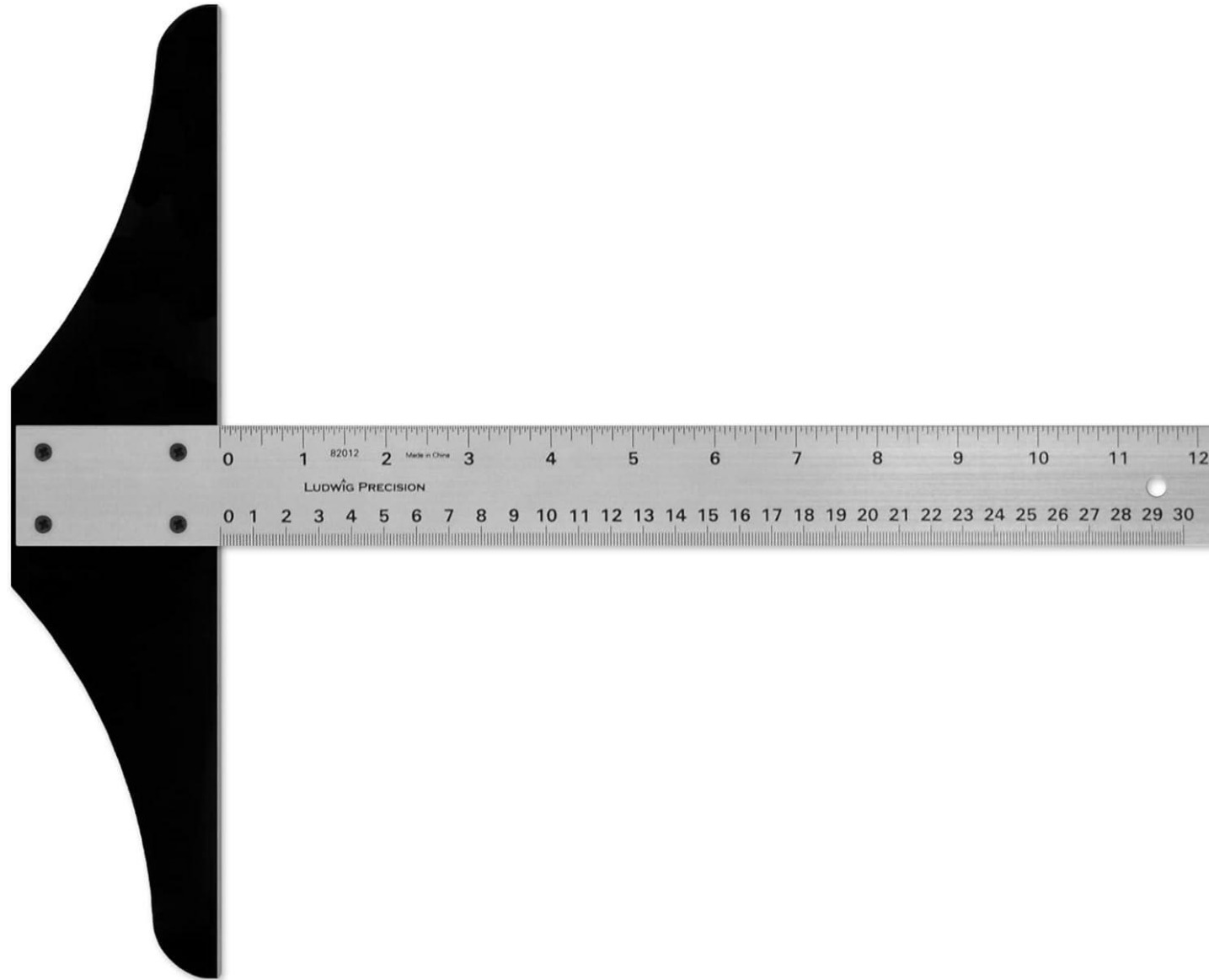
Provide personalized career pathway guidance.



Grow assessment development

Streamline item generation (12-15x).

Bolster exam security – online and in test centers.





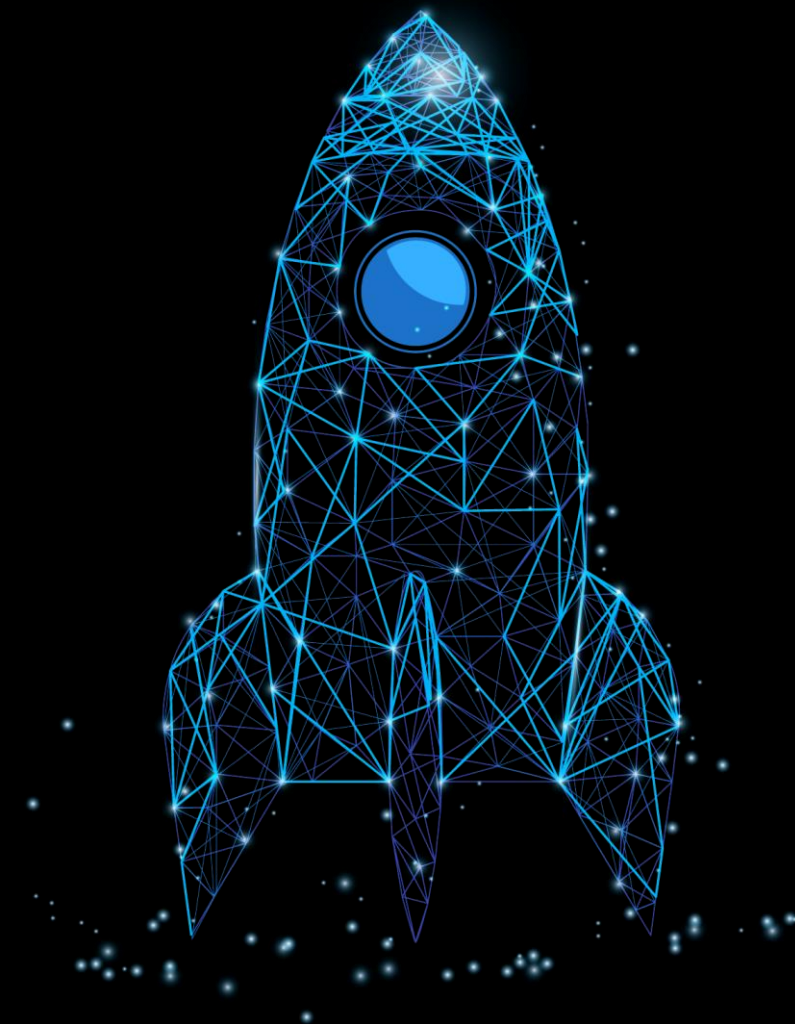
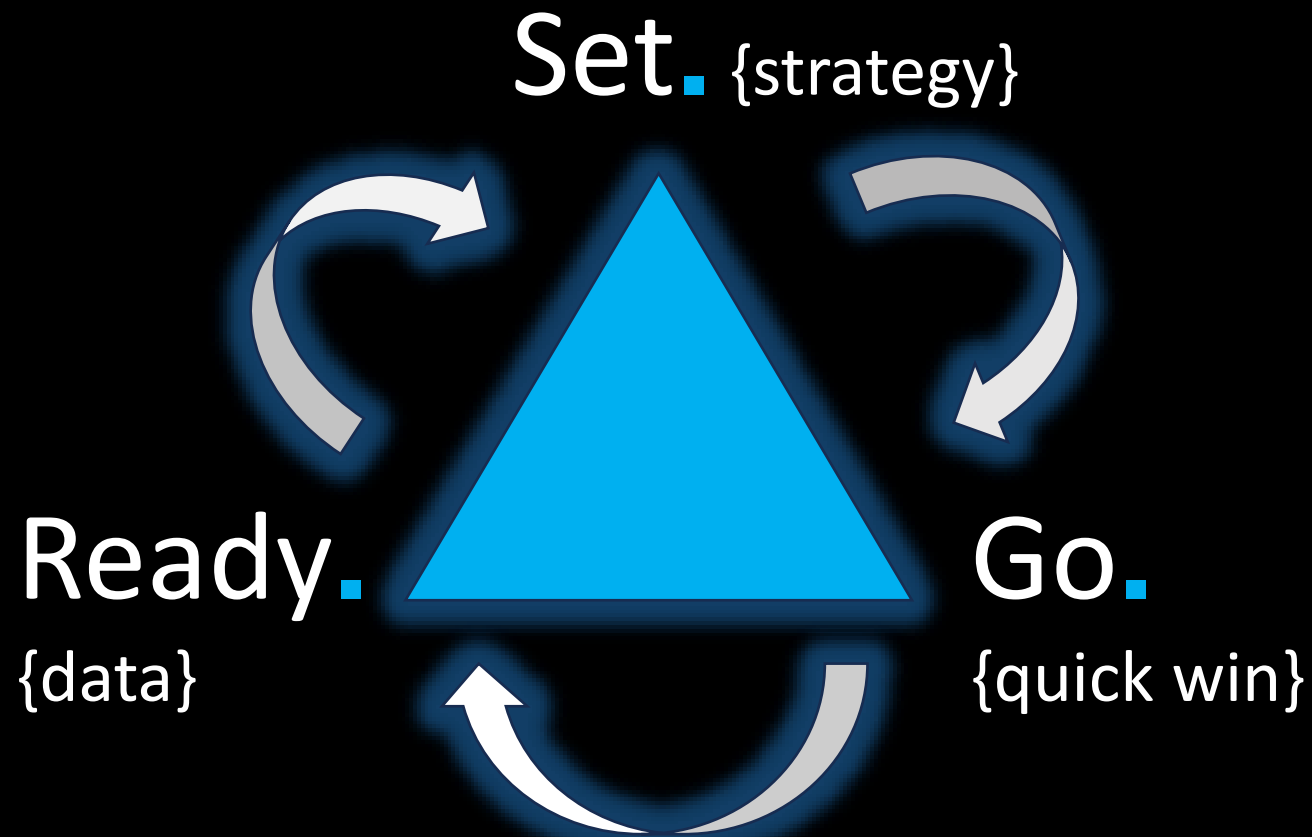
AI & Regulation

Governmental
Intervention

Proliferation of
Credentials

Credential Validation
and Tracking







+

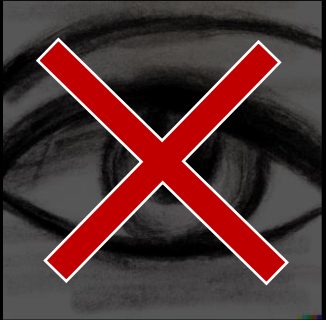


+



=

Dreamer.



+



+



=

Workaholic.



+



+



=

Most of us.



+



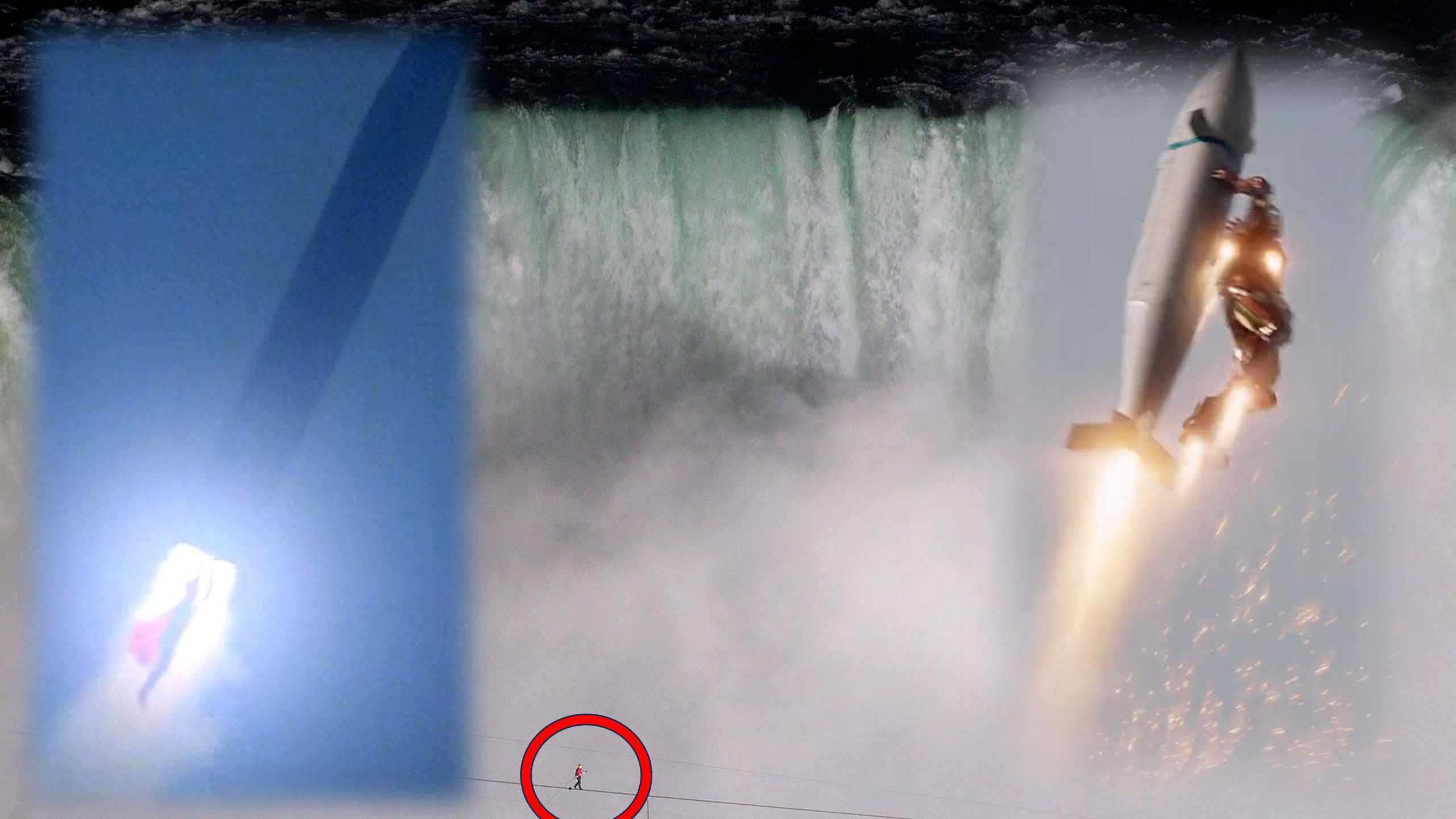
+



=

**DYNAMIC
TRANSFORMATION.**

Once in a generation opportunity.





Put on the suit.

Questions?

AI Opportunity into (Super)Action

David Yunger, CEO
Vaital
dyunger@vaital.com



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Future of Landscape Architecture Education

Thursday, September 19, 2024



Our Panelists



Emerging Trends

Landscape Architecture Education

Challenges and Opportunities

Landscape Architecture Education

Innovations

Landscape Architecture Education

Collaboration and Partnership

Landscape Architecture Education

Questions?



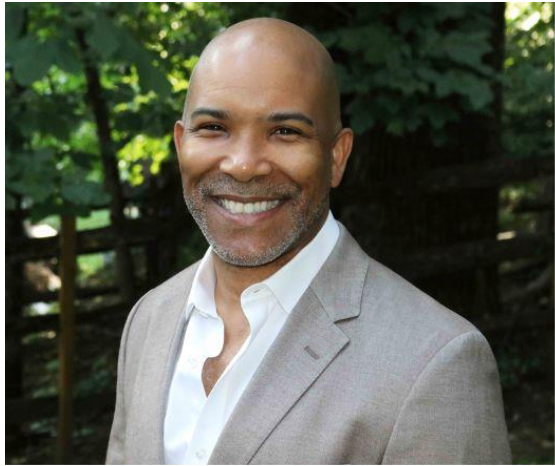
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Impacts of STEM Designation for Landscape Architecture: What's Next?

Thursday, September 19, 2024



Our Panelists



Torey Carter-
Conneen



Roxi Thoren



Zach Druga

Impacts on Practice, Education and Regulation

The background features a white central area with dark green geometric shapes. On the left, a large green shape points towards the center. On the right, a green shape points towards the center from the top, and another green shape points towards the center from the bottom.

Advocacy and Awareness

Future Opportunities and Next Steps

Questions?



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Demonstrating Competency: Understanding the L.A.R.E.

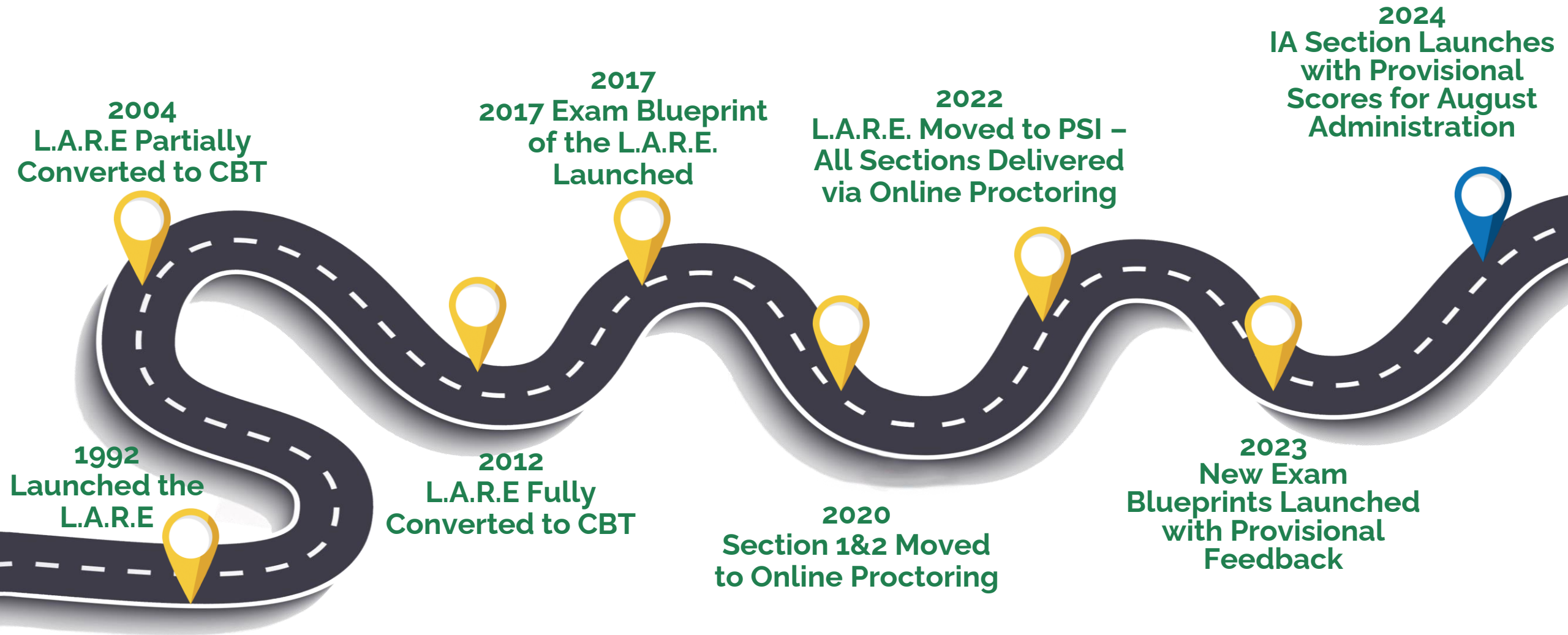
September 19, 2024



History



About the L.A.R.E.



2004
L.A.R.E. Partially
Converted to CBT

2017
2017 Exam Blueprint
of the L.A.R.E.
Launched

2022
L.A.R.E. Moved to PSI –
All Sections Delivered
via Online Proctoring

2024
IA Section Launches
with Provisional
Scores for August
Administration

1992
Launched the
L.A.R.E.

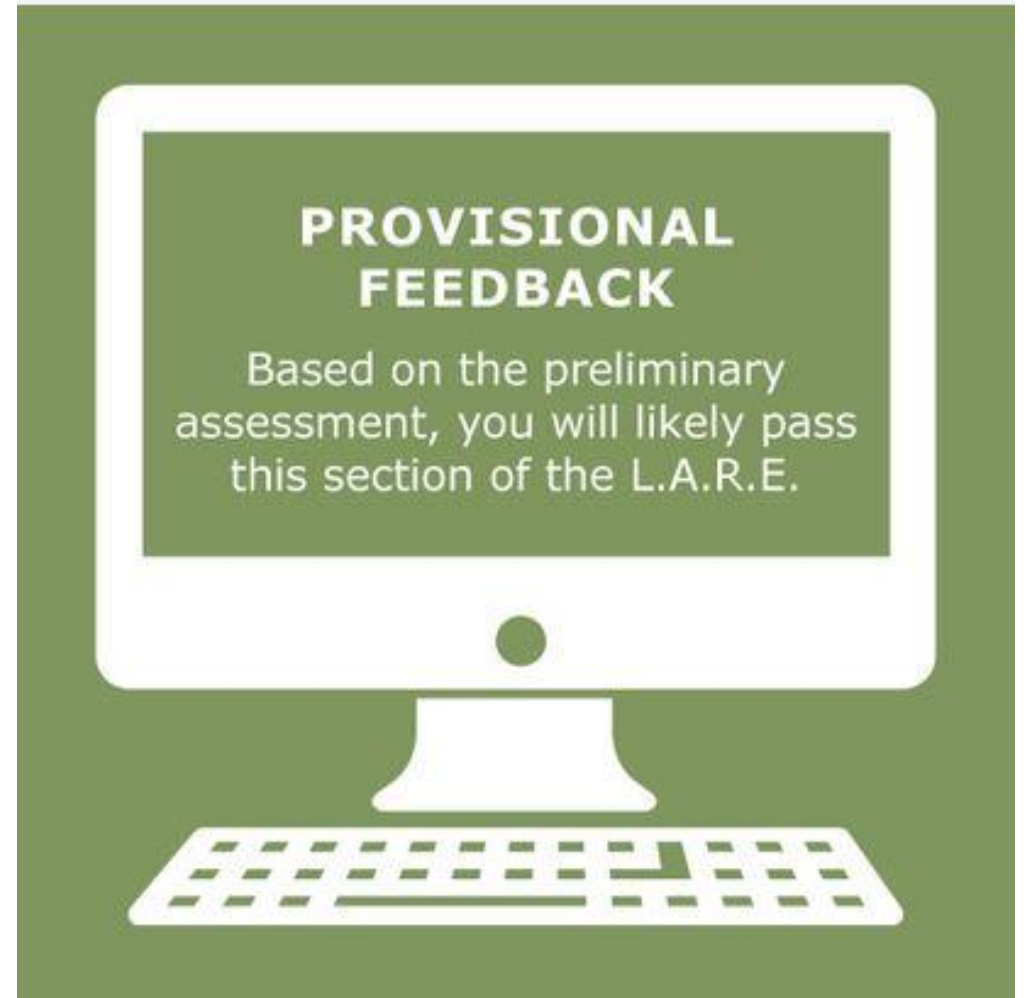
2012
L.A.R.E. Fully
Converted to CBT

2020
Section 1&2 Moved
to Online Proctoring

2023
New Exam
Blueprints Launched
with Provisional
Feedback

Provisional Feedback

Provisional Feedback is an accurate predictor of whether or not you passed or failed an exam section.



Release Schedule

August 2024

- Inventory, Analysis & Project Management

December 2024

- Planning & Design

April 2025

- Construction Documentation & Administration

August 2025

- Grading, Drainage & Stormwater Management

Initial Feedback

Initial announcement was positive

Change is change

Confusion still exists

- Didn't see release schedule
- Don't understand how they work

Exam Administration

Exam Administration

- L.A.R.E. administered 3 times per year
 - April
 - August
 - December
- Delivered at PSI testing centers and at home via online proctoring
 - ~73% test in-person (April 2024)
 - ~27% test via online proctoring (April 2024)
- Statistical analyses are run to monitor performance
 - Timing analysis
 - Exam and item performance

The slide features a white background with blue geometric shapes in the corners: a large blue triangle on the left side pointing right, a blue triangle in the top right corner, and a blue triangle in the bottom right corner.

Exam Writing Committee Involvement & Selection

Volunteer Exam Writing Committee (EWC)

- Exam Writing Committee
 - 4 sub-committees for each section of the L.A.R.E.
- Comprised entirely of *volunteers*
 - 8 members for each section
- Terms
 - 4-year term limit with a 2-year extension for chairs
- Meetings are twice per year



2024 Exam Committee



Exam Committee Process

February

- 2 ½ days
- Review December Exam Administration
 - Review 5-10 Flagged Items
 - Review Candidate Comments
- Build August and December Exams
 - Write Approximately 75 new items

September

- 2 days
- Review April and August Exam Administrations
 - Review 10-20 Flagged Items
 - Review Candidate Comments
- Build April Exams
 - Write Approximately 40 new items

Review Results of Each Exam Administration

- Review poorly performing items
 - Item difficulty outside of normal ranges
 - Negative or low item discrimination
 - A higher percentage of candidates picking any distractor over the correct answer
- Review candidate comments

Item Difficulty

- Item difficulty is calculated using the p-value statistic
- This is the proportion of candidates who answer the item correctly
- Item difficulty ranges from 0.00 to 1.00



Item Discrimination

- Item discrimination is calculated using the point biserial correlation or *rpbis*
- This is the relationship between a candidate's individual question and their raw score
- Item discrimination ranges from -1.00 to 1.00



Item Discrimination

Item 0001	Exam Score
1	100%
1	98%
1	97%
1	86%
1	75%
0	62%
0	59%
0	58%
0	54%
0	43%

Item 0002	Exam Score
0	100%
0	98%
0	97%
0	86%
0	75%
1	62%
1	59%
1	58%
1	54%
1	43%

Item 0003	Exam Score
1	100%
1	98%
1	97%
1	86%
1	75%
1	62%
1	59%
1	58%
1	54%
1	43%

Item Statistics



Review Exam Forms

- Content Imbalance
 - Do we have too many items devoted to one topic?
- Bad Pairs
 - Do we have an item that gives away the answer to another item?
- Outdated Content
 - Is the content of the question no longer relevant?
- Grammatical and Typographical Errors



Item Development Life-Cycle

Pretesting New Items



Item Development Life-Cycle





Item Generation

Item Development – Drag and Place

Draft the item on paper

Create the base image and project elements (tokens) on computer

Save each base and token as a separate image

Import each base and token into the item banking software

Link the base image and tokens in a new item

Write the stem of the item (the question part of the question)

Create the scoring regions (keys and distractors)

Sample Items

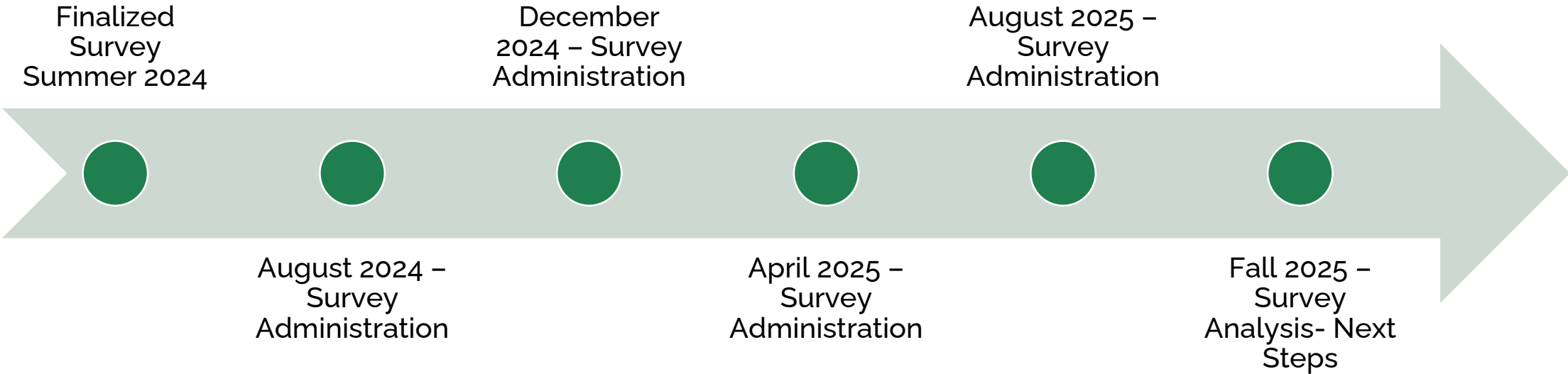
Determinants of Success Research



Workgroup Members

- Patricia Garcia – California
- Brandon Doss – Tennessee
- Ana Garcia – Washington
- Leehu Loon – Texas
- Nick Onody – Ontario
- Fei Peng – California
- Elizabeth Van Sickel – Florida
- Brian Verardo – New Mexico
- Hakeem Wilson - Maryland

Survey Schedule



Questions?





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Connect with CLARB

Thursday, September 19, 2024



Connect with CLARB

Thursday, September 19, 2024



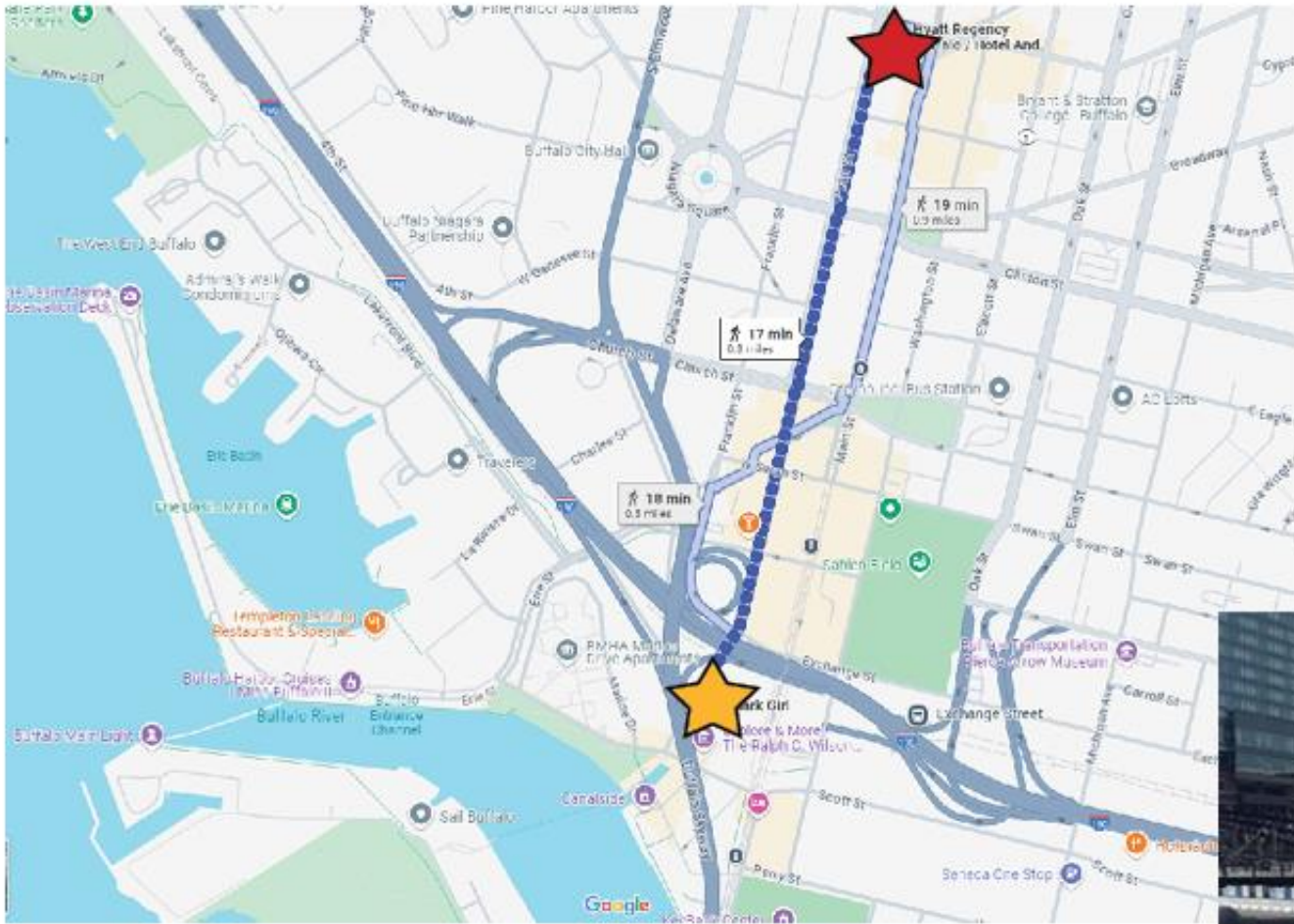
Connect with CLARB

Thursday, September 19, 2024



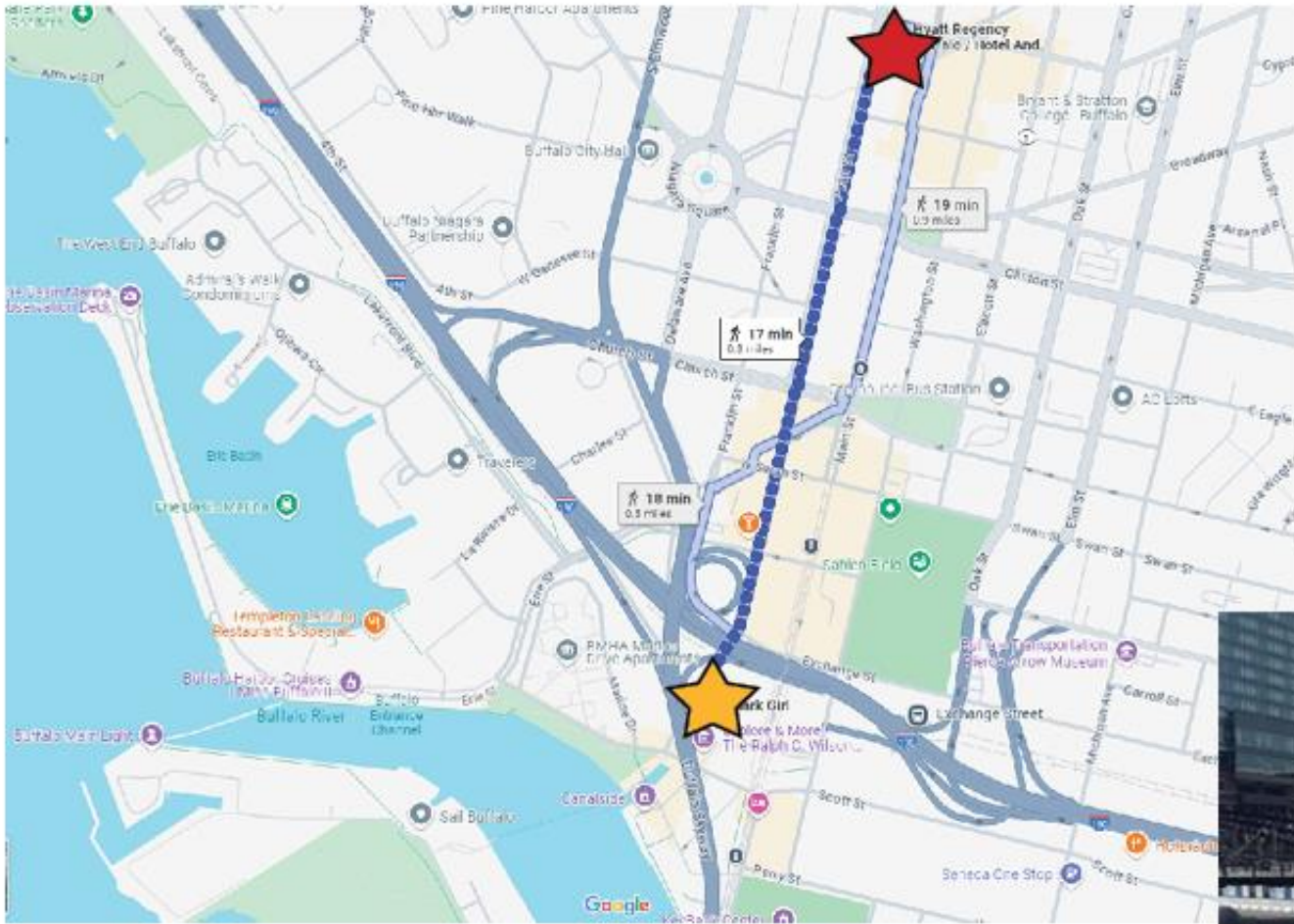


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Shark Girl





Shark Girl





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