



THE AMERICAN INSTITUTE
OF ARCHITECTS

2012 Accomplishments

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The American Institute
of Architects

**2012 AIA Board
Executive Committee**

From left to right:
Jeffery Potter, FAIA, 2012 President
John A. Padilla, AIA, 2011–2012 Vice President
William R. Turner Jr., Assoc. AIA, LEED AP, 2012 Senior Associate Director
Robert Ivy, FAIA, Chief Executive Officer
Helene Combs Dreiling, FAIA, 2013 First Vice President/2014 President-elect
Michael Waldinger, Hon. AIA, 2012 CACE Representative to the Executive Committee
Gabriel Durand-Hollis, FAIA, 2012–2013 Treasurer
Debra S. Kunce, FAIA, LEED AP, 2012–2013 Vice President
Russell A. Davidson, FAIA, 2012–2013 Vice President
Mickey Jacob, FAIA, 2013 President
Dennis A. Andrejko, FAIA, 2011–2012 Vice President





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2012 Perspective, Moving Forward



"What has the AIA done for me lately?" You've heard it—and you may have even said it. We architects are a critical lot, constantly looking for problems to solve and full of ideas about how to make things better. The AIA—your AIA—is no different and the fact is this: The AIA did great things in 2012, and to list them all would burn up at least a ream of printer paper. This document seeks to list the facts and serve as a basis for our planning and growth.

We are still very much an organization that strives to do better, but it is worth pausing to look at what we've done over the last year in the context of a struggling economy as well as an ever-hopeful profession that's ready to get to work.

In the pages that follow, you'll find out how we advanced the relevance and value of the profession and the Institute in 2012, what we accomplished in knowledge and research, how our relationships with constituent groups and allied organizations grew, how our membership stayed loyal during another difficult year, and how we are addressing sustainability—the International Green Construction Code, for example, has our fingerprints all over it. Just as importantly, we list the challenges we face in 2013 and in the coming decade. (There are plenty.) You can make your own list and compare notes as we get to work.

Know this: The American Institute of Architects consists of architects (not an abstract institution in your state capital or in Washington)—of you—and we did not sit idly by. We did exciting things together in 2012, all of which feed into a grander enterprise: Repositioning the AIA. As we implement the recommendations of our consultants Pentagram and LaPlaca Cohen, we seek bold change to better serve you and place architects and the Institute in a new, more relevant position for years to come.

A handwritten signature in black ink, appearing to read "Robert Ivy".

Robert Ivy, FAIA
Chief Executive Officer

Relevance and Value

Serving Society

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Member volunteers at
AEC Cares, Sasha Bruce
Youthwork, Washington, D.C.



Pro Bono

Public Architecture and the AIA signed a Memorandum of Understanding to support pro bono design and encourage AIA members to pledge to The 1%, a nationwide program of Public Architecture that challenges architecture and design firms to commit a minimum of 1% of their time to pro bono service. Public Architecture released the first in a [series of case studies](#) highlighting AIA members' participation and launched a landing page on the 1% website promoting the partnership.

Leadership

The AIA and Architecture for Humanity (AFH) partnered to help communities respond and rebuild following disasters, including developing resources so more architects can utilize their skills in disaster response environments and better serve as leaders in their communities.

Resiliency

AFH and the AIA announced \$10,000 [Disaster Response Plan Grants](#) to five organizations to implement their locally driven preparedness project as part of the AIA Disaster Resiliency and Recovery Program, which coordinates the organizations' advocacy, education, and training to help architects make effective contributions to communities preparing for, responding to, and rebuilding after disaster.

Public Architecture
and Architects for
Humanity sign
**Memorandum of
Understanding
with AIA** to connect
architects with pro
bono opportunities
and **streamline
ability for members
to serve society.**

Laying the Groundwork

Former U.S. President Bill Clinton at "Designing for Impact," CGI annual meeting, New York City.



Cities

The AIA took a prominent role in highlighting the relationship between design and health with its Clinton Global Initiative commitment, "Decade of Design: The Global Urban Solutions Challenge." The ten-year commitment involves developing design and technology solutions for cities in the areas of public health, sustainability, and disaster resiliency. With our partners at the Association of Collegiate Schools of Architecture, the AIA's [Decade of Design](#) initiative funded research at three schools: Texas A&M University, the University of Arkansas, and the University of New Mexico.

Practice

\$100,000 [Latrobe Prize](#), sponsored by the AIA College of Fellows, targeted "healthy design" to continue its 12-year history of funding research-based solutions to broaden the field of architecture.

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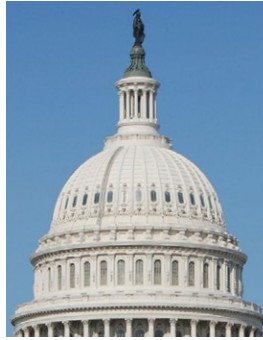
\$100,000 Latrobe Prize, sponsored by the AIA College of Fellows, **targeted “healthy design”** to continue its 12-year history of funding research-based solutions to **broaden the field of architecture.**

Launched
“Decade of Design: The Global Urban Solutions Challenge” focused on the relationship of design and health through Clinton Global Initiative and awarded **three research grants in partnership with ACSA.**

Relevance and Value

On the Hill

U.S. Capitol Dome



Democracy

A strong call from the AIA generated national media coverage that urged Congress to approve funding for the Office of the Architect of the Capitol to repair the U.S. Capitol Dome.

Taxes

For the third year in a row, the AIA successfully blocked a proposal in Congress to raise payroll taxes on many small architecture firms that organize as S corporations.

Infrastructure

Our advocacy efforts in coalition with allied organizations succeeded in lobbying Congress to pass a [transportation bill](#) that protects funding for infrastructure for two years and also provides a first-ever pilot program for transit-oriented design.

Business

The U.S. Small Business Administration abandoned its plan to raise architectural size standard to \$19 million after an unprecedented grassroots effort by AIA members. The U.S. Congress passed AIA-backed legislation to prevent such actions in the future.

Markets

The AIA won a competitive award from the U.S. Department of Commerce to help architects enter the Indian and Sri Lankan design and construction markets. In October, the AIA and Commerce organized and launched the first-ever architectural trade mission to India.

Voice

ArchiPAC, the only federal political action committee that speaks for the profession, raised more money in 2012 than ever before, elevating architects' voices in the political process.

Climate

The AIA is leading a fight to block an effort in Congress to roll back 2030 [energy efficiency requirements](#) for federal buildings.

Students

Teaming with the American Institute of Architecture Students, the AIA launched an advocacy campaign to pass federal legislation to enable architecture graduates to provide pro bono work in exchange for [student loan debt relief](#).

Magazines

Through our partnership with Hanley Wood, we brought the perspective of 200 AIA members and experts to more than 50 articles in 138 AIA-dedicated pages, heralding the contributions of architects to 160,000 magazine subscribers and members in *Architect*, *Residential Architect*, *Eco-Home*, and *Eco-Structure*.

E-Newsletter

Our AIArchitect e-newsletter covered AIA initiatives, events, as well as awards, and created special issues such as Modernism Week and [Designing for the Common Good](#), which showcased the value of architecture in our lives. Stories from the newsletter can now reach more than 4 million online readers through a content sharing agreement with The Atlantic Cities, which puts the AIA at the center of a global debate about the future and health of cities.

Message

Sponsorship of [NPR's "Cities Project."](#) series on the challenges and opportunities in the urban century ahead linked 60 million NPR listeners to our message: "Members of the American Institute of Architects, working to build better homes, businesses, and communities. Building for life."

Media

AIA news and sources earned print and online media placements in more than 3,000 outlets, with an average weekly print circulation of five million readers, as well as online media outlets that reached 956 million total unique visitors. We appeared regularly as a credible source about architecture and the built environment in *The Wall Street Journal*, *USA Today*, *The Washington Post*, *Forbes*, *The Chicago Tribune*, *The Los Angeles Times*, as well as *The New York Times*, PBS NewsHour, Fox Business News, and *Bloomberg*.

60 million NPR listeners heard AIA sponsorship message "Architects working to build better homes, businesses, and communities. **Building for life.**"

Online

An "Architecture in the Media" Twitter chat with reporters from *Fast Company*, *Atlantic Cities*, *San Francisco Chronicle*, *Philadelphia Inquirer* and *Architect* magazine underscored the impact of architecture and generated more than one million impressions—our largest Twitter reach to date.

Knowledge and Research

Staying Sharp

Research Portal

The AIA and the National Institute of Building Sciences partnered on a major new portal for peer-reviewed research called [BRIK](#) (Building Research Information Knowledge-base). With more than 500 submissions at launch, this portal will grow over time, allowing members and institutions to post peer-reviewed research at different levels of rigor, from case studies to funded research.

Education

AIA members earned one million continuing education credits in 2012 through [165,000 courses available](#) from AIA providers, with more than 26,000 new courses reviewed and added to the AIA CES offering. AIA Knowledge Communities created and offered more than 34,000 learning units to 29,000 participants, and KC members added to the body of content available through KnowledgeNet, enhancing its role as a vital resource for members.

Scholarship

[Minority Disadvantaged Scholarships](#) provided by AIA/AAF funded 42 students, including four new recipients in 2012. Matching Scholarship Grants were distributed to 87 Components to fund architecture students at the local/state level.

Members of AIAS attending AIAS Forum 2012, Savannah, GA.

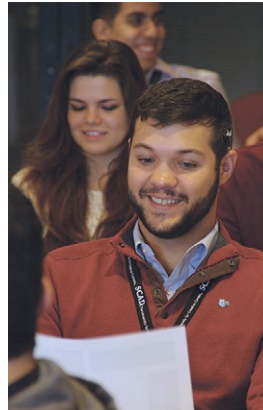


Photo: Alex Weiler

AIA/AAF
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to Components.

Expertise

Two new Knowledge Communities were created to address evolving needs: [Technical Design in Building Performance](#) improved service to members by establishing links to building product manufacturers, developing building technology content for AIA's continuing education offerings, and themed the AIA's Upjohn Grants around building performance. And, the [Regional & Urban Design Committee](#) responded to the need for expanded sustainability initiatives that address water and sustainable design.

B141

Members of the [Small Firm Round Table](#) worked with the AIA Contract Documents Committee to advise committee members on how AIA Contracts can better meet the needs of small firm practitioners.

Commissions

Members of the Large Firm Round Table collaborated with the Government and Community Relations team to share business impact metrics that address concerns relative to design and design-build competitions for public work.

Contracts

The AIA launched the [Contract Documents Education Portal](#) to provide contractors, builders, and architects high-quality Contract Documents-related education programs and materials. The portal incorporated live training webinars, podcasts, and on-demand courses as well as a library of written resources, such as comparisons of old and new AIA Contract Documents and commentaries, to better explain key terms and clauses.

Over **26,000** new courses were reviewed and added to the CES offerings. This brings total courses to **165,000** available through our network of approved providers.

2030 Commitment

AIA firm participation in the energy efficiency and building performance program increased, growing by 20 percent in the past two years. Nearly a quarter of participating firms have less than 10 employees, and the gross square footage firms reported that were designed using the [2030 Commitment](#) principles saw a 70% increase from 2010.

Trends

The AIA's guide to the new [International Green Construction Code](#) and its Energy Modeling Guide, both released in 2012, will keep members informed and up to speed on essential shifts in the profession at the same time that the number of signatories to the 2030 Commitment continued to grow.

Digital

The [Energy Modeling Guide](#) achieved 28,500 downloads in five weeks exceeding a year-end goal of 20,000. The AIA Guide to the IgCC achieved 100,000 downloads in 2012.

Green

AIA Contract Documents launched [Sustainable Projects \(SP\)](#) documents at the convention to recognize how green design is transforming practice—all of which were available in v4.6 of the desktop software.

Rebuilding

AIA Legacy, the AIA's 501c3 foundation, created a Regional Comprehensive Development Plan for Cap-Haïtien, Haiti's second largest city, to help the country address current and future rebuilding following the devastation of the earthquake of 2010. The effort, sponsored by the Inter-American Development Bank and United States Agency for International Development/ Office of Transition Initiatives, is centered in a region known as "the birthplace of a Haiti." The Comprehensive Plan will be made public in 2013.

Annually honoring the best of design, such as COTE Top Ten recipient High Tech High, Chula Vista, California, designed by Studio E Architects, San Diego, CA



Published the **AIA Guide to the IgCC** May 2012 and **achieved 100,000 downloads** by year's end.

Relationships

Building Community

Trust

Placed a renewed special emphasis on building trust and stronger relationships between the AIA and all of the organizations comprising the design and construction industry, focusing on areas of mutual interest.

Communities

The AIA led nine [R/UDATs and SDATs](#) in deserving communities, involving 57 architect-led teams and thousands of community participants, which created strategies for community revitalization and sustainability. The Institute also published 10 SDAT and R/UDAT reports, totaling over 800 pages of analysis and recommendations.

Coverage

A short [documentary film](#) about the AIA R/UDAT for the Birmingham, AL Tornado Disaster DAT, was highlighted at several national conferences. Working with over 50 communities, providing direct design assistance, process expertise and guidance, advice, and resources on a range of issues, almost 200 media hits highlighted AIA's leadership in rebuilding America, one community at a time.

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9 S/DAT and RU/DAT projects, involed 57 national team members and thousands of participants in building strategies for economic success and sustainability by envisioning revitalization strategies and sustainable community design.

Building Community

Community design charrette,
Terrier Rouge, Haiti



Haiti

The AIA announced a second Architecture for Humanity [Sustainability Design Fellow](#) in partnership with USGBC. Burtland Granvil, AIA, LEED AP, is working directly with community members on the ground in Architecture for Humanity's rebuilding center based in Port-au-Prince, Haiti.

Corps of Engineers

The U.S. Army Corps of Engineers and the AIA renewed a partnership forged almost 20 years ago that promotes excellence in the design and construction of the country's public and civic buildings, facilities, and spaces and expands cultural diversity within the architectural profession to ensure the inclusion of a multitude of perspectives and voices in the design and construction process.

CACE

The CACE Ambassadors program was launched in 2012, bringing an outstanding CACE representative to Washington for an immersion and familiarity with Institute affairs, in a program to augment and improve on the positive Institute Resource Training of new CACE representatives.

Partnering Strategically

NCARB

Building on improved relationships with all of our collateral organizations, the AIA worked with NCARB in regularized planning meetings at two levels—among senior elected leadership and at the staff level—to foster improved licensing conditions for members. In 2012, we assisted NCARB by facilitating access to the membership as they completed their Practice Analysis investigation.

Academy

NAAB will conduct its Accreditation Review Conference in 2013, and to that end, the AIA employed architect/educator Brian Szymanik, AIA, to survey AIA members in preparing a white paper that details the priorities of the AIA and practitioners.

Preparedness

AIA Resilient Communities established new AIA Disaster Assistance Networks in GA, SC, OK, and MD. More than 20 new disaster assistance trainers were certified to expand AIA's coverage, particularly throughout the South and Gulf Coast.

Outreach

A Memorandum of Understanding between the Association of Architectural Organizations and A+DEN enhanced the public outreach potential of AIA Components by producing "How to Start a Center for Architecture."

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Membership in the AIA reached **81,000**, near historic highs, by inviting members to join and renew through the **“I AM AIA”** membership marketing campaign.

Join/Renew

Membership in the AIA reached 81,000, near historic highs, by inviting members to join and renew through the [“I AM AIA”](#) membership marketing campaign that featured [members in videos](#) sharing the value of their membership. A successful “win-back” campaign involving 11 Components also encouraged 44 percent of the nearly 4,000 former members they contacted to rejoin the AIA community. These collective efforts produced an overall renewal rate of 91.8 percent. This strength in the United States sets the stage for the AIA to continue expanding its borders abroad.

Emeritus

The AIA reestablished long-standing eligibility requirements for members seeking Emeritus status—member must be age 70 and no longer practicing architecture—helping to align eligibility with state licensing requirements and eliminating a potential loss of dues revenue over a five-year period.

Students

The AIA took action to implement an automatic upgrade to AIA Associate membership by graduates of architecture schools who are AIAS members.

Representation

The AIA Board established the International Region to provide more resources for architects working abroad, as well as help members navigate contracting, payment, and scope of services in a range of circumstances.

China

The AIA met with members in Hong Kong, Shanghai, and Beijing to lay the groundwork for the AIA in mainland China, a country that includes many AIA members in need of professional support.

Repositioning

The AIA initiative hired the consulting team of Pentagram and LaPlaca Cohen to spearhead a year-long investigation that [engaged the entire Institute](#) at all levels—whether individual member, elected leadership, CACE, or staff—as well as professional collaborators, clients, and the public. The consultants based their recommendations on more than 30,000 “touchpoints,” including four surveys of members and the public, one-on-one interviews, and face-to-face meetings with Components, the largest research effort in their considerable experience. A Repositioning implementation plan will address needed changes in a meaningful way to meet expectations for a revitalized organization.

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33 percent
increase in
member
attendance
at Convention
and **588 new**
members
attended free.

Performance

AIA Components benefited from the launch of the AIA's "[For Leaders](#)" page on [aia.org](#), which makes information more accessible. Following through with research completed in 2010, CACE Leadership and staff implemented Component Performance Criteria for analysis and action.

Service

A survey of [AIA Contract Document](#) users showed that 80 percent of respondents viewed their experience with Contract Documents as "outstanding" or "very good." Documents on Demand now lists 106 documents (up from 65 in 2011), sales of which increased 41 percent in 2012.

Support

Achieved all-time high customer satisfaction scores (Over 6.1 on a 7-point scale) for Contract Documents customer call centers, Tech Support, and Doc Info services, responding to over 40,000 calls and emails.

Clients

28,000 AIA Contract Documents users finalized over 800,000 AIA Contract Documents in 2012.

Incentives

AIA State & Local Government Relations team initiated three state policy campaigns to improve the business of architecture: financing for commercial building owners interested in pursuing deep energy retrofits, promoting policy solutions to [design-build laws](#) that will benefit the architectural profession, and analyzing a new project delivery method called Public Private Partnerships.

28,000 users
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in **2012.**

Challenges

The Work Ahead

Building the model,
Sorg and Associates.



Emerging architects

Approximately only 50 percent of graduates of architecture schools proceed to practice, and many are finding [alternative career paths](#) that will not necessarily lead to licensure. These alternative careers should be the target of new categories of membership.

An aging demographic

AIA members of the baby boom generation are currently peaking, resulting in an organization in which members in the 60-69 age bracket increased and the percentage of architects under 50 decreased steadily over the same period.

Relationship with the Academy

Schools of architecture would benefit from regularized and increased engagement with the practice of architecture, including opportunities for AIA members to mentor architects within the schools, as well as enhanced opportunities for faculty to participate with the AIA.

NCARB

Continued need to build a stronger, enhanced relationship with this organization to improve the licensure process.

New revenue streams

The Institute will benefit from new sources of revenue, such as an expanded Allied Partners program, as legacy systems reach maximum capacity and/or penetration.

1735 New York Avenue

The building is in need of refurbishment and enhancement to bring it up to 21st century standards. Plans are underway for incremental change, including renovations of all major spaces/floors, but investment will be needed for final fit-out.

AIA Legacy

Founded to develop initiatives that increase public understanding of the role of architects in helping achieve healthy, safe, sustainable, and livable conditions in communities through design, the AIA's 501c3 is under staffed and underfunded. It is imperative to revitalize Legacy's mission through investments in staff and programming to enable critically needed public outreach and education.

Octagon

This invaluable asset is in [need of renovation](#) and repair. Although technically owned by the Legacy foundation, the AIA must encourage members to contribute to the Octagon's restoration.

2030 commitment

The Institute has not adequately advanced toward a [sustainable future](#) during the recession, and a timeline needs to be determined on how to reach the goals as previously outlined. Added to traditional sustainability should be the role of health and well-being.

Focus

The Institute engages multiple projects in service to members (over 300 active programs). The breadth of these offerings poses serious challenges for prioritizing staff time and resources or to reach decisions to sunset or reframe initiatives and programs.



In 2013, the AIA stands at the threshold of exciting opportunities. Nobody is better prepared to be in the center of shaping the future than architects. Our training, vision, work, and passion make a difference in people's lives every day. The way forward is clear: Building leaders builds our future.

Mickey Jacob, FAIA
2013 AIA President

