

The logo for the Texas Society of Architects, featuring the text "Texas Society of Architects" in white, bold, sans-serif font on a black rectangular background.

**Texas  
Society of  
Architects**

**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

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[texasarchitects.org](http://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.