

# AIA East Kentucky Strategic Plan Weave

## Strategic Planning with an All-Volunteer Chapter

Our process increased leadership involvement

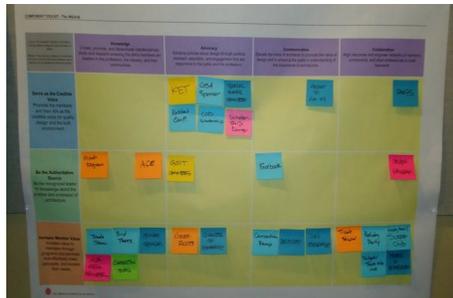
*“As a small, all volunteer chapter, the weave demonstrated all that we do, and we do a lot for our members. Through strategic planning, our challenge is to define how much more can be done!”*

Derek Brooks, AIA  
2011 President



### Tips

- Define what Advocacy means to your component.
- Keep things on time, and avoid off-topic discussion.
- Facilitator should ask open-ended questions: What, how, when, why.
- Have the group divide up into pairs for brainstorming.
- Before the meeting ends, identify a specific person responsible for each executable project.



### Weave Summary

When hosting our component’s Annual Planning Meeting, we thought it would be useful to review our activities and align them with the National AIA’s Strategic Plan.

We came to the three-hour meeting with a detailed agenda, open to revision at the start of the meeting.

#### First half

- Introductions
- Pointing out that all team members should share ideas.
- Creating a “parking lot” for ideas not immediately relevant, to be discussed at a later date.
- Reading the AIA’s 2010 → 2015 Strategic Plan
- What does our chapter do?
- What *should* an AIA Chapter do?
- Review AIA KY Weave and Planning Meeting
- Complete chapter Weave
- Summarize

#### Second half

- Act on and transition to 2011 by Committee and activity.

*“I thought the Weave helped solicit ideas and buy-in from committee members who have not participated as much before,” said Amy Lett, AIA East Kentucky Vice-President.*

## Chapter Information

- 259 Architect and Associate Members
- 0 Full-Time Staff
- 7 Member Board

## Key Outcomes

- **Know the limits of your ability: Most of the items shown on our Weave are activities that have taken place over the last year(s), with one new activity proposed for 2011.**
- **Increase member involvement: Leverage activities off of each other, for example, a construction tour followed by a “Supper Club” social.**
- **We were strongest in “Increasing member value,” and weakest in “Be the authoritative source.” It is reassuring to be strong in member value, as that is often the benchmark we refer to in determining the value of programming.**

## AIA East Kentucky

Derek Brooks, AIA  
2011 President

Amy Lett, AIA  
2011 Vice-President  
[Info@aia-ekc.org](mailto:Info@aia-ekc.org)

<http://www.aia-ekc.org/>



THE AMERICAN INSTITUTE  
OF ARCHITECTS