

# AIA Ohio

## Strategic Plan Weave

### Weave was a great Framework

*“The Weave was a great framework to guide our strategic plan. With the framework in place, we were able to focus our discussion on the important issues facing our state and local chapters.”*

Steven Shinn, AIA  
2011 AIA Ohio President

#### Weave Summary

Deb Kunce, Ohio Valley Region Director, facilitated our 1 ½ day Weave session to develop our strategic plan for 2011. With Deb’s leadership, the Weave was a great framework to guide the development of supporting documentation for the meetings; to structure the meetings and dialog; and to organize and prioritize all the information gathered during the discussions.

Our Weave session included the AIA Ohio board, local component executives, presidents and president-elects from our seven chapters to encourage broad participation. We started with an overview and comparison of local chapter committees and activities to frame the discussion of how local and state programs and services can complement each other. We adopted the Weave vision, mission, goals and strategies for our strategic plan. We then focused on an evaluation of AIA Ohio activities/actions for 2010 and integrated them into the Weave. New actions were added to meet our goals. We prioritized and reorganized the goals and strategies so the AIA Ohio activities can effectively supplement the local chapter activities. All the actions/activities were prioritized and reorganized for 2011 based on time and dollars that should be spent on each one.

As a well-defined framework, the Weave allowed us to focus on our issues versus the process of developing a strategic plan. The discourse on issues improved our collaboration with the local chapters. The local chapters learned about the extensive array of state activities and AIA Ohio learned how to better augment local chapter initiatives.



### Chapter Information

- 2064 Architect and Associate Members
- 2.5 Full-Time Staff
- 16 Member Board

### Key Outcomes

- Advocacy
  - Promote government relations
  - Pursue legislative agenda
  - Enhance advocacy grants
  - Visit local chapters, promote AIA
- Communication
  - Create NPR media campaign
  - Develop electronic firm directory
- Collaboration
  - With local chapters
  - With schools of architecture
  - With allied organizations
- Knowledge
  - Improve continuing education
  - Promote cross pollination with YP’s
  - Create research grants

### AIA Ohio

Kate Brunswick, CAE  
Director of Services  
kate@assnoffices.com

Steven Shinn, AIA  
2011 President

Jud Kline, AIA  
2011 President-Elect

AIA Ohio  
17 S. High Street, Suite 200  
Columbus, Ohio 43215

614-221-0338  
www.aiaohio.org