

2024 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 State Associate Representative, the AIA Young Architect Representative and the Texas representatives to the AIA Board of Directors – all elected by the membership at large.

Executive Summary

The 2024 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 2024

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.

Committees Involved

Equity, Diversity, and Inclusion Committee; Education Outreach Committee; Continuing Education Committee; Publications Committee Nominating Committee; and Honor Awards Committee

Key Performance Indicators:

1. Track support of students through Project Pipeline and outcomes
2. Quarterly calls with NOMA chapters to determine other opportunities to collaborate
3. All Texas NOMA Chapters participate in Conference Expo booth
4. Minimum of 10 sessions at Conference recommended by EDI Committee
5. Two webinars produced by EDI Committee annually
6. Minimum of 12 related articles annually in Texas Architect magazine
7. Annually track state demographics and membership demographics for benchmarking and move closer to demographics of the state

Goal B

Prosperity of the Profession

Firms and individual members will thrive through promotion of the value of architectural services. Firms and individuals will foster and retain a diverse and well-prepared workforce through business practices that promote prosperity along with the well-being of practitioners.

Key Performance Indicators:

1. Establish successful advocacy agenda during legislative sessions
2. A minimum of four webinars annually on business-related topics
3. Minimum of 50 scholarships distributed annually by TAF; two new endowments established annually
4. Minimum of 10 sessions at conference on practice management
5. Promotion of award winners through press releases and social media
6. Recognize all new Fellows annually with a reception, in print and through social media posts
7. Meet TAC goals and increase number of individual contributors

OBJECTIVE

Increase firms' and individual members' 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.

Committees Involved

Government Affairs Steering Committee; School Safety Subcommittee; Texas Society of Architects Committee; Texas Architectural Foundation; Publications Committee; Continuing Education Committee; Honor Awards Committee; and Design and Studio Awards Committee

Key Performance Indicators:

1. A minimum of 30 submissions annually to Student Design Competition and increase geographic diversity of entrants
2. Expand comp subscriptions of *Texas Architect* to at least 50 high schools across the state (potentially partner with ACE program)
3. Increase number of members who give *Texas Architect* gift subscriptions
4. Shape of Texas achieves a minimum of 5,000 impressions annually on the KERA website
5. Members/staff present at a minimum of 4 events annually with TASA, TASB, or similar organizations while representing TxA
6. A minimum of 100 members in attendance at Architects Day (in years held)
7. At least 5 mentions in non-architecture publications in Texas in 2024 with readers in audiences identified by 2022 Public Outreach Task Force
8. Execute the Public Outreach Task Force recommendations

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.

Committees Involved

Education Outreach Committee; Government Affairs Steering Committee; Publications Committee; Equity, Diversity, and Inclusion Committee; and School Safety Subcommittee

Key Performance Indicators:

1. Collect Common App data to show trends; how many applicants submit for awards using how many data points from the Common App
2. Establish energy codes advocacy contacts and goals
3. A minimum of 10 sessions annually at conference recommended by COTE
4. Consistently have 100 volunteers in Texas certified in AIA Disaster Assistance Program
5. A minimum of 10 resiliency-related articles in *Texas Architect* annually

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, ROI of Higher Performance Design, 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.

Committees Involved

COTE Committee; Design Awards Committee; Government Affairs Steering Committee; Continuing Education Committee; and Publications Committee

Goal E

Professional Development

TxA is a resource for 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.

Committees Involved

Continuing Education Committee; Conference Futures Committee; Local Conference Committee; Design Conference Committee; Publications Committee; the Board; and other committees produce webinars as needed

Key Performance Indicators:

1. Meet budget goals for attendance at the Annual Conference and Design Expo
2. 100 attendees annually at Design Conference; must make money or breakeven
3. Active Architect Licensing Advisors who produce at least two webinars per year
4. Seek opportunities to engage new potential license holders now that the rolling clock has changed

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.

Administrative Policies Committee (APC)

CHARGE

To annually review and recommend the tenure, salary, benefits, 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 perform other duties as may be assigned by the Executive Committee.

Executive Committee

CHARGE

To handle matters requiring immediate action; to review reports as necessary; ensure directives of the Board are implemented; and to review Board agendas and structure for meaningful discussion and resolution of issues. (Under the purview of the President.)

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.

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 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 draft a legislative agenda for Board approval; 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 through advocating for and identifying resources, leading practices, and sharing knowledge.

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 architectural 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 support 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 ARE, 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 formulate and 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 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 collaborate with the President on the theme for the annual conference; identify and secure keynote speakers; and conduct ongoing evaluations.

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

Design Conference Committee

CHARGE

To assist in planning 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.