



AIA Wisconsin

A Society of The American Institute of Architects



WISCONSIN WEAVE

The AIA Wisconsin Board of Directors conducted its 2010 long-range planning retreat for the twenty-fifth consecutive year at Wildwood, a lodge on Mirror Lake near Lake Delton, Wisconsin, on Thursday, August 5, and Friday, August 6.

Introducing the Weave

North Central States Regional Directors Kevin Connolly, AIA, and Tom Cox, AIA, explained the development of the AIA Strategic Plan and introduced the “weave” as a tool to identify and organize state and local AIA component programs and activities in relation to Institute-wide goals and strategies.

The strategic plan’s three goals address society [serve as the credible voice], the profession [be the authoritative source] and members [increase member value]. Its four strategies focus on knowledge, advocacy, communication and collaboration. These AIA strategic goals and strategies form a three-by-four matrix or “weave.” The weave was posted on a large wall; and Connolly explained how it could be used as a tool to catalogue and evaluate state and local programs from the ground up and to compare and share these activities with other AIA components around the country.

Prior to arriving at Wildwood, participants were asked to prepare a list of all of the programs and services they could think of that are offered by state and local AIA components in Wisconsin. Armed with this information, officers participated in a brainstorming exercise to evaluate these activities and organize them in relation to the AIA strategic goals and strategies.

Participants broke into five smaller groups – by state society and the four local chapters – to discuss and identify all of the programs and services offered. These activities were listed on post-it notes, which each component placed in the appropriate intersections of the weave. This interactive exercise helped remind component leaders of other programs to post. It also provided a visual summary of chapter activities that allowed everyone to step back, review and comment on the resulting “Wisconsin Weave,” including general reactions, emerging trends and apparent gaps in state and local services.

Statistics

Event:
Annual AIA Wisconsin Long-Range Planning Retreat

Date:
August 5, 2010

Location:
Wildwood Lodge, Lake Delton, Wisconsin

Participants:
AIA Wisconsin Executive Committee and Board of Directors, officers from AIA Northwest Wisconsin, AIA Northeast Wisconsin, AIA Southwest Wisconsin and AIA Milwaukee; AIA Regional Directors, AIAS leaders and Committee Chairs.

Chapter	AIA	Associate AIA	Affiliate	TOTAL Members
AIA Milwaukee	452	101	22	575
AIA Southwest Wisconsin	311	87	16	414
AIA Northeast Wisconsin	169	32	6	207
AIA Northwest Wisconsin	81	21	27	129
AIA Wisconsin	1,013	241	71	1,325

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A total of 31 regional, state and local AIA, Associate AIA and AIAS leaders, members and staff participated in the Annual AIA Wisconsin Long-Range Planning Retreat.

AIA Wisconsin LRPR

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The Weave



"This strategic planning process gave AIA Wisconsin leaders an opportunity to take a fresh look at what we already are doing, identify any gaps and discuss future initiatives to address member needs."



The Process

As part of the annual Long-Range Planning Retreat, leaders of the four local all-volunteer chapters and state AIA Wisconsin leaders participated in the Weave. The session, scheduled for over three hours, was divided into four parts, described below:

1. Overview: Regional Directors explained the development of the AIA strategic plan and how the weave grew out of the plan (to give purpose to the weave).
2. Programs: Attendees broke into chapters and did a "brain dump" of all programs and services, recording programs on chapter-assigned color-coded sticky notes.
3. Results: The groups put each sticky note in the proper intersection on the Weave wall template.
4. Evaluation: Component representatives compiled answers to the following questions:
 - General Reactions
 - Trends Emerging
 - Gaps for Chapters and State



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The Results



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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

- 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]

AIA Wisconsin

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
- 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 – roundtables
- Don't promote ourselves regarding our knowledge in the state/praising members on national level
- Keep the national Knowledge Communities

2010 - 2015 STRATEGIC PLAN

STRATEGIC PLAN TOOLKIT - THE WEAVE	AIA Wisconsin			
	Knowledge	Advocacy	Communication	Collaboration
Value: The American Institute of Architects brings positive change through the power of design.	Member, partner, and advocate relationships only and mutual respect for the member as being the provider of the industry and for themselves	Member-proposed design through national network available and expansion for an expansion to public and private	Member-proposed design through national network available and expansion for an expansion to public and private	Member-proposed design through national network available and expansion for an expansion to public and private
Mission: The American Institute of Architects is the voice of the architectural profession and a resource for its members to service its society.	AIA-8 Support Qualifications Based Selection (QBS) AIA Member Design Awards Design Your School - ISE Design Convention	Alumni Groups Legislative Lobbying Government Affairs & Lobbying Qualifications Based Selection (QBS) Facilitation Collaboration	Architects in Schools News Releases Headquarter Building Design Awards Public Recognition Design Your School - ISE Design Convention	SE2 Awards
Serve as the Credible Voice Provide the member and the public with the knowledge and quality design for the built environment	Emerging Professionals Workshop QSP Coordinator AIE Video Conference REC Building (Executive Councils) Convention	Historic Resources Legislative Committee Design Awards QBS Facilitation Scholarship Grants WAF AIA QSP Liaison AIA Safety & Building AIA Code Committee Golden Award SE2 Awards	Residential Architect Directory Charter Program Promotion Public Lunches Fellowship Promotion Harris Building Brochure Leadership Training	QPM Deans Advisory QSP Conference (AQSP) SE2 Awards Architect Finder Committee Staffing
Be the Authoritative Source Be the important leader for knowledge about the practice and profession of architecture	Fellowship Support Fall Workshop Continuing Education Seminars & Conferences Resource Library	Landscape & Architecture Books Bylaws Contract Documents	AIA eNews Magazine Social Media (Facebook, Twitter, LinkedIn, YouTube, Slide Share) Webinars eCalendar Design Awards Sponsoring Program Resource Directory Administrative Support Event Administration (Registration, Financial)	Vendor Marketing Program Networking Events Liaison, Resources, Reviews Young Architects Forum (YAF) Financial Management (Billing & Invoicing) Coordinate virtual Chapters

AIA Wisconsin staff documented all notes into an electronic spreadsheet. Hyperlinks were added to items for quick reference to the program descriptions.