



National Associates Committee

2008-2010 Strategic Plan

October 27, 2007

National Associates Committee

2008-2010 Strategic Plan

October 2007

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Executive Summary

At the 2007 NAC Annual meeting, the classes of 2008 and 2009 along with the 2007 NAC leadership and key staff members worked together to develop a new strategic plan for the committee. They began with the AIA Strategic Plan as a foundation, focusing their dialogue on three strategic initiatives—integrated practice, diversity, and sustainability. The results of the small group discussions are captured in this document. The groups also worked to develop and prioritize action items in each area. Finally, the 2007 NAC Directors lead discussions about how the NAC, and the existing NAC committees: community, advocacy, and knowledge—could bring these strategies to life.

Background

In December 1999 the AIA Board of Directors formed the National Associates Committee (NAC). This committee met for the first time in October 2000 and comprises representatives of each of the 18 AIA regions.

At its next meeting, in October 2001, the committee formed the Strategic Planning Task Force (SPTF) to examine the purpose of the NAC and determine its future direction. The 2002 NAC felt strongly that the AIA's entire leadership would benefit from a document that outlines the path of Associate member development and the anticipated approach for the future. The SPTF studied the Aligning the Institute for the Millennium (AIM) Strategic Plan, adopted by the AIA Board of Directors in May 1999, as well as other collateral organizations' strategic plans as background.

At the AIA National Convention 2002, the NAC and other Associate members held a brainstorming session. At this session, these Associates provided feedback and further direction to the NAC Strategic Plan. Next, the SPTF defined the text of the NAC mission and vision statements, which the NAC adopted at its October 2002 meeting.

Mission Statement

The National Associates Committee is dedicated to representing and advocating for Associates, both mainstream and alternative, in the national, regional, state, and local components of the AIA.

Vision Statement

By promoting excellence, providing information and leadership, fostering inclusiveness, and encouraging individual, community, and professional development, the NAC will integrate the growing Associates community of the profession into a strong voice within the Institute.

Since October 2002, the NAC has nurtured this strategic plan to become a living piece of its history. The document was re-aligned by the committee in 2004 and 2006 in order to maintain momentum in future years. Most recently, in 2007, a new 2008-2010 strategic plan was developed to reflect the AIA's changing strategic priorities and realign the NAC with those goals.

The NAC Strategic Plan serves as a road map for committee leadership to achieve the NAC's vision. Each year, the NAC chair, along with the NAC Executive Committee (ExCom), will prioritize, add, and monitor Associate initiatives, programs, and projects. The ExCom may find that some programs may lie dormant or that other programs require additional attention. The process of strategic planning investigation is intended to be renewed every three to five years as deemed necessary by the NAC leadership.

Alignment with AIA Strategic Plan

Tactics to further the NAC strategies are directly linked to the 2007 AIA Strategic and Operating Plans, specifically in the area of *Increase Member Value*.

II.C Nurture Emerging Professionals: Nurture emerging professionals and influence a preferred future for the internship process and architecture education.

II.C.1 Emerging Professionals: Provide a more seamless transition from education to practice through development, coordination, dissemination, and support of events and activities for Associate AIA members, Young Architects, and the network of IDP coordinators.

Key metrics:

- Increase Licensure
- Increase Young Architect satisfaction and engagement

Key Partners

The following groups are identified as key partners of the NAC in achieving their strategic priorities:

- Young Architects Forum
 - Promote licensure
 - Team with YAF and AIAS for mentorship opportunities
- AIAS
 - Promote licensure
 - Team with YAF and AIAS for mentorship opportunities
- All Knowledge Communities
 - Identify specialty areas and experts
 - Promote Associate involvement
- NCARB
 - Advocate for revolution of IDP and ARE
 - Communicate directly with members

Integrated Practice

The architect must be seen as the leader and facilitator of the design process. To this end, new knowledge and skills are needed to ensure architects hold the competencies needed to serve as an authoritative source for their clients and other members of the building and construction industry.

The NAC recognizes gaps in education and training of architectural interns, as NAAB criteria and IDP currently do not address emerging issues in integrated project delivery. Associates today are not concerned about learning the technology, but rather in gaining experience in collaboration skill building tasks.

Additionally, the opportunity for ladder mentoring between tech-savvy interns and expert architects is enhanced through the adoption of BIM by firms.

The following recommendations for Associates to take action to further this strategic priority are:

1. Develop education programs for Associate members surrounding Integrated Practice (partner with YAF). (7)
2. Advocate for the evolution of IDP to include alternative project delivery methods (e.g. currently focused on design/bid/build model) (5)
3. Communicate with Associate members about trends in technology and integrated practice. (3)
4. Develop case studies to teach interns about alternative project delivery methods. (2)

Integrated Practice Action Steps

The following goals have been identified for the Integrated Practice strategy:

Immediate

Goal	Partner(s)	Responsibility	Timeline
1. Set up conference call between ARC representatives (Associates)	AIAS	Meggan	January 18 th , 2008
2. Post Cranbrook	Tony	Suzanna	January 1 st , 2008
3. Post 1P-AIA Doc.	AIA	Suzanna	

Short Term

Goal	Partner(s)	Responsibility	Timeline
1. Meet ARC at Grassroots	AIAS	Meggan Catherine	March 1 st , 2008
2. Generational program at Grassroots-turn into box presentation	AIA; K-com		
3. Draft recommended changes to IDP to account for Integrated Practice	IDPAC	K-Com Members	October 18 th , 2008

Long Term

Goal	Partner(s)	Responsibility	Timeline
1. Compile list of universities that serve as best practice model for 1PD	ACSA		

Diversity

Currently, Associate membership is more diverse than architect membership in the AIA. Associate members are 31% female and 20% non-Caucasian where Architect members are 14% female and 8% non-Caucasian (Data as of September 30, 2007). Architecture schools are reportedly even more diverse, according to the NAAB. People of color and women tend to abandon AIA membership at certain critical career points—graduation and licensure. The NAC, representing this key segment, is in a unique position to affect change.

Collaborative efforts and partnerships are an ideal strategy for beginning to increase value and relevancy of the AIA for these member segments. K-12 outreach and mentoring are some active tactics that can be undertaken to recruit and retain more diverse members.

The following recommendations for Associates to take action to further this strategic priority are:

1. Incorporate 1 TU of Professional and Community Service IDP credit for interns to participate in a high school career fair (7)
2. Partner with other organizations that represent diverse groups in the profession (6)
3. Advocate for family and medical leave act (FMLA) to be implemented in firms, IDP and ARE procedures (e.g., support work/life balance). (4)
4. Provide role model architects from diverse backgrounds and leverage technology (e.g. video and podcast) to distribute (4)
5. Scholarships for high school summer exploration programs. (3)
6. Provide mentors along with scholarships to reduce attrition in these programs (3)
7. Create additional summer programs for K-12 students (e.g. Camp AIA) (3)
8. Delivering the NAC Road Show to firms and incorporate diverse benefits that firms can offer (2)
9. Charge collaterals to take the lead on diversity as well (1)
10. Partner with AAF and package K-12 programs and distribute to components (1)

Diversity Action Steps

The following goals have been identified for the Diversity strategy:

Immediate

Goal	Partner(s)	Responsibility	Timeline
1. Provide Board with demographics of RADS & Associates-challenge Board to develop metrics to change	Staff	Evelyn	January 1 st , 2008

Short Term

Goal	Partner(s)	Responsibility	Timeline
1. Publish diverse articles that aren't on Diversity through outreach to others-inform AIArchitect of podcasts (TEDs)	NOMA RAD's (reprints)	C.Com	
2. Rework the AIA Member Benefit with an Emerging Professionals perspective		K-Com Members	October 18 th , 2008
3. Work with AIAS to promote Archcareers.org to Guidance counselors	AIAS	K-Com Members	October 18 th , 2008
4. Encourage YAF to mentor underrepresented groups in support of AIA Diversity initiatives		Ad-Com	October 18 th , 2008

**Diversity Action Steps Cont.
Long Term**

Goal	Partner(s)	Responsibility	Timeline
1. Discuss opportunities to honor FMLA	NCARB Ad-com	NAC/YAF	
2. Focus on diverse speakers for programming		K-Com Members	
3. Request one TU be dedicated to attending career day in low income area (separate professional vs. caring service)	NCARB	Ad-Com	

Sustainability

Associates are very in tune with the social issues surrounding sustainability and the architect's role in affecting change through design of the built environment. Still, the NAC finds the topic too broad and lacking definition. Efforts to engage communities provide educational and professional development opportunities and partner with other groups and organizations will be most effective with those parameters in place.

Associates are anxious to become active in the arena of sustainability and can take a leadership role on behalf of the AIA toward change.

The following recommendations for Associates to take action to further this strategic priority are:

1. Clear definition of Sustainability (11)
2. Community involvement, outreach, advocacy, and education to the public about the architects' role in sustainability on local/regional/global levels (10)
3. Encourage sustainability training and/org LEED AP for all Associates such as by providing scholarships, IDP credit and/or loan deferment. (6)
4. Include Sustainability into NCARB Conditions and Procedures, IDP and HSW requirements (4)
5. Integration into AIA Code of Ethics. (2)
6. Advocate for all collaterals to be GREENER!
7. Integration of Associates into AIA Committees on Sustainability

Sustainability Action Steps

The following goals have been identified for the Sustainability strategy:

Immediate

Goal	Partner(s)	Responsibility	Timeline
1. Define Sustainability & Publish	AIA Board	Jaclyn	January 1 st , 2008
2. Publish percent of Associates/ NAC that are LEED & Share with Board	AIA Staff and C-Com	Christine	January 1 st , 2008
3. Continue Green Tips in Newsletters	C-Com	Christine	January 1 st , 2008

Short Term

Goal	Partner(s)	Responsibility	Timeline
1. All NAC to become LEED AP (2/3's)		RADS	Convention
2. Talk with USGBC making materials available online	Staff, K-Com	Staff	
3. Meet local reps in order to push sustainable issue briefs	Government Staff Ad-com	RADS	APR
4. Publish the NAC's position paper on Sustainability and what it means to the future of the profession.	C-Com , Ad-Com		October 18 th , 2008

Long Term

Goal	Partner(s)	Responsibility	Timeline
1. CEU/IDP credits for taking LEED exam	Staff		
2. Work with Mayor's Institute to implement zoning practices institute wide			
3. Evaluate definition from social/economic perspective			

Advocacy

The following goals have been identified for the **Advocacy** strategy:

Immediate (completed prior to July 1, 2008)

Goal	Partner(s)	Responsibility	Deadline
1. Establish 2008 Ad-Com		Ad-Director	Jan 18, 2008
2. Grassroots Advocacy		Ad-Director	Feb 23, 2008
3. Advocacy Week		Ad-Director	April 2008

Advocacy Week

Advocacy Week is currently being ironed out by the AIA Advocacy Staff. The objective of this week would be to have each component set up meetings in their area to advocate to local, state, and national issues revolving around Architecture. Grassroots is a great time to come to Washington, DC and meet with your representatives, but the advocacy efforts usually ends at this meeting and not carried out through the year. Advocacy needs to be year round and that is the goal of Advocacy Week.

Short-Term (completed prior to December 31, 2008)

Goal	Partner(s)	Responsibility	Deadline
4. DesignVote08	C-Com, K-Com	Ad-Com Members	October 18, 2008
5. 2008 Implementation Plan for ARE Timing	TBD	Ad-Com	October 18, 2008
6. Encourage YAF to mentor underrepresented groups in support AIA Diversity initiatives		Ad-Com	October 18, 2008
7. Work on Advocacy efforts in Regards to the 6 Month Rule	NCARB	Ad-Com Members	October 18, 2008
8. Work to get the Family Medical Leave Act implemented into firms And IDP/ARE procedures.		Ad-Com	October 18, 2008
9. Write a response to the NAAB ARC White Papers	C-Com, K-Com, AIAS	Chair Ad-Com Members	October 18, 2008
10. Increase IDP for EPC Credit	IDP Com	Ad-Com	October 18, 2008
11. Encourage Licensure	C-Com	Ad-Com	October 18, 2008

DesignVote08

Vision:

Increase the visibility of the legislative issues important to the AIA in federal, state, & local elections, by organizing greater involvement for AIA members in the electoral process and empowering AIA members to be the credible voice on the issues.

Mission:

The purpose of DesignVote08 is to increase the awareness of the issues important to the AIA, so that political campaigns talk about AIA issues and so that AIA members can be better informed on candidates before voting.

Values:

- AIA will not endorse candidates
- AIA will seek to increase the profile of the issues related to the policies and positions of the Institute, and no other
- DesignVote08 decisions will be transparent
- DesignVote08 will be a partnership between AIA National and its components

Key Metrics:

- Number of federal candidate surveys returned to AIA.
- Number of candidate forums hosted by AIA Components.
- Inclusion of AIA Policies in Political Party Platforms.
- Number of AIA members who complete a GOTV training.

2007-2008 Implementation Plan for ARE Timing Advocacy

Introduction

The AIA National Component and the National Associates Committee have developed this implementation plan to outline a path forward for ARE Timing advocacy. Working closely with the SGN, it is designed to create a snowball effect with licensing boards across the country to implement change quickly.

Goals

The primary goal of this plan is to advocate with state licensing boards to adopt changes to allow interns full access to the ARE following graduation from an accredited degree program and concurrent with enrollment in IDP. The secondary goal is to support adoption of the NCARB certificate as the basis for reciprocal registration.

Strategies and Expected Outcomes

Strategy 1 – Currently Concurrent States without Full Access

Letters were drafted by RK Stewart, FAIA, to the chair of the state boards to encourage these states to consider the adoption of the NCARB model law to allow full access to the ARE. In most cases, this will involve the reduction of IDP training unit requirements and to adopt the reciprocity clause.

Tier 1 – States Where Change Is Already In Process, Anticipated by End of 2008, or Support Is Likely

Several states have been identified as being in the process of adopting the change in the ARE model, are expected to adopt the change, or are likely to support it, as well as being influential within their region (e.g., large intern population, large architect population) and targeted for change. The changes may be achieved by statute, regulation or a combination of both. Those are: Region 1-Massachusetts (adopted change August 1, 2007), New Hampshire, and Rhode Island; Region 2-Maryland, New York, Pennsylvania, and Virginia; Region 3-Arkansas, Georgia, Mississippi, South Carolina and Tennessee; Region 4-Illinois, Iowa, and Ohio; Region 5-Kansas, Nebraska, and Wyoming; Region 6-Oregon, Nevada, and Washington

Tier 2 – Regulatory States

Once the above state changes have gained some momentum, the advocacy efforts will shift focus to the regulatory states which have not yet begun to adopt the new NCARB model. Those states are: Alaska, Connecticut, Delaware, District of Columbia, Guam, Hawaii, Idaho, Maine, Missouri, New Jersey, North Carolina, and South Dakota.

Tier 3 – Statutory States

States that do not fit into the first two categories and that require changes to the ARE model be made by statute or a combination of statute and regulation will be evaluated in January 2008, prior to the next sessions of state legislatures convening. States will be evaluated for proactive ARE timing advocacy campaigns on a state-by-state basis, considering factors such as the existing political landscape in each state, the likelihood that “opening” the licensing statute will also fuel or re-ignite other licensing issues like interior design, and the advice of the SGN representative for the state. Those states include: Colorado*, Florida*, Indiana, Kentucky*, Louisiana, Michigan, Minnesota, Montana*, North Dakota, Oklahoma*, Texas, Utah*, Vermont, and West Virginia.

Please note that states marked with an asterisk (*) may allow the change by regulation only, but the path by which they will proceed has not been determined at this time. The continued input of the SGN and NAC will determine whether these states remain at tier 3 or move up to tier 2.

Communications

A robust communications plan has been developed in order to ensure our members’ awareness of AIA advocacy initiatives as well as the latest information in their state. Target markets include: Associate members (interns), components, and seasoned practitioners.

Long-Term (completed after January 1, 2009)

Goal	Partner(s)	Responsibility	Deadline
12. Year Long Advocacy	C-Com and K-Com	Ad-Com Members & AIA Staff	TBD
13. Focus on AIA's Federal Advocacy Agenda	TBD	Ad-Com	Jan 1, 2009
14. Review Loan Deferment	Small Task Force	Ad-Com & AIA Staff	Jan 1, 2009

AN AGENDA FOR ARCHITECTURE: The AIA's 2008 Federal Advocacy Agenda

DESIGNING A SUSTAINABLE FUTURE

Extend Energy Efficient Tax Incentives. The AIA urges Congress to extend several tax incentives to promote energy efficiency in the built environment, including the energy efficient commercial buildings tax deduction and the Business Investment Tax Credit for solar energy.

Climate Change Legislation: Make Buildings Carbon Neutral. The AIA supports including provisions in any climate change bill that help the building sector reduce greenhouse gas emissions from the built environment.

Help Homeowners Go Green. The AIA supports legislation that helps homeowners make their homes more energy efficient and helps them save on energy bills.

SUPPORTING AMERICA'S COMMUNITIES

Revitalize Older Neighborhoods. The AIA supports legislation to update the current historic rehabilitation tax credits in ways that encourage affordable housing, the revitalization of communities, and the preservation of historic structures.

SAFETEA-LU: Get Our Communities Moving. The AIA supports efforts to increase funding for community planning as a part of the next highway bill in order to promote economic development, congestion relief, sustainability and livable communities.

Help Communities Respond to Disaster. The AIA urges Congress to pass legislation that enables the design and construction professions to help communities recover and rebuild after natural or man-made disaster by

- Amending the Stafford Act to allow funds to be used for pre- and post-disaster community planning
- Supporting multi-peril insurance
- Extending the terrorism risk insurance (TRIA) program
- Creating a national Good Samaritan statute

Community

The National Associates Committee strives to reach every member regularly with up-to date information and provocative discussion on leading topics, by reinforcing the AIA brand, enhancing value, and promoting Associates and their programs through a variety of media and channels of communication.

Communications | Externally Focused Projects

- *AIArchitect Contribution*
- Quarterly Journal: *Forward*
- Monthly Newsletter: *Associate News*
- Web site(s): NAC, Associates
- NAC web blog and Podcasts
- NAC Annual Report

Project: *AIArchitect Contribution*

Audience	Responsibility	Goal
Primary audience consists of all AIA members, being that <i>AIArchitect</i> is received by the majority of members.	Community Director NAC CCom NAC ExCom AIA Staff	1. Share information, generate interest, and provide timely information for AIA members as it pertains to the NAC and Associate membership 2. Increase Web traffic to and from the site: www.aia.org/nac 3. Provide an inside look into Associate member issues.
Action Items and Status		
2008 will be the second year NAC has the opportunity to submit articles (alternating with YAF every other month). The calendar for 2008 will cover the following themes: Licensure: NAAB degree, IDP, ARE (January, March, May) NAC Agenda: Diversity, Integrated Practice, Sustainability (July, September, November)		
When possible articles will include a related podcast and blog for reader commentary.		

Project: Quarterly Journal - *Forward*

Audience	Responsibility	Goal
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Distributed by the NAC to Associate members directly and to all AIA leaders, general members, and nonmembers indirectly	<i>Forward</i> Director NAC CCom AIA staff	<ol style="list-style-type: none"> 1. Become a widely respected journal for emerging professionals in, and affiliated with, architecture through growth of readership, content, and topics 2. Encourage letters to the editor/feedback 3. Increase visual impact by using more images
Action Items and Status		
<p>2008 will include four issues of the Associate journal <i>Forward</i>. The year will include a new format, and graphic look with emphasis on tightening the organization of each issue through revised content sections. Also desirable is the reduction/elimination of architecture-speak or AIA-lingo.</p> <ol style="list-style-type: none"> 1. Add previous articles to Soloso – completed 2. New content section headings – completed 3. 2008 essay contest 4. New format 		

Project: *Monthly Newsletter - AssociateNews*

Audience	Responsibility	Goal
Primary audience consists of the Associate members; secondary audience consists of AIA leadership, general members, and nonmembers.	<i>AssociateNews</i> Editor NAC Communications Committee AIA staff	<ol style="list-style-type: none"> 1. Share information, generate interest, and provide timely information for AIA members as it pertains to the NAC and Associate membership 2. Increase Web traffic to and from the newsletter web site: www.aia.org/nac 3. Provide outside links to other organizations
Action Items and Status		
<ol style="list-style-type: none"> 1. Add previous articles to Soloso 2. New content section headings – completed 3. New section to highlight Associate members becoming licensed/advancing to AIA - completed 4. Adding a book review section, possible coordination with YAF 5. New format 		

Project: NAC web site

Audience	Responsibility	Goal
Primary audience consists of the Associate members; secondary audience consists of AIA leadership, general members, and nonmembers	Community Director NAC CCom NAC ExCom AIA Staff	1. Provide a web site as a resource to all Associates (not only members of NAC) 2. Promote NAC as a resource for Associates and Associate issues. 3. Promote NAC initiatives
Action Items and Status		
AIA.org will be redesigned in 2008; this will include the NAC web site. A separate proposal of revisions to the NAC pages has been addressed in CCom.		

Project: NAC Annual Report

Audience	Responsibility	Goal
Primary audience consists of the AIA leadership at all Institute levels, collateral leadership, and architectural press; secondary audience consists of the Associate members	Community Director <i>Forward</i> Editor, NAC chair AIA Staff (Graphic Designer)	Promote and publish the endeavors, activities, programs, and accomplishments of the NAC annually
Action Items and Status		
<ol style="list-style-type: none"> As in past years, 2008 pamphlet report to be published before December AIA Board meeting. A full NAC Report (PDF only) will be made available on the NAC website to expand upon the topics presented in the pamphlet report, as well as a listing of outgoing and incoming NAC members. 		

Community | Relationship Building Initiatives

- NAC Reception at Convention
- Pettigrew ARE Memorial Scholarship
- IDP Coordinators Conference
- Auxiliary Coordinators
- Regional Goals and Directors
- Regional Sharepoint Site(s)
- Social Networking: LinkedIn, Facebook

Project: NAC Reception at Convention

Audience	Responsibility	Goal
Primary: AIA members attending Convention Secondary: All AIA members, leadership at all Institute levels, and the public	Community Director AIA Staff	To increase awareness of Associates, their outstanding chapters and programs, and firms and licensed professionals from across the country. Promote the winners of the Emerging Professionals Awards, IDP Outstanding Firm Award, and Pettigrew Scholarship
Status		
Maintaining growth of attendance, developing regular sponsorship in 2003 and beyond		

Project: Pettigrew ARE Memorial Scholarship

Audience	Responsibility	Goal
Primary: ARE Candidates Secondary: Regional/Chapter Boards and Firms	Pettigrew Scholarship Task Force AIA Staff	1. Provide financial support for candidates to complete the ARE. 2. Fundraise among AIA leadership, NAC alumni, collateral and allied orgs to grow endowment fund.
Status		
1. Fund initiated in 2005 2. First scholarship given in 2006. 3. Request regional/chapter funding in 2008 – RAD report at regional board meetings		

Project: IDP Coordinators Conference

Audience	Responsibility	Goal
IDP Coordinators	IDP Coordinators IDP Subgroup AIA Staff	Provide NAC representation at this conference, with eventual full participation of all RADs. All regional stakeholders (state, educator and soon firm) attend this conference.
Status		
1. Chicago, 2007 – two RADs in attendance 2. Albuquerque, 2008 – at least two RADs will be in attendance		

Project: Auxiliary Coordinators

Audience	Responsibility	Goal
IDP Coordinators Firms, Schools, AIAS chapters	IDP Coordinators NAC AIA Staff	1. Each firm in the country to have an in-house Auxiliary IDP Coordinator 2. Each AIAS chapter to have one student Auxiliary IDP Coordinator
Status		

1. 2008 - RADs to promote this concept regionally, and to state associate directors

Project: Regional Goals and Directors

Audience	Responsibility	Goal
AIA Regional Boards	RADs Regional Directors Regional Boards	Prior to the annual NAC October meeting, RADs should meet with their Board and Directors and discussion any specific regional goals. This exercise will not only strengthen the relationship of the RAD with regional board members, but will assist in preparing them for the October NAC meeting.
Status		
1. August-October 2008		

Project: Regional Sharepoint Site(s)

Audience	Responsibility	Goal
NAC, YAF, IDP Coordinators	Community Director NAC IDP Coordinators AIA Staff	Explore use of regional sharepoint site (NAC, YAF, IDP Coordinators) to coordinate information sharing/partnering at a regional level.
Status		
1. January 2008 - a New England Regional Sharepoint site was created as a test run. 2. April 2008 – two more created for Associate Directors in both New York and Central States		

Project: Social Networking: LinkedIn, Facebook

Audience	Responsibility	Goal
Primary: Associates Secondary: All AIA members, leadership at all Institute levels, and the public	Community Director NAC AIA Staff	Create an AIA and EP presence on various social networking sites i.e. LinkedIn, and Facebook. -Invite all NAC members to join both sites -Create a Facebook group for NAC -Create an AIA group for LinkedIn
Status		
1. For May 2008		

Knowledge

The NAC will become a strong and relevant knowledge community by providing current market and member information, focusing on best practices of professional development, and addressing learning opportunities for Associate AIA members.

The following goals have been identified for the **Knowledge** strategy:

Immediate (completed prior to December 31, 2008)

Goal	Partner(s)	Responsibility	Deadline
1. Establish 2008 K-Com		K-Director	Jan 18, 2008
2. Grassroots '08 Programs		K-Director	Feb 23, 2008
3. Convention '08 Programs	CLE	K-Director	May 18, 2008
4. Submit Convention '09 Programs	TBD	K-Com	TBD (July, 2009 est)
5. Submit Grassroots '09 Programs	TBD	K-Com	TBD (Oct, 2009 est)

Short-Term (completed prior to December 31, 2008)

Goal	Partner(s)	Responsibility	Deadline
6. Publish the NAC's position paper on Sustainability and what it means to the future of the profession.	C-Com, Ad-Com,	Multi	September 2008
7. Rework the AIA Member Benefits with an Emerging Professionals perspective		K-Com Members	August 2008
8. Work w/ AIAS to promote Archcareers.org to Guidance Counselors	AIAS	K-Com Members	October 2008
9. Draft recommended changes to IDP to account for Integrated Practice	IDPAC	K-Com Members	November 2008
10. Encourage YAF to mentor underrepresented groups in support AIA Diversity initiatives	YAF	Ad-Com	May 2008
11. Identify & publish NAC "Best Practices" for Associates	C-Com	K-Com & AIA Staff	December 2008
12. Planning for 2008 & 2009 Annual Meeting		K-Com & Ex-Com	Oct 2008 & Oct 2009

13. Support RADs with AIA State & Regional Convention EP-specific programming ideas	RADs	K-Com	December 2008
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Long-Term (completed before December 31, 2009)

Goal	Partner(s)	Responsibility	Deadline
14. Produce Podcasts of Grassroots Programs, Convention programs, & other Knowledge programs	Staff	K-Com Members	March 2009
15. Recognize AIA Component or Regions with the highest number of IDP Outstanding Firms	IDPAC	K-Com & C-Com	June 2009
16. Place one Associate Member in the Advisory Group of each AIA Knowledge Community	KCs, BoKnoCo	Ex Com	September 2009
17. Increase general Associate awareness and participation in Knowledge Communities	C-Com	K-Com & C-Com	December 2009
18. Support 2009 Internship & Career Survey	NCARB	K-Dir & Staff	TBD

Addenda: The Next Big Thing

The Next Big Thing

- Specialization -If every other profession is specialization what about us?
- Globalization-Outsourcing
- The role and responsibility of the Architect in 20 years
- Globalization
 - What happens to IDP
 - Passport: license?
 - Ethical: Social Fallout
- Regain “Master Builder” status
 - What does tomorrow’s master builder look like?
- Exploring the other
- Architect broadening the scope
 - Focused specialization
 - Leaders
- Public promotion of Architect & Role to HSW
- Oath Swearing in at licensure
- Free Associate Membership for AIAS members
 - Not to compete with AIAS
 - AIA is resource for licensure
 - Students now intern in firms more often
 - Once in institute likely to stay after graduation
- Next big thing?
 - Schools? University thru K-12
 - Reevaluate educational system
- Integrated practice and delivering projects collaborations
- Changing education to reflect global economy. We can’t stop globalization. Must plan the profession for it.
- Collaboration with related industries
- Collaborate with other young organizations/contractors/etc.
- Be savvy-the new renaissance! Broaden definition.
- What do we do after the boomers are gone? (Aftermath)
- Public awareness on sustainable issues at the local level
- Globalization
 - Off-shoring work & the disconnect that will occur in the practice
- Emphasis on life cycle of products, materials, buildings
- Flood residential sustainability
 - Contractors, local Home Depot, Loews
- Paperless studio/firms
 - Reduce waste-sustainable
- Virtual technology & building

Work with allied members not just within the institute

Katie Harms' Small Group

The Next Big Thing

- (7) (5) Specialization -If every other profession is specialization what about us?
 - I agree. We think we can do everything. That's not the case.
- (6) Globalization-Outsourcing
- (3) (7) The role and responsibility of the Architect in 20 years
 - Ideas on what we think the future is and how we can plan for it.
 - Surveys of students, futuristic ideas on what we think our responsibilities will be, will we have more responsibilities or less?, Trends for the future
- (1) (1) Globalization
 - What happens to IDP
 - Passport: license?
 - Ethical: Social Fallout
 - What do we want IDP to be, suggest best plan for test, IDP units, tracking of hours, better mentorship
- (6) (4) Regain "Master Builder" status
 - What does tomorrow's master builder look like?
 - this is someone who knows about all professions/industries associated with development/construction
 - BIM
- (5) (8) Exploring the other
 - Other career paths, survey of the "other", how can we help foster and build the other
- (9) (5) (6) Architect broadening the scope
 - Focused specialization
 - Leaders
 - With the ever-changing role of the architect, must continue to re-define the definition of the 'architect'...we must wear many hats, and that will continue, so our definition must be able to evolve over time. Unfortunately, the reality is we will never be able to specialize in our role, we never have and we probably never will be able to.
 - What does the broadening consist of, how do we focus a specialization when it currently isn't there, what is the specialization?...project type, roles, project delivery
- (4) Public promotion of Architect & Role to HSW
 - Explaining how an Architect can assist local community to be 'green'. Provide/handout local resources to community. Possibly a mini-charrette to discuss local and regional 'green' issues?
- Oath Swearing in at licensure
- (9) (2) Free Associate Membership for AIAS
 - Not to compete with AIAS
 - AIA is resource for licensure
 - Students now intern in firms more often
 - Once in institute likely to stay after graduation

- Traveling sustainable road show to our/the local AIA components - open to the public/community/students (k-12 and college).
 - Push issue to get institute to pro-rate AIA membership for 3-5 years following free year after graduation to increase membership.
- **(7) (1) (3)** Next big thing?
 - Schools? University thru K-12
 - Reevaluate educational system
 - Educational meet-and-greet at Universities/Arch. Schools (informal, possibly a spring bbq before graduation?) explaining what different architectural roles are out there, what the AIA is and does, IDP, etc.
 - An informal booth sponsored by the NAC at Convention to just 'chat' with students/Associate members on process, ARE transition, IDP, etc...
 - Need to get into the schools and promote architecture, help with curriculum development and what is really needed in the real world vs. what is being taught
- **(8) (8)** Integrated practice and delivering projects collaborations
 - work with other disciplines on how to make the process better, workshops, lectures, charrettes, what has worked well for others and how can we learn from them
- **(2) (2) (2)** Changing education to reflect global economy. We can't stop globalization. Must plan the profession for it.
 - architectural education needs to broaden to encompass cross-disciplines such as knowing development, engineering, planning etc.
 - get into the schools to help foster and develop educational programs, what we really need to know, more real world based and less theory, education needs to prepare for real life
 - Educate the profession
- **(9)** Collaboration with related industries
- **(6)** Collaborate with other young organizations/contractors/etc.
 - charrettes, find out what they are doing and what their issues are in the profession, how can we help them
- Be savvy-the new renaissance! Broaden definition.
- **(4) (4) (10)** What do we do after the boomers are gone? (Aftermath)
 - There will be less people in the profession at that time with many retiring and less becoming licensed. How do we help those get licensed and bloom in our profession? Need a plan of attack, incentives for licensure, leaders in the profession to come forward and help us plan for the future after the baby boomers
- **(5) (3) (1)** Public awareness on sustainable issues at the local level
- **(3)** Globalization
 - Off-shoring work & the disconnect that will occur in the practice
- **(10) (7)** Emphasis on life cycle of products, materials, buildings
 - News and information on our WebPages must continue to inform and educate. Our information must continue to move with technology and continue towards being interactive. Possibly a universal Share Point for all Associate members?

- Flood residential sustainability
 - Contractors, local Home Depot, Loews
- **(10)** Paperless studio/firms
 - Reduce waste-sustainable
 - With more and more people becoming “sustainable” and with our BIM projects of integration, do we use less paper and create more virtual models for our projects? Do the projects become a package that is digitally given to a contractor to build off of with more accurate dimensions and details and 3D visualization vs. 2D paper format? Studios in colleges are already embracing the idea of completely paperless studios. How do we follow this lead? Educational programs, workshops, more knowledge on how this will work.
- Virtual technology & building

Work with allied members not just within the institute

Lauren Bostic's Small Group

Next Big Thing

Breakout 2

Facilitator: Lauren K Bostic, Assoc. AIA, LEED AP
Jonathan Matthew Taylor, Assoc. AIA
John A. Cwikla, Assoc. AIA
Vasso Kampiti, Assoc. AIA
Curt Hoffmann, Assoc. AIA
Sarah Peden, Assoc. AIA, LEED AP

Regaining Master Builder status

- Defining the role of the architect and serving as the credible voice for the profession may help us to resolve other issues related to education and licensure
- We are at risk of losing influence and leadership roles in coordination and generation of construction documents.
- Fear of litigation & evolution of Construction Project Manager has led architects to have a hands off mentality
- To some extent, we act as a master builder already as we often lead the coordination effort, but our education does not prepare us to take on this role.
- Architects should take more classes in management, with some specialization in contract and construction management practices.
- Clients can hire a construction manager to represent them during CA.
- While we probably don't want to assume the contractors role in prescribing means and methods to perform the work, an architect has a significant role during construction – from MEP coordination (something they cannot do on their own apparently), to record drawings. For both, drawing is involved, and the architect's files may be used for submittals or the final record set. The issue to me used to be 'who controls the model' as we move towards BIM; my concern now is how can anyone but the architect realistically control it (JMT)

Education

- As an area of focus in the AIA's Strategic Plan is on emerging professionals, an effort to introduce and educate K-12 students on the profession may lead to , but the effort must not end with an introduction. Fostering and nurturing students along this path through college and beyond is also important.
- Reevaluate educational system

- Architecture students should work in construction, or be on a site regularly while in school. (Bauhaus approach)

Oath Swearing in at licensure

Oath – I think AIA should draft model language for an oath (doctors have the Hippocratic oath, attorneys are sworn in after licensure, as are notary publics) If architects protect the hws of the public don't you think we should have something? The model language could be lobbied to NCARB for insertion into NCARB model law.

Think of the promotion of the profession if there was a regular swearing in ceremony of new architects, press releases, printing in newspapers etc...(JMT)

Free Associate Membership for AIAS members

- Not to compete with AIAS
- AIA is resource for licensure
- Students now intern in firms more often
- Once in institute likely to stay after graduation

Exploring the other

- Promote good design in daily life
- Engagement in public policy and funding
- Increase the value of the design professional as measured against their responsibility in the project
- Involvement of design professionals in meeting social needs

Jack Baumann's Small Group

Breakout 3

Facilitator

Jack Baumann, AIA
Brad Benjamin, Assoc. AIA
Jennifer Workman, Assoc. AIA
Annette Salvador, Assoc. AIA
Michelle Gerchick, Assoc. AIA
Denise E. Thompson, Assoc. AIA

2008-2010 Strategic Plan

Our group selected two of the topics that stood out the most to us as issues that were both internal and external to the profession. The first, being the "role of the Architect", seemed to need more clarification and the importance of this statement as it pertains to future generations of Architects and what public perception is of us. The second, being "Integrated Practice", created two distinct directions of going past BIM as well as setting the groundwork for internal coordination among consultants/Architects and how to get over the initial "growing pains" of technology.

Role of the Architect / Broadening the scope of the Architect:

- AIA to promote the *quality of the architect* through public realms
 - Begin with K-12 education cores and educate the public on awareness of architecture
 - Architecture week in schools
 - Pairing an architect with students
 - Public recognition of K-12 design programs inside and outside the AIA
 - Awareness and understanding on the future of the architect should start with education. Universities should be able to provide a better quality architectural education.
 - Creating a leadership curriculum and promote the importance of advocacy in upcoming architects.
 - Leadership seems to be promoted in K-12 but not in the University setting
 - Creating a better quality of internship and mentorship
- How can we promote ourselves to others if we really do not know what we offer as a profession (code of ethics)
- Require continuing education for:
 - Pro-bono work
 - Mentorship
- Interaction with the community, industry, and public policy
- The ultimate goal is to change the perception of architects within society to give the profession value

Integrated Practice:

- IP can go past BIM
 - Technology used in offices can influence the speed of delivery for accelerated schedules (software, hardware, tele-conferencing, etc.)
 - IP can contribute to globalization because of technology

- How do we get past the stumbling blocks of BIM
 - Consultants don't seem to be jumping into the "race" on BIM, thus the full effect and growth cannot be seen
 - Consultants feel the BIM software that is out on the market now does not offer the full range of needs for their documents
 - The true "growing pains" of BIM are not fully realized yet since it is still fresh