

2015–2020

STRATEGIC PLAN

To be the Voice for Texas Architecture, supporting the creation of safe, beautiful, sustainable environments.

Texas
Society of
Architects

1

COMMUNICATIONS

Communicate the Value of Architecture and the Profession

2

PROFESSIONAL DEVELOPMENT

Support All Aspects of Advancing Design and Technical Knowledge

3

ADVOCACY

Influence Policy Affecting the Built Environment and the Practice of Architecture

4

PRACTICE AND RECOGNITION

Advance Architectural Practice and Design

5

ORGANIZATION/ADMINISTRATION

Provide Resources to Advance the Society's Mission and Aspirations

INTRODUCTION

The TxA Strategic Plan 2015-2020, an initiative of the Texas Society of Architects Board of Directors under 2014 President Val Glitsch FAIA, builds upon the existing TxA Strategic Plan to create a renewed vision for the Society.

A task force was created to focus on recent changes in the practice of architecture and to re-align the Society's current work and goals with TxA's Commissions and their committees and responsibilities. These, as well as survey responses from TxA leadership on the strengths, weaknesses, opportunities, and threats (SWOT) the Society faces, have been incorporated.

Key points for the future use of this document include:

- The Strategic Plan is a living document to be reviewed and updated annually to confirm alignment with current goals of the Society.
- The Strategic Plan serves as a guide to the programs, administration and operations of the Society. As a working document, it allows for new programs, initiatives, and priorities as changes to practice, organization, economy, and leadership evolve.
- The Strategic Plan renames Commissions of TxA and updates their responsibilities as part of the refinements to the previous Strategic Plan.
- The Strategic Plan identifies interaction between Commissions, Committees and Task Forces to best coordinate and deliver the work of the Society.
- The Strategic Plan embraces the inclusive philosophy of advancing all Texas Architects.

- The Strategic Plan includes Action Items which are either currently funded or anticipate funding at a future time.
- The Strategic Plan will retain the current TxA Mission Statement: "*The Texas Society of Architects is The Voice for Texas Architecture, supporting the creation of safe, beautiful, sustainable environments.*"

A preliminary draft of the Strategic Plan 2015-2020 was presented to the Board at the 2014 Summer Board Meeting with comments incorporated into this final draft for presentation to the Board and approval at the 2014 Fall Board Meeting.

Strategic Plan 2015-2020 Task Force

Bill Reeves, AIA, Chair
Paul Bielamowicz, AIA
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Tommy Upchurch, FAIA

James Perry, EVP (Staff Liaison)

MAIN GOALS

SUB GOALS

ACTION ITEMS

COMMITTEE

TASKS/EVENTS

NOTES

A. Provide an Annual Convention focused on Professional and Personal Development

- 1. Solicit outstanding continuing education sessions
- 2. Provide thought provoking keynote speakers
- 3. Provide opportunities for engagement with vendors of architectural products
- 4. Continually work to build greater member attendance and engagement
- 5. Engage educators to offer peer-reviewed presentations
- 6. Provide opportunities for social interaction among colleagues

B. Provide an Annual Design Conference

- 1. Invite leading architects to present their work and processes
- 2. Explore design through relevant topics, architects, places and history
- 3. Provide a forum to inspire critical thinking and promote sharing of ideas and experiences
- 4. Document conferences, publish and distribute information to a greater audience

C. Provide opportunities for professional knowledge sharing

- 1. Emerging professionals
- 2. Mentorship
- 3. Fellowship
- 4. Allied professionals and patrons

MAIN GOALS

SUB GOALS

ACTION ITEMS

COMMITTEE

TASKS/EVENTS

NOTES

A. Influence legislation that impacts the profession

- 1. Develop a strategy for action in advance of each Texas legislative session
- 2. Establish strong relationships with Texas legislators, lobby team, allied professionals, and local architects
- 3. Support and participate in national AIA legislative endeavors

- a. Maintain a professional lobbying team on behalf of the Society
- b. Maintain a cadre of bill readers for each legislative session
- a. Schedule an "Advocates for Architecture Day" at the Capitol for each legislative session
- b. Maintain a list of contacts between legislators and architects
- c. Encourage members to engage legislators at district offices

B. Influence development of regulations that impact the profession

- 1. Maintain a strong relationship with state agencies in order to influence the development of regulations

C. Increase influence and capacity of Texas Architects Committee

- 1. Seek new ways for members to understand the value TAC provides to the profession
- 2. Increase the number of members who support TAC with individual contributions
- 3. Increase the annual contributions to TAC

D. Encourage and support citizen architects

- 1. Encourage architects to be active and involved in their communities
- 2. Recognize and commend architects who hold community or state offices

E. Identify and advocate specific policy changes that benefit the profession's profitability



MAIN GOALS	SUB GOALS	ACTION ITEMS
A. Promote best practices of architecture	1. Solicit and share strategies for increasing profitability for member's firms	
	2. Promote sustainability and technological proficiency	
B. Celebrate members and their contributions to communities	1. Recognize outstanding projects through a Design Awards program	
	2. Conduct an awards program to recognize outstanding individuals, organizations, and firms	
C. Identify and foster patrons of architecture	1. Continue awards and recognition	
	2. Involve present and past TxA leaders	
	3. Invite patrons to share their experiences	
D. Identify potential external influences on architectural design and practice	1. Analyze and respond on behalf of members	
E. Seek broad involvement and support of architecture firms in the Society	1. Encourage firms to support employee membership	
	2. Encourage firms to support employees to serve on TxA committees	
	3. Encourage firms to support employee attendance at the convention	
F. Improve member experience in the Society	1. Provide opportunities for building relationships among members	
	2. Seek to mirror Texas demographics in Society membership	
	3. Engage members in their early years of practice	
	4. Communicate the opportunities available through the Society	
	5. Engage Fellows as an active resource	
G. Seek broad involvement and support of architecture firms in the Society	1. Support TAF's relationship with the eight schools of architecture	
	2. Maintain the "Architectural License Advisor" position	
	3. Share information with AIAS Chapters about state level activities	

COMMITTEE	TASKS/EVENTS	NOTES

MAIN GOALS	SUB GOALS	ACTION ITEMS
A. Establish effective Society leadership	1. Maintain the Strategic Plan as a living document	
	2. Define and maintain policy and program continuity over leadership terms	
	3. Identify issues which will require long-term efforts by leadership	
	4. Engage a broad cross section of the membership	
B. Recognize and account for differences between staffed and unstaffed chapters	1. Assist unstaffed chapters to meet basic chapter needs	
	2. Consider establishing partnerships between staffed and unstaffed chapters	
	3. Maintain a dialogue with staffed chapters to evaluate and eliminate duplication of services	
C. Maintain a System of Effective Committees	1. Connect committee agendas and goals with the Strategic Plan	
	2. Value and respect the time of all committee members	
	3. Continue a process for timely selection of committee chairs and members	
	4. Include emerging professionals in committee assignments	
D. Provide resources for the society's work	1. The Society shall engage an EVP/CEO who should provide an effective staff	a. Administrative Policies Committee (APC) shall be the link with the Executive Vice President (EVP) and assess performance annually b. EVP shall be responsible for maintaining an effective staff and conducting annual assessments
	2. The Society shall be good stewards of the Society's facilities	a. Make 500 Chicon a visible showcase of a repurposed building and a model of sustainability b. Plan and budget for ongoing maintenance c. Plan and budget for future improvements
	3. The Society shall provide appropriate resources for staff and members	a. Current technologies b. Space and furnishings
	4. Financial stability shall be maintained	a. Seek new sources of non-dues revenue

COMMITTEE	TASKS/EVENTS	NOTES
	i. Recruit sponsor partners to showcase and incorporate their work and products into a facilities master plan ii. Certify the building (EXPAND) iii. Publish the building as a case study	
	i. Broaden Sponsorship Funding to expand the programs and mission of TxA ii. Seek new sources of revenue to replace supplemental dues income	