



AIA Arkansas
A Chapter of the
American Institute of Architects



2010-2012 Strategic Plan



AIA Arkansas

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1020 W 4th St., Ste. 400
Little Rock, AR 72201

Mission

The Mission of AIA Arkansas is to develop, promote and sustain the practice and practitioners of architecture.

Vision

The vision of AIA Arkansas is to enhance environments through design excellence to protect the health, safety and welfare of society.

Values

The board of directors and staff are guided by these principles in carrying out their duties.

- Environmental Stewardship
- Member Focus
- Ethics & Integrity
- Community Involvement

Committees

Optimal Performance

Executive Committee
Nominations Committee
Audit / Legal Committee
Financial Planning Committee

Leadership Advocacy Collaboration

Legislative / PAC Committee
Sustainability Task Force
State Board
University Advisor

Membership Engagement & Service

Membership
Convention
Section Support
Associates & Emerging Professionals
Allied Development

Public & Professional Awareness

Public Relations
Communications
Related Professions

Optimal Performance

Financial Stability

1. Transition from reliance on two primary sources of income composing 95% of the budget to new non-dues income through members' services, deliverables and education.
2. Maintain a savings reserve adequate to achieve the mission if a loss was experienced; set policy for transferring an amount to savings on an annual basis.

Committee Structure

1. Use committees to engage members through volunteer involvement.
2. Align committees and their reports with the four strategic goals; charge committees annually with performance objectives.
3. Improve structure, purpose, charges and effectiveness of committees.
4. Encourage composition of every committee to have representatives from associates, affiliates, all sections and allied members; with linkage to the board through a director serving as a liaison.

Sections

1. Provide support to the sections through technology, board visits, packaged programs and additional resources.
2. Develop guidelines for operating a section by having the four Section Directors draft an operations manual of minimum standards and best practices for a year of social events, political efforts, continuing education, finances and governance and alignment with the AIA AR Strategic Plan.

Foundation

Explore feasibility of creating a 501 (c) 3 foundation to increase grants, memorials, scholarships, etc.

Policies

Develop and maintain policies to guide the board and staff in governance and management.

Leadership Advocacy & Collaboration

Leadership Development

1. Sustain quality leadership by identifying and training members from all categories of membership and sections.
2. Engage more members in volunteer positions through committee participation.

Sustainability Initiatives

1. Task Force—Appoint a Sustainability Task Force in 2010 to study and report to the board opportunities and threats related to USBGC, LEED, etc. Considering and reporting on these aspects.
2. Curriculum—After the Task Force report, consider options to position AIA AR as a recognized provider of LEED education; developing a plan of curriculum over the three years.

Advocacy & Government Affairs

1. Proactive Positions—Identify opportunities to protect and improve statutes and regulations to benefit the profession.
2. Grassroots Efforts - Involve members in political advocacy; promoting opportunities and providing information on government relations.
3. Political Action Committee—Involve members in contributing to the PAC.
4. Capitol Visits—Organize annual visit to inform lawmakers about the profession.
5. Board of Architecture, Landscape Architecture & Interior Design—Maintain a relationship to benefit the health, safety & welfare of society.
6. AIA National—Leverage the resources of AIA.
7. Universities—Maintain relationships with the university to benefit the profession.

Member Engagement & Service

Benefits and Services—Develop benefits and services of value to practitioners and practices.

1. Deliverables—Develop solutions to member needs.
2. Answer & Solutions—Develop a guide or column of Frequently Asked Questions (FAQ's).

Recruitment—Identify and reach out to non-member through a target campaign through both direct & indirect contact.

Continuing Education—Offer continuing education to support license renewal and certification needs of architects and affiliate professions.

Associate Members— Develop a plan to serve the needs of associate members. Rely on associate directors on the board or form an Associate Members Committee to develop a plan.

Allied Members—Meet with allied members to determine how best to meet their needs and to work as partners.

Scholarships & Awards—Continue AIA scholarships and awards; determine the best format for the awards presentation event.

Convention—Review format for member engagement, political awareness and promotion opportunities.

Social Media—Connect members through social media and technology.

Regional Sections—Provide resources to position themselves as front-line ambassadors to architects, allied members and associates.

Public & Professional Awareness

Communication Strategies

Create a long-term plan for developing and delivering consistent messages from AIA both internally and externally.

Social Media

1. Use technology to facilitate sub-groups of the membership to provide communication and benefits by sharing expertise.
2. Develop guidelines for using the AIA credentialing, logo and information on social media.

Website

Enhance the website by making it user-friendly with access to members-only resources.

Strategic Plan

1. Review the plan annually to encourage strategic discussions amongst the leadership, updating as necessary every 3-4 years.
2. Promote the plan to the membership and other audiences in print & electronic media and personal contact.
3. Adapt board agendas to reflect the goals of AIA Arkansas.

Community Relations—Explore development of a community "pocket guide" promoting architecture by collaborating with the entities such as the chamber, visitors bureau, museum, downtown improvement authority, etc.



The full version of the 2010-2012 Strategic Plan for AIA Arkansas may be found at www.AIAAR.org