2010 ➡ 2015 STRATEGIC PLAN

STRATEGIC PLAN TOOLKIT - The WEAVE

AIA Northeast Wisconsin

Vision- The American Institute of Architects: Driving positive change through the power of design Mission- The American Institute of Architects is the voice of the architectural profession and a resource for its members in service to society.	**knowledge** Create, promote, and disseminate interdisciplinary study and research ensuring the AIA's members are leaders in the profession, the industry, and their communities.	**advocacy** Advance policies about design through political outreach, education, and engagement that are responsive to the public and the profession.	**communication** Elevate the voice of architects to promote the value of design and to enhance the public's understanding of the importance of architecture.	**collaboration** Align resources and empower networks of members, components, and allied professionals to build teamwork.
Serve as the Credible Voice Promote the members and their AIA as the credible voice for quality design and the built environment.	*Legos	Trash to Treasures		Trash to Treasure
Be the Authoritative Source Be the recognized leader for knowledge about the practice and profession of architecture.	ARE Study sessions (Eduction)		Historic Buildings Brochure	ARE Study sessions
Increase Member Value Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.	Eat & Earn : 36 per yr split between 3 locations (education) Building Tours (Education & networking) Annual Meeting (networking)		Annual meeting	Eat & Earn CES Seminars Annual Meeting Building Tours Winter Networking Event

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Serve as the Credible Voice Promote the members and their AIA as the credible voice for quality design and the built environment.	AIA-S support	Allied Groups	Architects in Schools	SE2 Awards
	Qualifications Based Selection (QBS)	Legislative Lobbying	News Releases	
	AIA Wisconsin Design Awards	Government Affairs & Lobbying	Headquarter Building	
	Design Your School - HS Design Competition	Qualifications-Based Selection (QBS) Facilitation	Design Awards	
		Collaboration	Public Radio Announcements	
			Design Your School - HS Design Competition	
Be the Authoritative Source Be the recognized leader for knowledge about the practice and profession of architecture.	Emerging Professionals Workshop	Historic Resources	Residential Architect directory	UWM Deans Advisory
	IDP Coordinators	Lobbyist	Chapter Program Promotion	DSF Conference (ACEC)
	ARE Video Conference	Legislative Committee	Holiday Luncheon	SE2 Awards
	BEC (Building Enclosure Council)	Design Awards	Fellowship Promotion	Architect Finder
	Convention	QBS Facilitation	Historic Buildings Brochure	Committee Staffing
		Scholarships/Grants WAF	Leadership Training	
		AIA DSF Liaison		
		AIA Safety & Buildings		
		AIA Code Committee		
		Golden Award		
		SE2 Awards		
		Citations		
Increase Member Value Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.	Fellowship Support	Legalline & Amicus Briefs	AIA eNews	Vendor Marketing Program
	Fall Workshop	Bylaws	Magazine	Membership: Records, Updates, Retention, Renewal
	Continuing Education Seminars & Programs	Contract Documents	Social Media (Facebook, Twitter, Linkedin, You Tube, Slide Share)	Young Architects Forum (YAF)
	Resource Library		Website	Financial Management (Banking & Investments)
			eCalendars	Coordination with/of Chapters
			Design Awards	
			Sponsorship Program	
			Resource Directory	
			Administrative Support	
			Event Administration (Registration, Financial)	

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Be the Authoritative Source Be the recognized leader for knowledge about the practice and profession of architecture.	ARE Study Sessions Sessions at LaCrosse		Historic Buildings Brochure	
Increase Member Value Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.	Continuing Education Sessions at LaCrosse Tech ARE Study Sessions Factory Tours Building tours		Distance Learning Events (Web meetings)	Coordinated meetings with Building Enclosure Council (BEC)

STRATEGIC PLAN TOOLKIT - The WEAVE

AIA Southwest Wisconsin

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			Parade of Homes	CASA (Court Appointed Special Advocate) Gingerbread House Competition (Dane County)
			Overture Display exhibit	Architects in Schools
			Family social events	
Be the Authoritative Source Be the recognized leader for knowledge about the practice and profession of architecture.	ARE Study Sessions	Urband Design Commission (UDC) Appointments	Sketch Hour	Taliesin Summer Lectures
			Socials	Firm Meet & Greets
			Historic Buildings Brochure	
Increase Member Value Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.	Speed Mentoring	UDC Appointments	Holiday Network Event	Dinner with CSI and ASHRAE
	Monthly Eat & Earn Seminars		Socials	
	Annual Meeting			

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AIA Milwaukee

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	Historic Resources	MAKE Editorial	Unseen Architecture MKE	NOMA
		Blood Drive	For the Birds (Birdhouse design Competition0	AIA150
		Solar Decathlon	Feed your Soul	
		AIA105		
		Milwaukee Makeover		
		Architecture for Humanity		
		Architects on Wheels		
Be the Authoritative Source Be the recognized leader for knowledge about the practice and profession of architecture.	ARE Structure Lecture	COTE	International Theater Competition in Prauge	Architects For Humanity
	Mentor Program with UWMilwaukee- School of Architecture and Urban Planning (SARUP)		Committee on Design	
	UWMilwaukee - SARUP Lectures			
	Green Sheets		Historic Buildings Brochure	
Increase Member Value Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.	Leenhouts Lecture	COTE	UW-Milwaukee SARUP Lectures	Hoiday Party
	COTE		20/20 Event	20/20 Event
	BEC		Opening Doors CE Meetings at firms	Beaux Arts Ball
	Building Science (CES) series		Thirsty Thursday	
	ARE Prep		Communication Committee	
	ITX/Building Enclosure Workshop		River Cruise	
	Building Tours			

Appendix B: Wisconsin Weave & Commentary

Early in August, all five AIA components in Wisconsin did the Weave. We divided the 3.5 hour session into four parts, described below. I also noted my general impressions of how people responded – my gut-feel based on facial expressions and comments.

1. Explained the development of the strategic plan and how the weave grew out of the plan (to give purpose to the weave). General feel: "Is he really going to make us do this?"
2. Broke into chapters and did a "brain dump" of all programs and services. Wrote on sticky notes. General feel: "This is a pain – I wish I was more prepared for this – should have brought my list of programs."
3. Put each sticky note in the proper intersection on the weave – we had a full wall of Weave. General feel: "What a pain in the ass – I have to think about this, oh - I see other programs I forgot."
4. Evaluation: We had discussions with each component asking three general questions: General reactions, Trends emerging, and Gaps. In my opinion, this discussion showed everyone the real value of what we just went through. Lots of good discussion and understanding, some eye opening thoughts (see accompanying notes and commentary). The question was: "When can we see other components' weaves? We want to share."

AIA Wisconsin staff then put all notes into the spreadsheet. They also added hyperlinks to some of the items for quick reference to the program descriptions (see Wisconsin Weave spreadsheets).

I also want to add that both Tom Cox and my replacement Mark Swenson from Minneapolis attended. I think we will have good continuity as we weave through the rest of the region.

Kevin J. Connolly, AIA
AIA Director
North Central States Region

Flipchart notes and commentary on the Wisconsin Weave strategic planning exercise:

Questions:
1. General Reactions?
2. Trends Emerging
3. Gaps for Chapter? | for State?

AIA Milwaukee

General Reactions
- Lacking in advocacy
- Programs are helping others/neighborhoods
- Not so much focus on individual member as desired
- Professional collaboration: hard to brainstorm

Gaps
- AIA Wisconsin has it covered
- Need strong ties to SARUP

Trends

- Alcohol trend
- Strong trend to represent ourselves to society as architects – could cross-pollinate to advocacy
- Helping professionals focus more on emerging professionals

AIA Northwest Wisconsin Chapter

General Reactions

- Member-focused
- Giving members more knowledge of built environment

Trends

- To expose more of our members and doing that through internet meetings
- Collaborating with historical society trend but difficult to implement

Gaps

- Cross state gap? Minnesota – Wisconsin
- Advocacy and communication [but AIA Wisconsin fills in]
- Getting the message out to members that the state does fill these gaps
- In areas without big population centers, collaborate with like professionals

AIA Northeast Wisconsin Chapter

Trends

- Have been focused on member services and very reflective of our focus (tripled eat & earn opportunity [member-centric]
- Advocacy and communication – gaps filled by state

Gaps (or opportunities)

- Communication with individual member/public
- Crossing state lines
- Time to move into "gap" areas

AIA Southwest Wisconsin Chapter

General Reactions

- Lacking in advocacy
- Need to work on collaboration and communication
- Good job in being diversified – big firms, small firms, public, etc. [maybe not reaching to rural, however]
- Pretty strong regarding 24 events [2 per month] – should try to create events crossing categories

Trends

- Starting to do monthly meetings, lunches, etc. – learning opportunities [members]
- Have focused on firms vs. sole practitioners
- Taliesin has reached out – could be doing more with students
- Wide variety of attendance [emerging professionals, seasoned professionals, Milwaukee]
- Are we just doing the same things? Is the trend status quo?

Gaps

- Tend to be in Madison area vs. rural [Interesting corollary to NE/NW challenges]
- Corporate architect, government architect, academics, under-employed the under-served: can we think about them regarding programs – are we losing a generation of architects [non-traditional practices]

Statewide Themes/Trends/Gaps

- Crossing state/Chapter lines
- Geography challenges | SW [rural challenge] NW [technology theme]
- AIA Wisconsin state role – letting members know about value here?
- Doing events around naturally occurring activities [Packer game, etc.]
- Good efforts tend to be occurring where the people are vs. where the chapter lines are drawn – is this the right structure?
- Not talking about architects in construction – shouldn't we be?
- Gap: in sharing what we do as architects across the state

State

- Knowledge communities: not taking advantage of communities of practice as we could
- Tap into members through areas of common knowledge vs. chapter/geography affiliation
- Regional lines could be crossed | national expertise could be utilized
- Firm size(s) with common interests – roundtable
- Don't promote ourselves regarding our knowledge in the state/praising members on national level
- Keep the national Knowledge Communities
- Is "profession" goal necessary?