

# AIA South Carolina Strategic Plan Weave

## Finally, a strategic planning tool that appeals to architects!

“Finally a strategic planning tool that appeals to architects! The graphic layout of the Weave enabled our board, for the first time, to visualize all the different things we were doing. It highlighted the things we were doing well and helped us identify the things we needed to improve, add or discontinue.”

Todd Reichard, AIA  
2011 AIA South Carolina President



### *Weave Summary*

We had an extensive strategic planning exercise just 9 months before the Weave was launched last year. Like many strategic plans, though, what we had at the end of the process was a static Word document that only a few board members ever referred to again. We received the Weave toolkit just before a scheduled board meeting and with the strong encouragement of our Regional Director, we held a “charrette” to take our strategic plan and plug our programs and initiatives into the weave of our goals and strategies. We needed time from two more board meetings to complete our Weave, but our goal was to have it ready to present to our new board members at our annual planning retreat just a few months away. In the end, it was a relatively painless process but it was one that rewarded us with an interactive, vibrant document that allowed our incoming leaders, as well as our old ones, to quickly and easily see what our Chapter was all about. It also showed us areas where we weren’t fulfilling our goals, so we’re looking forward to seeing how other components are addressing these issues by viewing their Weaves on the AIA website.



## Chapter Information

- 882 Architect and Associate Members
- 44 Allied Members
- 3 Full-Time Staff
- 16 Member Board



## Key Outcomes

We recognized the best of what we do:

- Legislative breakfast
- Legacy project
- Published Op-eds
- Interactive website
- Annual *South Carolina Architecture* magazine
- Knowledge community mini-conferences
- Clemson studio visits
- Clemson student scholarships

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