
AIA Arkansas Strategic Plan 2022 – 2025

The future we envision

We strive to meet the seemingly insurmountable climate crisis with courageous, creative, and decisive action. People everywhere are united under a common pledge to create an equitable, resilient, regenerative, and carbon-free future.

At the heart of this movement, AIA Arkansas has energized the state's community of professionals to leverage our knowledge and activism to enact positive change through design.

AIA Arkansas has been recognized for our commitment to excellence in the education and leadership development of design professionals. Architects have become leaders in our communities, bringing innovative yet practical solutions to the challenges we face. We foster diversity and inclusion in the profession.

AIA has become a catalyst for change, for action that develops and delivers solutions to society's most pressing needs. Architects are positioned at the center of policy discussions surrounding the built environment.

AIA Arkansas and our allied organizational partners accelerate progress in the design and construction industry. AIA Arkansas is at the center of the state's most urgent conversations and is acknowledged as the driving force inspiring and empowering architects to improve society and change our world.

AIA Strategic Plan 2022-2025

Introduction

AIA Arkansas will deliver profound change through this strategic plan: for our members, our profession, our communities, and our planet.

The key principles and guiding assumptions that informed the development of this plan include:

Urgency. The global climate crisis requires immediate action to bring about meaningful change. The strategic plan is a call to action for Environmental Stewardship, asking our members to redouble their efforts to develop solutions that will address this incredible challenge of our time.

Collaboration. The role of the architect is changing dramatically. To realize our full potential as professionals, it is essential that we collaborate: within firms, in the profession, and in our communities. AIA Arkansas will provide leadership to engage a network of professionals and our community leaders to develop solutions.

Mission, Vision & Values

The AIA Arkansas Board has reviewed the existing statements and compared them against AIA National. Our values are the organizations guiding principles.

Mission

To develop, promote, diversify, and sustain the practice and practitioners of architecture in our state to improve society and transform our world.

Vision

Produce positive change and enhance our communities through design excellence and focused activism.

Core values

Advocacy & Environmental Stewardship: Focusing on climate action and positioning architects as community leaders to drive wide scale adoption of practical design solutions that will rapidly address and mitigate the impacts of climate change. Position our profession as a trusted resource for national, state, and local leaders.

Member Engagement: Optimize architects' presence and impact by equipping and preparing them to serve as conveners, collaborators, civic leaders, and change agents in developing and delivering solutions to society's most pressing needs through education, services, and opportunities.

Ethics and Integrity: AIA Arkansas members are dedicated to the highest standards of professionalism, integrity, and competence. The AIA Code of Ethics guides members' conduct in fulfilling these obligations.

Community Involvement: Collaborate with design, construction, community leaders, educational institutions, and stakeholders. Organize and participate as grassroots advocates for the betterment of our communities.

Diversity, Equity, & Inclusion: AIA Arkansas champions a culture of equity, diversity, and inclusion within the profession of architecture to create a better environment for all. Achieving this vision has a direct impact on the relevance of our profession.

Strategies

Advocacy & Environmental Stewardship: Serving as the voice of architecture in Arkansas by maintaining relationships with State and Local Governments, the State Board of Architects, and influencing public policy that affects Arkansas architects and the built and natural environments in the state.

1. **Government Relations** – Protect and advance the practice of architecture and a sustainable future.
 - a. Proactive Positions – Be vigilant in identifying opportunities to protect and improve statutes and rules that impact architecture and architects.
 - 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 \$30,000 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 at both the National and State levels.
 - e. Report Card – Track the actions of lawmakers and report the pro-architecture lawmaker actions to members. Use the report card in combination with the lawmakers stance on climate action to determine allocations of funds.
 - 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 on changes.
 - 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 Legislative 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. **State Board of Architects** – Maintain a vibrant relationship to benefit the health, safety and welfare of society.

Member Engagement: Delivering value to our membership through education, services, and events. This level of engagement includes, but is not limited to, the state convention, section events and eat and educates, membership surveys, scholarships, awards, community and committee engagement opportunities.

1. **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.
2. **Sections** – Use the four sections to deliver services to local members.
 - 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 2022).
 - b. Check to be certain Sections are operating in compliance with all laws and have minimal risks.
3. **Membership Surveys**-Survey members to determine their practice and career needs. Adjust to develop and deliver the benefits and services that provide value to members according to the survey responses.
4. **Compensation Survey**- Undertake a compensation study that targets Arkansas (separate from Texas or Tennessee’s previous regional versions). Produce for distribution to firm leaders that participate in the survey.
5. **Recruitment** – Strategically reach out to practicing professionals who are not members to increase market share above 80 percent.
6. **Continuing Education** – Offer CE to support license renewal and certification needs of architects and affiliate professions.
7. **Convention** – Continue providing a well-attended, relevant, profitable annual meeting.
8. **Associate Members** – Serve needs of associate members encouraging the Associate board members to make recommendations to the board.
9. **Allied Members** – Determine how to best meet mutual needs and work as partners.
10. **Scholarships and Awards** – Promote excellence in architecture with scholarships and awards. Publicize award recipients.
11. **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

Ethics and Integrity: Maintain a dynamic association through leadership and resources.

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.

Community Involvement: Position the profession as leaders through community and public relations. Our engagement is delivered in several different ways including our website, interactions with schools and universities, our Legacy Foundation, engagement with legislators, and our partnerships with ancillary organizations and professions.

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 events 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. **School & University Relations**
 - a. **Schools & Universities** – Expand relations with schools, universities, and colleges to support collaborative efforts and workforce initiatives.
 - b. **Local Support** – Encourage architects to liaison with schools to provide opportunities for students to experience 3D thinking and design, participate in career days, provide job shadowing opportunities, etc.
4. **Legacy Foundation** – Having established the Foundation, develop a plan to make best use to promote excellence, awareness and philanthropy; request revised plan for the Foundations’ board and how the Foundation will become more active.
5. **Community Relations**
 - a. **Charitable Efforts** – Highlight the contributions of members to give back to the communities they live and serve, encouraging donations of time and resources
 - b. **Local Boards** – Encourage architects to serve on locally appointed and elected boards.
6. **Ancillary Professions** – Reach out to related professions and organizations through collaborative efforts.

Diversity, Equity, & Inclusion: AIA Arkansas is taking steps to advance diversity and equity in our organization, in our profession, and in our communities and expand a culture of inclusiveness.

1. **Diversity** – Ensure a focus on diversity in the profession and association through the Diversity committee.
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. Give emerging professionals the resources to grow in their leadership abilities and professional development.

- Fellowship-** Create a Committee to encourage our members to apply for fellowship. The committee can guide the members through the application process and provide feedback throughout the process. This committee will serve as the fellowship nomination committee for the chapter. The purpose is to elevate the stature of Architects from Arkansas. AIA Fellows are recognized with the highest membership honor for their exceptional work and contributions to architecture and society.

Committee Alignment

Advocacy & Environmental Stewardship

- Legislative Committee
- Political Action Committee
- Sustainability Committee
- Preservation Committee

Member Engagement

- Convention Committee
- Sections
- Allied Membership Committee

Ethics and Integrity

- Executive Committee
- Nominations Committee
- Audit/Legal Committee
- Financial Committee

Community Involvement

- Public Relations Committee
- Outreach Committee
- Legacy Foundation Board

Diversity, Equity, & Inclusion

- Diversity Committee
- Emerging Professionals Committee
- Fellowship Committee

Acknowledgements

AIA Arkansas Board Members

Jonathan Opitz, AIA (President)
Craig Boone, AIA (Vice President)
Patty Opitz, AIA (Treasurer)
Rich Brya, AIA (Secretary)
Todd Welch, AIA (Secretary-Elect)
Kyle Cook, AIA (Immediate Past President)
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