



IALE - NORTH AMERICA

**North American Regional Association
of the International Association
for Landscape Ecology (IALE-NA)**

Ambassador 101 Cheat Sheet

Thanks for your interest in becoming an Ambassador for IALE-NA!

Become an effective Ambassador in 5 easy steps:

- 1** Familiarize yourselves with the goals of the Ambassador program (see below)
- 2** Familiarize yourselves with what IALE-NA is all about (the FAQs at the end of this document will help with that!)
- 3** Identify colleagues, collaborators, partners and students who might be interested in joining IALE-NA as well as conferences that you attend where there might also be prospective IALE-NA members
- 4** Prepare a short “elevator pitch” to use to highlight the key points (sample below)
- 5** Report back to the Ambassador coordinator on your activities as an Ambassador (contact information is below)

Goals of the Ambassador Program:

- Build a more diverse and inclusive membership
 - North America wide (Canada, USA, Mexico, Caribbean)
 - Equity seeking and under-represented groups
- Champion participation in IALE-NA
- Increase capacity for high quality landscape ecology work continent-wide
- Increase opportunities and recognition for members of all backgrounds
 - Promoting travel awards, scholarships, job and mentoring opportunities
 - Diversifying award nominees and recipients

How can you be an effective Ambassador?



Reflect on the following questions:

1. How were you introduced to IALE-NA?
2. Why did you become a member of IALE-NA?
3. What have you gained by staying a member of IALE-NA?
4. Why would you advocate for a non-member to become a member?



Turn those reflections into your Ambassador Elevator Pitch!

A 2-3 minute spiel can help you clearly articulate what our organization is about and why a colleague might want to get involved. Of course, depending on who you are talking to, you might alter your message, tone, and suggested action. But remember, your experience is important! By making this elevator pitch personal, it may better resonate with your colleagues and collaborators. Below is an example pitch for inspiration.

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“Hi friend, nice to see you! Things are going well on my end. I’m actually preparing for a conference next week with the North American chapter of the International Association for Landscape Ecology. Have I told you about that organization before? It’s an amazing group of interdisciplinary scientists like yourself. I joined about five years ago and have found so many professional connections and insightful research through the occasional meetings and working groups. What I especially appreciate about this organization is that it brings together lots of different professional perspectives - you know how diverse our field can be - all in one place for us to discuss important issues like changing migratory bird patterns, large-scale human development, and climate change impacts over time. And that’s just scratching the surface! I’d love to tell you more, and maybe introduce you to some of the people I’ve met through the network. What do you say? Are you free now?”

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You are not alone!

If you have questions, want to practice your “elevator pitch”, share further ideas or success stories, you can contact the Ambassador coordinator: ambassador@gmail.com.

IALE-NA FAQs

What do we call ourselves?

We are IALE-NA (pronounced “Eye-alley”). Our full name is a mouthful; we are the “North American Region Association of the International Association for Landscape Ecology”.

What is IALE?

IALE, also known as “IALE World” is the global organization for the discipline of landscape ecology. Also known colloquially as “IALE World”, the organization exists mainly to support regional chapters while also providing a forum for working groups, communication and resources. The organization hosts a World Congress every four years. You can find the current list of active working groups on the webpage, and join one at no cost. You can also find links to the different regional and national-level chapters. Membership in any one regional/national chapter automatically includes membership in IALE. Regional/national chapters generally offer an annual conference, as well as resources like newsletters, LISTSERVs, job boards and mentoring opportunities.

What is the purpose of IALE-NA?

- Foster the science and application of landscape ecology across North America
- Provide a link among researchers and practitioners in landscape ecology within North America, as well as throughout the international community
- Promote interdisciplinary research and communication among scientists, practitioners, planners, and other professionals concerned with landscape ecology

What do you get as a member of IALE-NA?

Member benefits include:

- Professional networking and opportunities
- Mentorship program for students
- Registration discounts on annual meetings
- Regular communications via the IALE-NA newsletter and IALENA-L discussion list
- Joint membership in IALE-World, the largest organization of landscape ecologists
- Open access (digital) to the journal Landscape Ecology and discounted article processing fees for the journal Land

IALE-NA FAQs

What does IALE-NA do?

We have several committees that work together to achieve the above goals:

- Executive committee
- Awards committee
- Foreign scholar committee
- Nominating committee
- Site selection committee
- Sponsorship committee
- Policy committee
- Communications committee
- Equity, Inclusion and Diversity committee

How much does a membership cost?

Membership fees start as low as \$10-15/year depending on country income group level and professional status (students receive a discounted membership)

Is IALE-NA on social media?

Great question! Of course we are!

Tell me more about the conference...

There is an annual conference, which usually lasts 4 days and includes plenary talks, symposia, contributed talks, a poster session, workshops and field trips as well as many opportunities for formal and informal networking. The conference happens every year, usually sometime between late March and mid-April and usually attracts between 300-500 attendees. The conference has traditionally been hosted in the USA, although it has been hosted in Canada twice, and we hope to have future conferences in more diverse parts of North America.

The conference is VERY student-friendly. There are networking and social events aimed specifically at students, and approximately half of the talks are by students and early career professionals. There is also a sliding-scale fee for the conference.



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