

# **2022 Strategic Priorities**



# Introduction

## **Mission Statement**

The Texas Society of Architects is the voice for Texas architecture, supporting the creation of safe, beautiful, sustainable environments.

## **About Us**

TxA is a state component of the American Institute of Architects. Founded in 1939, we are one of the nation's largest organizations for the architectural profession, with 18 regional components and 7,200 members. TxA is headquartered in Austin.

TxA is governed by a Board of Directors, which consists of officers, elected at-large by the membership, and chapter directors, elected by their respective chapters. Additional members of the board are the public member director, an educator member director, an associate member director, the AIA regional associate director, the AIA young architects regional director and the Texas representatives to the AIA Board of Directors – all elected by the membership at large.

# Executive Summary

The 2022 Strategic Priorities highlight the commitments of the TxA Board of Directors in making progress toward long-term goals for the enhancement of the profession. These priorities do not represent the full range of services or goals of the Society. TAC and TAF are also integral parts of achieving TxA's goals. The Strategic Plan objectives are carried out through the Board, Committees of the organization, and staff. Volunteer-based committees bring passion and expertise to their roles and staff provide administrative and organizational assistance in their respective areas of expertise. More than 200 volunteers are integral to the Society's efforts.

The Strategic areas of focus have been identified as:

- » Equitable Representation
- » Prosperity of the Profession
- » Public Understanding
- » Resiliency
- » Professional Development

Objectives have been identified for each of these areas and Initiatives and Key Performance Indicators will be developed to ensure we work toward the goals and make progress. All members are encouraged to participate in, and provide feedback on, these goals as they evolve, and are expanded upon, through current and future boards and committees.

# Strategic Priorities 2022

## **Goal A** **Equitable Representation**

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

### **Objective:**

Increase diversity in membership and leadership to reflect our community.

### BACKGROUND

This objective has inward and outward-facing components. Inwardly, TxA's membership and leadership should reflect the gender, racial and ethnic diversity of our state. Outwardly, we want to promote the profession and the value of architecture to diverse audiences.

**Goal B****Prosperity of the Profession**

Firms will thrive through promotion of the value of architectural services and foster and retain a diverse and well-prepared workforce.

**Objective:**

Increase firms' ability to anticipate and respond to changes in the architectural profession to help their businesses be successful.

**BACKGROUND**

This objective is inward facing and aimed at helping our members navigate changes in the profession while being financially savvy. Initiatives are geared at ensuring a robust pipeline of future architects entering a thriving profession.

**Goal C**  
**Public Understanding**

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

**Objective:**

Increase public awareness and understanding of the value of architects as creative problem-solvers and the important impact of design.

**BACKGROUND**

This objective is primarily outwardly focused on educating those outside of the TxA membership by explaining, showcasing, and promoting the skills and talents of architects and their contributions to society.

## **Goal D**

### **Resiliency**

TxA members will plan, design and build responsible, resilient communities that thrive in the face of change.

#### **Objective:**

Promote the practice of the Framework for Design Excellence, Principles for Livable Communities, and like guidelines.

#### **BACKGROUND**

This objective is inward facing and aimed at promoting sustainable and equitable practices to TxA members. It is also outward facing in that architects can solve many challenges in our society; this goal helps promote the power of design and the impact of the work of architects; as well as the participation of architects in all aspects of the process of community building and advocacy.

## **Goal E**

### **Professional Development**

TxA will provide a diverse professional development program for our members in all stages of their careers.

#### **Objective:**

Promote and make accessible professional development for licensure and beyond.

#### **BACKGROUND**

This objective is inward facing and meant to provide, and encourage members to participate in, opportunities for education outside what is needed for licensure, to allow the profession to remain successful today and in the future.



# Commissions and Committees

## **Operations Commission**

### CHARGE

To oversee and coordinate, in conjunction with the Executive Committee, Board of Directors, and staff, the financial, administrative, and operational activities of the Society.

## **Executive Committee**

### CHARGE

To receive, review and finalize committee reports to the Board; to handle matters requiring immediate action; to review staff reports as necessary; ensure directives of the Board are implemented; and to review Board agendas and structure for meaningful discussion and resolution of issues.

## **Administrative Policies Committee (APC)**

### CHARGE

To annually review and recommend the tenure, salary, benefit, bonuses, and duties of the EVP to the Executive Committee for approval prior to implementation.

## **Finance Committee**

### CHARGE

To review and recommend a budget for the next fiscal year for adoption by the Board of Directors; to study long-term budget needs; to recommend financial policies; to ensure an annual audit is complete; and to perform other duties as may be assigned by the Executive Committee.

## **Operations Commission Continued**

### **Nominating Committee**

#### CHARGE

To identify potential board candidates and future association leaders; to propose, six weeks prior to the date of the Annual Business Meeting, a slate of qualified nominees as required and the names of three members of the subsequent Nominating Committee.

### **Sponsorship Committee**

#### CHARGE

To develop contacts and seek financial support for the Society as a whole, from appropriate vendors and sponsors, focusing on the activities and events related to the Annual Conference & Design Expo.

### **Equity, Diversity, and Inclusion Committee**

#### CHARGE

To champion a culture of equity, diversity, and inclusion within the profession and the Society; to carry out tasks as part of the strategic plan to promote equity, diversity, and inclusion; and to act as an advisory body to the Executive and Nominating Committees in matters of EDI.

### **Advocacy Commission**

#### CHARGE

To anticipate trends and identify social, economic, and technological forces impacting the profession and to formulate the best proactive legal or political responses to position Texas architects as leaders; and to represent the profession as its liaison to government agencies, especially those regulating the practice of architecture.

### **Government Affairs Steering Committee**

#### CHARGE

To communicate with the Board of Directors and the Executive Committee on initiatives and issues concerning the Texas Legislature and government regulations affecting the practice of architecture; to assist in improving the regulatory environment in Texas; and to assist coordination of local, state, and national efforts concerning governmental policies and activities.

### **School Safety Subcommittee**

#### CHARGE

To focus on the role of architects and the built environment in school safety, as well as to contribute to the school safety dialogue by identifying resources and leading practices, and sharing knowledge.

## **Advocacy Commission Continued**

### **Community-Engaged Design Committee**

#### CHARGE

To work to create a more just and equitable built environment through inclusive community engagement in all aspects of the architectural design process; and to seek to advance and promote community-engaged design through advocacy, collaboration, and education.

### **COTE® (Committee on the Environment)**

#### CHARGE

To work to advance and advocate the design of sustainable, resilient, healthy, and equitable communities through public policy, outreach to the public, and educational opportunities for the building industry.

### **Communications Commission**

#### CHARGE

To promote and support the overall goals of the Texas Society of Architects and to communicate with members and the public on its activities; communicate any policy positions of the profession and TxA; and promote the role of architects and architecture to society.

### **Publications Committee**

#### CHARGE

To assist in strategic planning, formulation of goals, and direction for *Texas Architect* magazine; and to routinely review and evaluate published and electronic material.

### **Education Outreach Committee**

#### CHARGE

To create opportunities to promote the role of architecture to young people to develop a pipeline for the profession; and to facilitate an exchange of information and best practices among programs in local chapters that support K-12 initiatives.

### **Architect Licensing Advisors (ALAs)**

#### CHARGE

To promote licensure among students and emerging professionals by providing education, information, and resources about the Architectural Experience Program (AXP), TBAE, and NCARB.

**Practice and Recognition Commission**

## CHARGE

To be the liaison between TxA members and the organization by incorporating issues of design, policy, and technology into practice; also recognizing excellence in the profession and contributions to architecture.

**Design and Studio Awards Committee**

## CHARGE

To formulate and administer a statewide design awards program that recognizes and publicizes outstanding design which is representative of the work of Texas architects.

**Honor Awards Committee**

## CHARGE

To administer an awards program recognizing individual and organizational contributions to the architectural profession and the quality of the built environment, and to recommend award recipients for confirmation by the Texas Society of Architects Executive Committee and/or Board of Directors.

### **Professional Development Commission**

#### CHARGE

To provide opportunities for meaningful member education and development for Texas Architects for their own advancement and the advancement of the profession.

### **Conference Futures Committee**

#### CHARGE

To identify trends significant to the profession; develop a vision, state long-term goals, and set themes for the annual conference; identify and secure keynote speakers; and conduct on-going evaluations.

### **Conference Committee**

#### CHARGE

To provide feedback and ideas for programming for the Annual Conference related to the conference host city location; act as ambassadors prior to and during the conference; and assist in promoting the conference.

### **Conference Continuing Education Committee**

#### CHARGE

To review professional development session submissions; and to develop and plan the schedule of professional development sessions offered at the Annual Conference Design Expo.

### **Design Conference Committee**

#### CHARGE

To assist in planning of the annual Design Conference to inspire new notions and approaches to the making of buildings and places.

# Definitions

Strategic **goals** are an organization's measurable objectives that are indicative of its long-term vision.

Strategic **objectives** are broad statements of direction that create a bridge from your vision to the annual plan or goals.

Strategic **initiatives** are the means through which an organization translates its goals and visions into practice.

**Key Performance Indicators** (KPIs) are the elements of your plan that express what you want to achieve by when.