



Draft Strategic Plan 2026–2030 — For Public Comment

This draft strategic plan outlines AIA’s proposed mission, vision, guiding principles, and strategic priorities for the next planning period.

Mission

Empowering the architecture profession to create transformative places for every community.

Vision

Drive positive change through the power of design and focused advocacy.

Guiding principles

These principles guide how AIA interprets and implements this strategic plan. They clarify the intent behind the goals and strategies and connect AIA’s mission and vision to long-term commitments to equity, resilience, climate leadership, and the public good.

Architecture is for everyone

Design should serve all people and communities, ensuring access, inclusion, and relevance across the built environment.

The future is regenerative

We must move beyond minimizing harm to create buildings and places that restore ecosystems, strengthen communities, and support a climate-positive future.

Together we amplify impact

Collaboration across the profession and with partners expands our ability to achieve meaningful, lasting change.

Strategic goals & strategies

The following goals define what AIA seeks to advance over the next strategic period. Each goal is supported by focused strategies that outline how progress will be achieved.

Goal 1

Elevate architects as essential leaders of the built environment.

Strategies

1. Strengthen advocacy capacity at the local, state, and federal levels through actionable guidance and cross-component support.
2. Support members in communicating their unique value to clients, partners, and communities.
3. Lead targeted public outreach and develop engagement tools that reinforce the role of architects in advancing community well-being and quality of life.

Goal 2

Equip members to drive practice innovation and design performance.

Strategies

1. Emphasize business acumen and financial sustainability within professional development offerings that strengthen practice success.
2. Expand and modernize access to shared knowledge and resources across practice settings, design roles, and career paths.
3. Integrate emerging technologies into practical tools that support improved firm performance and project outcomes.

Goal 3

Advance an equitable and accessible profession that inspires entry, advancement, and participation across the career journey.

Strategies

1. Increase representation and retention of underrepresented populations pursuing licensure, firm leadership, and AIA involvement across career stages.
2. Partner with aligned organizations to connect architects and design professionals as mentors with underrepresented students from kindergarten through college, supporting entry into and success in the field.
3. Strengthen geographic reach and cross-component coordination to ensure consistent access to career-shaping resources and networks across the profession.

Goal 4

Accelerate progress on climate change mitigation and adaptation, with architects leading solutions for buildings, infrastructure, and communities.

Strategies

1. Support wider adoption of design excellence tools and climate action commitments into everyday practice outcomes.
2. Make the business case for a high-performance built environment—zero-carbon, healthy, equitable, and resilient—and share practical ways for members to apply it.
3. Work with industry leaders across the building community to align metrics and drive momentum for regenerative design beyond 2030.

How to provide feedback

We invite feedback on the clarity, focus, and completeness of this draft plan to help finalize AIA's path forward. In particular, we welcome input on whether the proposed mission, vision, principles, goals, and strategies reflect the priorities needed to advance the profession and the built environment.

After reviewing this draft, you can share your feedback through a short survey and join an open comment session to share your thoughts directly with AIA leadership.

Draft for public review and comment

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