



AIA Arkansas

A Chapter of The American Institute of Architects

Strategic Plan | 2016 – 2018

The following persons participated in developing a strategic plan to guide the association for three years:

President – Tim Maddox, AIA
Vice President – Travis Bartlett, AIA
Treasurer – Randy Palculict, AIA
Secretary – Lori Yazwinski Santa-Rita, AIA
Immediate Past President – Mark Cahoon, AIA
Executive Director – Brent Stevenson, IOM
Director – Mark Evans, AIA
Director – Chris East, AIA
Director – Candi Adams, AIA
Director – Leanne Baribeau, AIA
Director – Jeff Herren, AIA
Senior Director – Galen Hunter, AIA
Associate Director – Adam Day, AIA
Assistant Associate Director – Casey Brewer, Assoc. AIA
State Architect – Nathan Alderson, AIA
Central Section Chair – Patty Opitz, AIA
East Section Chair – Jim Little, AIA
Fort Smith Section Chair – Graham Sharum, AIA
Northwest Section Chair – R.T. Hughen, AIA

MISSION, VISION & VALUES

The Board reviewed the existing statements and compared them against AIA. The mission should identify the organization, who it serves and what it offers. The vision is aspirational and inspiring. And the values are the organizations guiding principles.

Mission Statement

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

Vision Statement

The vision of AIA Arkansas is to enhance communities through design excellence.

Values Statement

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

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

GOALS

Four goals were set to advance the Mission Statement and benefit the profession:

- **Value: Delivering value to members through education, services and opportunities**
 - Benefits and Services
 - Emerging Professionals
 - Compensation Study
 - Recruitment
 - Continuing education
 - Scholarships and Awards
 - Convention
 - Associate Members
 - Allied Members
 - Diversity

- **Advocacy: Serving as the voice of architecture in Arkansas**
 - Government Relations
 - Sustainability Initiatives
 - Local Governments
 - Board of Architecture

- **Outreach: Positioning the profession through community and public relations.**
 - Internet Presence
 - Public Awareness
 - Comprehensive Approach
 - University Relations
 - Legacy Foundation
 - Community Relations
 - Ancillary Professions

- **Performance: Maintaining a dynamic association through leadership and resources.**
 - Financial Stewardship
 - Governance
 - Committees
 - Sections
 - Technology

COMMITTEE ALIGNMENT

The Chart depicts the four goals and the alignment of the committees working to advance the goals.



I) Value

1. Benefits & Services

- a. Survey members and prospects to determine their practice and career needs.¹
- b. Develop and deliver the benefits and services that provide value to members.

2. **Emerging Professional-** Provide guidance and resources to emerging professionals to show that great involvement equates to better return on investments for dues in AIA.

3. **Compensation Study-** Undertake a compensation study that targets Arkansas (separate from Texas previous versions.) Produce for distribution at 2016 Convention.

4. **Recruitment** – Strategically reach out to practicing professionals who are not members to increase market share above 80 percent.

5. **Continuing Education** – Offer CE to support license renewal and certification needs of architects and affiliate professions.

6. **Convention** – Continue providing a well-attended, relevant, profitable annual meeting.

7. **Associate Members** – Serve needs of associate members encouraging the Associate board members to make recommendations to the board.

8. **Allied Members** – Determine how to best meet mutual needs and work as partners.

9. **Scholarships and Awards** – Promote excellence in architecture with scholarships and awards. Publicize award recipients through Outreach goal.

10. **Diversity** – Ensure a focus on diversity in the profession and association through a newly appointed Diversity committee.

II) Advocacy

1. **Government Relations** – Protect and advance the practice of architecture.

- a. Proactive Positions – Be vigilant in identifying opportunities to protect and improve statutes and rules to benefit architecture.

¹Often identified with the questions: What keeps you up at night? What is the #1 challenge in your firm?

- b. Grassroots Involvement– Improve member awareness of the importance of involvement in public policy; encouraging them to know their elected representative and to support the PAC. Annually offer an hour of CE on government relations through the Sections.
- c. Political Action Committee- Maintain a minimum of \$50,000 in the PAC to be a stronger influence in legislation. Urge the PAC Committee to develop a sustainable fund raising plan (i.e. combine with lunch and learn and other programs to improve understanding.)
- d. Capitol Visits – Continue annual Capitol visit to connect lawmakers to AIA members.
- e. Report Card – Track the actions of lawmakers and report the pro-architecture lawmaker actions to members.
- f. AIA National – Collaborate with and leverage the resources available to influence public policy.

2. Sustainability Initiatives

- a. Energy Code – Monitor and influence the Energy Code; updating members.
- b. AIA 2030 Challenge – Work with AIA initiatives for achievable energy and emissions reduction targets.

3. Local Governments

- a. City and County Ordinances – Ask Members and Sections to monitor local proposals and report to AIA AR Government Relations Committee.
- b. Appointed and Elected Commissions – Urge members to serve on local planning and other panels to ensure representation of the perspectives of architecture.

- 4. **Board of Architecture** – Maintain a vibrant relationship to benefit the health, safety and welfare of society.

III) Outreach

- 1. **Internet Presence-** Make best use of social media and technology
 - a. Make best use of social media and technology enhancements to improve awareness and communicate with stakeholders.
 - b. Develop a guideline for Section and AIA AR social media use and sharing to maximize effectiveness and avoid redundancies or risks.
- 2. **Public Awareness**
 - a. Engagement – Identify an event where the public can learn or attend.

- b. **AIA Resources** – Leverage the resources and campaigns created by AIA to apply in Arkansas.
 - c. **Brand** – Increase awareness of AIA and the strength of the brand through marketing efforts.
3. **Comprehensive Approach** – Consider a proposal (cost) from marketing consultant to create a comprehensive plan to carry out the Outreach strategies.
4. **University Relations**
- a. **Schools** – Expand relations with all universities, school and colleges to support collaborative efforts and workforce initiatives.
 - b. **Local Support** – Encourage architects to liaison with schools to provide opportunities for students, participate in career days, etc.
5. **Legacy Foundation** – Having established the Foundation, develop a plan to make best use to promote excellence, awareness and philanthropy; request plan for the Foundations’ board.
6. **Community Relations**
- a. **Charitable Efforts** – Highlight the contributions of members to give back to the communities they live and serve.
 - b. **Local Boards** – Train and encourage architects to serve on locally appointed and elected boards.
7. **Ancillary Professions** – Reach out to related professions and organizations through collaborative efforts with their trade associations.

IV) Performance

1. **Financial Stewardship** – Sustain the financial resources through excellent stewardship; expansion of revenue streams beyond primarily dues and conference; and maintaining an appropriate savings amount to carry out the mission.
2. **Governance** – Ensure there are sufficient members to serve as leaders in committees, Sections and eventually the board of directors.
3. **Committees** – Revamp and rely on committees to advance elements of the strategic plan, aligning the standing committees and short term task forces with the four goals.
4. **Sections** – Use the four sections to deliver services to local members².

² Often equated to the concierge level of serve in tri-partite associations

- (a) Create a short guide to operating a Section for easy knowledge transfer, i.e. Managing Finances, Managing meetings, and Managing Social Media. (Four Section Chairs will meet to create the guide by year end 2016).
 - (b) Check to be certain Sections are operating in compliance with all laws and have minimal risks.
 - (c) Create a mechanism to collect dues through AIA ³.
5. **Technology** – Analyze use of technology to ensure website is mobile-friendly, consider an APP, and utilization of the technology that supports association functions and efficient member communications.

³ Audit and Legal Committee