

2008-2010 National Component Strategic Plan | Mission, Goals, and Strategies

Measures over five years:

70 percent of AIA members value their AIA membership (base = 44 percent of members responding to the 2006 national component survey valued their AIA membership)

70 percent AIA penetration/market share of licensed architects (base = 55 percent of architects licensed in 2006 were estimated to be AIA members)

10 percent increase in the number of AIA associate members (base = 15,000 associate members in 2006)

25 percent increase in number of associate members upgrading to architect status due to licensure (base = 745 associate members in the 2006 annual membership count)

10 percent increase annually in allied members (base = 1,507 allied members as of May 2007; target is 2,400 in five years)

Measures over five years:

Increase average monthly visitors to the AIA Web site by 50 percent (base = 5,655 unique visitors per month in 2006)

Meet or exceed 70 percent satisfaction with Soloso (base = TBD in 2008)

Increase incidence of members who agree that "the AIA provides information that is useful to my job" (from 33-to-63 percent based on the 2006 Member Assessment Survey)

Create Positive Member Experiences (12): Create member experiences that are positively memorable, customized to member needs, and responsive to generational preferences.

Deliver Value (5): Enhance the AIA's collective structure to deliver member value at all levels in a cost-effective way.

Nurture Emerging Professionals (2): Nurture emerging professionals and influence a preferred future for the internship process and architecture education.

Expand Diversity (3): Expand the racial/ethnic, gender, and perspective diversity of the design professions to mirror the society we serve.

Examine, Define, and Defend the Evolving Role of the Architect (6): Provide support that positions members to adapt to and thrive as changes occur in the industry, in the profession, and in the architect's relationship to other professionals associated with the built environment.

Member
Increase Member Value
Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs

AIA
Optimize Organizational Performance
Optimize organizational culture, structure, and resources to achieve excellence

Profession
Be the Authoritative Source
Be the recognized leader for knowledge about the practice and profession of architecture

Society
Serve as the Credible Voice
Promote the AIA as the credible voice for quality design and the built environment



Mission

The American Institute of Architects is the voice of the architectural profession and the resource for its members in service to society

Ensure Budget Stewardship (8): Ensure effective stewardship of the AIA budget.

Create a Fantastic Workplace (14): Create, nurture, and manage a fantastic workplace at AIA National that motivates and inspires staff to meet and exceed member satisfaction goals.

Foster a Responsive Culture (13): Encourage a nimble, responsive, and transparent culture through the behavior of staff, leadership, and membership.

Be a More Data-driven Organization (13): Use environmental scanning, member/market research, and the new association management system to identify issues, analyze threats, and evaluate opportunities in order to support effective planning and decision-making.

Measures over five years:

The AIA is listed as one of the best places to work in by the *Washingtonian* magazine or other reputable publications.

AIA revenues are diversified — a total of five core centers that each represent 15-to-20 percent of total AIA revenue budget. (base = Contracts Docs, membership, and the AIA convention represent 66 percent of AIA revenues in 2006)

AIA revenue per fulltime equivalent (FTE) position exceeds the American Society of Association Executives' benchmark. (base = \$265K per FTE in 2005)

The AIA meets or exceeds criteria referenced in the book *7 Measures of Success: What Remarkable Associations Do That Others Don't*, by Jim Collins, and published by ASAE and the Center for Association Leadership, 2006.

The AIA 21st Century Workplace initiative receives design awards as a state-of-the-art, sustainable demonstration building and as a progressive work environment.

Measures over five years:

Increase public awareness of the quality of design and the value of architects by 5 percent annually (base = TBD 2007)

Increase public awareness of the AIA as the premier organization in the design and construction industry, representing the voice of the profession, by 5 percent annually (base = 24 percent of target audiences in 2006)

Increase involvement in AIA-sponsored legislation that relates directly to the AIA position statements by two pieces of legislation per Congress (base = TBD in 2007)

In each election cycle, double the number of architect members elected to state legislatures (base = five states)

Double the number of AIA members elected to the U.S. Congress (base = one in the 1990s)

Increase by one every year the number of government contracts awarded to the AIA that provide opportunities to advance the AIA's public policies (base = TBD in 2007)

Promote Sustainability in the Built Environment (1): Provide tools, knowledge, resources, and research; implement advocacy campaigns; and collaborate with other organizations to achieve the goals of the AIA sustainability position statement.

Advance Integrated Project Delivery (9): Create tools, resources, and advocacy campaigns and develop relationships that provide AIA members with best-practice information regarding integrated project delivery and collaborative delivery models.

Deliver Knowledge to Members and the Industry (4): Be the conduit of knowledge that advances the profession and is accessible through virtual and physical experiences, including continuing education, knowledge communities, resource centers, the AIA convention, state and local components, an integrated Web presence, and research.

Maintain AIA Contract Documents as the Industry Standard (7): Strengthen and expand the market position of Contract Documents through ongoing product enhancement and development.

Heighten Public Awareness (11): Through partnerships with the American Architectural Foundation, the National Building Museum, national, state, and local agencies, and through other public initiatives, facilitate a heightened awareness and understanding of the value of architects and their contribution to society.

Position and Support Members as Leaders (9): Encourage "citizen architects" by supporting civic engagement to include AIA members serving in both volunteer community service and elected, appointed, and hired leadership positions within state and local governments, community and charitable organizations, and also develop tools for advocating issues at all levels.

Communicate Consistently (6): Communicate consistent messages aligned with the AIA's public policies and position statements by all of the AIA to the public and to all levels of government, regulatory agencies, and other audiences.

Advocate for Legislative and Regulatory Change (10): Actively propose federal, state, and local legislation that is consistent and supportive of the AIA's public policies and position statements and that benefits society and the practice of architecture by our members.

(Numbers in parentheses indicate relative priority)



Focus – Flexibility – Ethics – Technology – Relevance – Connection – Access – Innovation

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