



# Strategic Advance Update

July 10-11, 2009

**Strategic Plan 2010-2015**

**Thought Leaders**

**One AIA**



# Strategic Plan 2010-2015

## Those Surveyed for Input.....

CACE	American Society of Landscape Architects (ASLA)	Design Build Institute of America (DBIA)
Component Pres/Pres. Elect	Associated Builders and Contractors (ABC)	Green Building Initiative (GBI)
Component Staff	Associated General Contractors of America (AGC)	Illuminating Engineering Society (IES)
YAF	American Planning Association (APA)	International Codes Council (ICC)
Knowledge Communities	American Society of Heating Refrigerating & Air Conditioning Engineers (ASHRAE)	International Facilities Management Association (IFMA)
AAF	American Society of Interior Designers (ASID)	International Interior Design Association (IIDA)
AIAS	American Society of Landscape Architects (ASLA)	National Society of Professional Engineers (NSPE)
Regional Directors	Associated Builders and Contractors (ABC)	National Building Museum (NBM)
ACE Mentor	Associated General Contractors of America (AGC)	National Organization of Minority Architects (NOMA)
Alliance to Save Energy (ASE)	Construction Owners Association of America (COAA)	Society of Design Administration (SDA)
American Architectural Foundation (AAF)	Construction Specifications Institute (CSI)	U.S. Green Building Council (USGBC)
American Institute of Steel Construction		U.S. Council of Mayors
American Planning Association (APA)		Government Services Administration (GSA)
American Planning Association (APA)		Urban Land Institute (ULI)
American Society of Heating Refrigerating & Air Conditioning Engineers (ASHRAE)		National Association of Industrial and Office Properties (NAIOP)
American Society of Interior Designers (ASID)		National Fenestration Rating Council
		Arquitectos
		National Association of County Officials
		National Institute of Building Sciences



# Strategic Plan 2010-2015

## Key Issues facing AIA in 3-5 years

- Loss of Architects
- Enabling Young Architects
- Membership and portability
- Evidence-based design
- Effective stewardship
- Prioritize resources
- Become a broader tent
- Economic condition
- Sustainability
- Changing demographics
- Remain relevant
- Leadership
- Business and Practice
- Technology
- Improving national relationship with components
- Improved communications
- Demonstrating value
- Diversity of Membership and Leadership
- Increased political activity
- Building on advocacy gains
- Prevent encroachment of other professions



# Strategic Plan 2010-2015

- 1 Vision**
- 2 Mission**
- 3 Goals**
- 4 Strategies**
- 5 Initiatives**



# 1 Vision

# Design Matters

AIA Strategic Advance July 10-11, 2009



## 2 Mission

**The American Institute of Architects is the voice of the architectural profession and the resource for its members in service to society.**



# 3 Goals

We confirm and believe that the goals of the Institute are to:

- increase **Member Value**
- serve as the **Credible Voice**
- be the **Authoritative Source**
- be a **High Performing Organization**



# 3 Goals - Updated

We confirm and believe that the goals of the Institute are to:

- increase Member Value
- serve as the Credible Voice
- be the Authoritative Source
- build One AIA

We believe to achieve these goals we must develop strategies to **serve all of the Institute's goals.**

At the Strategic Advance **four interconnected strategies** have emerged.



# 4 Strategies

**Strategy - Advocacy**

**Strategy - Community**

**Strategy - Knowledge**

**Strategy - One AIA**



# Strategy - Advocacy

**Drive awareness that Design Matters by advocating and demonstrating excellence in creating healthy, livable and sustainable communities.**



# Strategy - Community

**Foster a culture of collaboration, communication, sharing and empowerment to ensure engagement, participation and innovation.**



# Strategy - Knowledge

**Identify and convene thought leaders to promote research and discussion that ensure that the AIA is a global leader in the issues of our profession.**



# Thought Leadership

- The AIA should
  - Convene thought leaders,
  - Set the agenda, and
  - Disseminate knowledge
- What do we communicate:
  - design matters,
  - metrics/building performance metrics;
  - source for news organizations,
  - recognition as leaders/essential to the conversation,
  - awards program-publicizing so that public knows we are the experts



# Strategy - One AIA

**Build a responsive AIA by aligning resources at all levels to create a high performing organization.**



# One AIA

- **To become thought leaders we must be a:**
  - **Streamlined**
  - **Highly-efficient**
  - **Responsive One AIA**
  - **Align programs and initiatives to the competencies of the various levels of the AIA**



# 4 Initiative Categories

**Technology + Innovation**

**Components + Community**

**Environment + Stewardship**

**Business + Practice**



# Strategic Plan – Summary

- **Continuity**
  - Maintains Mission and Goals
- **Evolution**
  - Recognize **DESIGN** in the **Vision**
  - Strategies work across all Goal Areas
  - Accommodates **Initiatives** that can change
  - Recognizes the importance of **Thought Leaders**
  - Reconnects to **ONE AIA**



# Strategic Plan - Next Steps

- **Test the strategies**
- **Build the action (tactical) plan through the components, members and stakeholders**
- **Synthesize short term, mid-term and long-term**
- **Finalize**



# Process Timeline for Strategic Plan

Information, questions and tools for feedback distributed

July 24

Feedback collected through multiple venues

August - September

Update on progress, first draft of graphic model

September Board Meeting

Synthesize feedback and prepare draft plan

October

Finalize draft; board/committee conference calls to test

November

Submit final draft for board approval

December Board Meeting