



Public Mission Statement

The voice for Texas architecture,
supporting the creation of safe,
beautiful, sustainable environments

Board Directive

To advance Texas architecture,
the architectural profession,
and the power of design
through advocacy, knowledge,
and communication.

500 Chicon Street
Austin Texas 78702

512 478 7386
texasarchitects.org

GOAL A

Texas architects are broadly represented and are recognized as creative and innovative leaders for the built environment.

1. Increase diversity in membership and leadership to reflect our communities.
2. Increase recognition of architects' value as creative problem-solvers.
3. Increase education about appropriate fee structures.

GOAL B

Firms will thrive through recognition of the value of architectural design and planning, and foster and retain a diverse and well-prepared workforce.

1. Increase appreciation of design.
2. Increase understanding and recognition of the value of our services.
3. Increase consideration of work/life balance.

GOAL C

The public will understand and appreciate the value of architecture and architects.

1. Increase number of citizen architects.
2. Increase public awareness and understanding of the value of architects and impact of design.
3. Increase member involvement in community development and design.

Texas communities will be planned, designed, and built responsibly to thrive in the face of change.

1. Increase the number of healthier and more livable communities.
2. Increase attention to life-cycle value in building decisions.
3. Increase public education and engagement.
4. Increase interdisciplinary dialogue and collaboration.

GOAL E

TxA will provide a comprehensive professional development program for architects which will encompass design, materials, practice, and prosperity, and anticipate future changes in the profession.

1. Increase educational offerings that encourage a better quality of life for clients and their communities.
2. Increase ability to anticipate changes in the architectural profession.
3. Involve firms in professional development.

STRATEGIC PLAN: 2020 BOARD FOCUS

GOAL A

Texas architects are broadly represented and are recognized as creative and innovative leaders for the built environment.

2020 FOCUS: Increase diversity in membership and leadership to reflect our communities.

2020 FOCUS: Increase recognition of architect's value as creative problem-solvers.

GOAL B

Firms will thrive through recognition of the value of architectural design and planning, and foster and retain a diverse and well-prepared workforce.

2020 FOCUS: Increase understanding and recognition of the value of our services.

GOAL C

The public will understand and appreciate the value of architecture and architects.

2020 FOCUS: Increase public awareness and understanding of the value of architects and impact of design.

Texas communities will be planned, designed, and built responsibly to thrive in the face of change.

2020 FOCUS: Increase public education and engagement.