



AIA Strategic Plan 2026–2030

Introduction

Every day, architects balance creativity with responsibility—building careers, running firms, serving clients, and shaping places that matter. AIA’s Strategic Plan for 2026–2030 is designed to support you in that work.

This Strategic Plan 2026–2030 focuses on what architects need to succeed: Strong careers, resilient and profitable firms, and a profession positioned to lead. When architects are supported and thriving, they are better equipped to innovate, adapt, and deliver meaningful outcomes through their work.

Building on the progress of previous strategic efforts, AIA will continue to support architects in addressing the climate crisis and advancing equity within communities and our profession through practical tools, advocacy, and knowledge that strengthen everyday practice. As the profession navigates economic, environmental, and social change, AIA stands as your partner and advocate, turning your expertise into opportunity and aspirations into lasting impact.

Mission – Articulates why we exist and what we do.
AIA drives positive change through the power of design and focused advocacy.

Vision – Answers what do we want to become and what kind of world do we want.
An empowered profession creating transformative places.

Principles – Defines what we stand for and what guides us.

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 serves all communities by ensuring access, inclusion, and relevance across the built environment, while inviting a broad spectrum of thriving architects to shape it.

The Future is Regenerative
Architects create buildings and places that restore ecosystems, strengthen communities, and advance a climate-positive future.

The American
Institute of
Architects

1735 New York
Avenue NW
Washington, DC
20006

T (800) 242 3837
F (202) 626 7547

aia.org

Collaboration Amplifies Impact

Collaboration across firms, careers, the profession, and partners--magnifies architects' influence, drives innovation, and enhances the value of their work.

Strategic goals & strategies

The plan is organized around four interconnected goals, which we've consolidated down to an acronym for to help you remember— "AIA is setting the PACE" (Practice, Advocacy, Climate, Equity)—that reflect what members told us matters most. The following goals define what AIA seeks to advance over the next strategic period.

Goal: Activate Practice Success

AIA will focus on strengthening the business, financial, and strategic acumen of its members and firms so they can make informed decisions that support long-term financial stability, responsible growth, and individual economic prosperity in a rapidly evolving practice environment.

Strategies:

1. Equip members in their pursuit of economic prosperity.

Objective: Empower members to understand, manage, and further their personal and professional economic well-being through accessible education, tools, and career-stage-relevant guidance.

2. Help firms and practitioners responsibly navigate emerging technologies.

Objective: Equip firm leaders' and practitioners' capacity to evaluate, adopt, and govern emerging technologies in ways that support financial sustainability, risk management, and long-term practice resilience.

Goal: Strengthen Our Voice as Advocates

Architects are confident advocates and trusted civic leaders—clearly articulating the value of architecture and shaping the decisions that affect our communities.

Strategies:

1. Enhance advocacy capacity across AIA networks.

Objective: Prepare members to confidently communicate the value of architecture—advocating with clarity and credibility and translating individual voices into collective impact.

2. Cultivate partnerships to communicate the value of the architect.

Objective: Position AIA as a recognized as a trusted partner and civic leader, elevating architects as visible, influential decisionmakers—shaping policies, investments, and outcomes that affect communities.

Goal: Elevate Community Resilience to Address Climate

More firms and practitioners actively use AIA tools, resources, and partnerships to advance climate action and regenerative practice.

Strategies:

1. Promote adoption of climate action commitments in everyday practice.

Objective: Enable architects to confidently integrate climate action and design excellence into everyday practice—how they design, document, deliver, and evaluate projects.

2. Build the business case for adaptation and mitigation.

Objective: Equip architects to clearly communicate the business, risk, and value case for climate action—helping clients make informed decisions that lead to better outcomes.

3. Foster collaborative practices for regenerative design.

Objective: Facilitate effective collaboration with clients and AEC partners using shared frameworks and expectations that accelerate decarbonization and regenerative outcomes.

Goal: Advance an Equitable and Accessible Profession

Over time, the architecture profession more closely reflects the diversity of the communities it serves, with more people from historically underrepresented backgrounds entering, remaining, and advancing.

Strategies:

1. Address barriers to pursuing licensure, firm leadership, and AIA involvement.

Objective: Reduce structural and financial barriers so more people can pursue licensure, leadership, and sustained engagement in AIA.

2. Collaborate with AIA networks to connect career-shaping resources.

Objective: Coordinate AIA networks to make career pathways visible, accessible, and supported—enabling members to more easily navigate licensure, leadership, and professional growth at every stage.

3. Promote a more inclusive workforce with early outreach to potential architects.

Objectives: Expand early exposure to architecture so more young people—especially those historically excluded—can see the profession as accessible and attainable.

