

AIA Pittsburgh 2010 Strategic Planning - The WEAVE

<p>Vision- The American Institute of Architects: Driving positive change through the power of design</p> <p>Mission- The American Institute of Architects is the voice of the architectural profession and a resource for its members in service to society.</p>	<p>knowledge</p> <p>Create, promote, and disseminate interdisciplinary study and research ensuring the AIA's members are leaders in the profession, the industry, and their communities.</p>	<p>advocacy</p> <p>Advance policies about design through political outreach, education, and engagement that are responsive to the public and the profession.</p>	<p>communication</p> <p>Elevate the voice of architects to promote the value of design and to enhance the public's understanding of the importance of architecture.</p>	<p>collaboration</p> <p>Align resources and empower networks of members, components, and allied professionals to build teamwork.</p>
<p>Serve as the Credible Voice</p> <p>Promote the members and their AIA as the credible voice for quality design and the built environment.</p>	<p>Articles in Popular Press Website - potential link to national</p>	<p>Riverlife (Anne) Pittsburgh Civic Design Coalition (Anne) SDAT Next Page Article AIA Pittsburgh Public Involvement Policy Grassroots (National) PA Architect's Day (State) Penn Liberty Historic Commission (Anne) Encourage members to participate on Boards (such as HARC and CDAP)</p>	<p>Website Lectures Pittsburgh's Favorite Architecture Design Pittsburgh Pecha Kucha AIA Pittsburgh Film National's exhibit shown locally WDOJ Sponsorship Pittsburgh Magazine Articles/Editorials in Press Relationship with PG editorial board Next Page Newspaper quotes (AIA - RA) Anne & Staff</p>	<p>SDAT WPA Diversity Initiative Obesity Task Force Potential support of ACE (3 above are in the category of "brand and support")</p>
<p>Be the Authoritative Source</p> <p>Be the recognized leader for knowledge about the practice and profession of architecture.</p>	<p>Build Pittsburgh Columns Lectures (received a "dart" for staff time) Contract Documents (received a "dart" for staff time)</p>	<p>AIA PA Representatives Support of AIA PA's Legislative Breakfast AIA PA PAC support AIA PA Architect's Day participation AIA National Grassroots participation Member organization of CLC</p>	<p>Columns Design Pittsburgh Professional Referrals Anne & Staff</p> <p>Priority New Initiative for 2010: New Website (requires adding support staff)</p>	<p>Build Pittsburgh - with CSI and GBA Hard Hat Tours Work with other AIA Components Sponsors Green Building Alliance (GBA) AIAS at CMU and Pitt Heinz Architectural Center (HAC) Stewart L. Brown Award at CMU Lectures - with CMU National Board Committee (Anne) Pecha Kucha - with AIGA Falling Water - continuing education</p>
<p>Increase Member Value</p> <p>Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.</p>	<p>Build Pittsburgh Columns Continuing Education Courses ARE Study Sessions ARE Study Library Hard Hat Tours Unemployed Architects Group Contract Documents Falling Water Green Building Alliance</p>	<p>AIA National Grassroots AIA PA Architect's Day AIA-PA Chapter Relations Task Force</p>	<p>Internal Communications:</p> <p>Columns E. Columns Website Membership Meetings Social Networking (online) Leadership Network Anne & Staff Occasional Events (with Fellows, CMU, etc.)</p> <p>Priority New Initiative for 2010: Implement "AMS" Database (requires adding support staff)</p> <p>Priority New Initiative for 2010: Increase Sponsor income by 20% (requires full board participation)</p> <p>Priority New Initiative for 2010: AIA Pgh "Signature Firms" (membership committee)</p> <p>Priority New Initiative for 2010: New Website (requires adding support staff)</p>	<p>Build Pittsburgh AIA Board Retreat CACE Unemployed Architects Group Young Architects Forum (YAF) AIA PA Chapter Relations Task Force Catering (received a "dart")</p>

Proposed New Initiatives:

<p>Increase Board Participation in Sponsor calls New Member Mentoring New Website AIA Pgh "Signature Firms" "Consensus Documents" Livable Communities Promotion Refresher Pittsburgh Technology Council Legislative Brief.</p>	<p>Pittsburgh Labor/Green legislation Pittsburgh Architect's Day Pittsburgh AIA PAC Pittsburgh Chapter Knowledge Communities Automatic Credit Card Payment for Dues "Beam" info about YAF events Increase interaction with YAF</p>	<p>Our own building Membership Road Show Streamline staff communications time Residential/Small Firm Group Implement AMS Database Self-Certification for Building Code Regional Transit Advocacy</p>
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Notes:
1. A "dart" indicates that this is an item that the board or staff would like to eliminate or at least reduce time commitment. Lectures will be limited to AIA lending our brand and providing publicity to lectures organized and hosted by other organizations such as CMU. "Catering" was partially a joke, but it does consume staff time that may be more needed on other tasks. Contract Documents received a dart not because this service can or should be eliminated, but because it can be overly time consuming for staff. No other current initiative were identified as items that could or should be eliminated.

2. After completing the Weave following the AIA National Toolkit, the board reviewed a number of operational issues including revenue/expenses and staff time allocation/demands. It was noted that the Weave did not adequately incorporate these aspects of organizational health and effectiveness. Two primary conclusions were reached. First, it was concluded that current initiatives are utilizing all available staff time and therefore in order to add new initiatives with a significant staff time requirement we need to add support staff, at least on a part-time or limited term basis. Second, upon reviewing our sources of revenue it was concluded that the best source of increased revenue is Sponsorship. Currently sponsorship accounts for roughly 50% of our total revenue. It was proposed that a significant effort by the entire board (not just a couple of fundraisers) could increase sponsorship revenue. A goal of a 20% increase was proposed.

3. Each board member used dots to make three votes for the new initiatives that he/she felt should be implemented in 2010. The proposed initiatives that received the most votes were discussed further and it was agreed that we should implement four new initiatives, with two requiring primarily staff effort and two requiring primarily board/member effort. The two staff driven initiatives are focused on improving operations, communications and membership value with (1) a new Website and (2) a new AMS database. The two board/member driven initiatives, (3) Sponsorship increase and (4) AIA Signature Firms are focused on increasing membership and sponsorship, both of which will increase revenue. This additional revenue will in turn support adding support staff as needed to allow staff to implement the AMS Database and the new Website.