

AIA NORTH CAROLINA 3-YEAR STRATEGIC PLAN

2015 - 2017



ARC OF PROGRESS

3-YEAR STRATEGIC PLAN

Since its founding in 1913 by five charter members, the North Carolina Chapter of the American Institute of Architects has grown to 2200 members, representing 75 percent of the architects who live in North Carolina. As in the past, AIA North Carolina remains the professional association for architects in North Carolina, and a trusted source for professional development, advocacy, fellowship and the sharing of ideas. In keeping with these efforts, this 2015 Strategic Plan creates a cogent and current outline that will serve the chapter as a guide for the next three years. While the mission of the organization remains the same, the issues continue to change as we witness the changing of the architecture world around us.

ADVOCACY

A1 : PROMOTE RELATIONSHIPS WITH ELECTED OFFICIALS & POLICY MAKERS

Strengthen AIA-PAC both in dollars and member participation

A2 : PROMOTE/DEVELOP THE VALUE OF ARCHITECTS TO THE PUBLIC

Hold public engagement events

Recognize citizen architects

Establish statewide concurrent events

Establish PR Standard Operating Procedures across all sections

Connect through residential design

A3 : CREATE AND STRENGTHEN PARTNERSHIPS WITH AFFILIATES AND CLIENTS

Identify most relevant affiliates

Define affiliate membership value

Partner with similar organizations to reach wider audience

2015 ACTION ITEMS

- | | | | | | |
|---|-----------|--|-----------|---|-----------|
| <input type="checkbox"/> Re-establish a PAC Board of Directors with Section representation and identify leadership | A1 | <input type="checkbox"/> Strengthening Houzz partnership at the State and Section level | A2 | <input type="checkbox"/> Each section will host at least one co-mingled event with affiliates | R2 |
| <input type="checkbox"/> Engage metro mayors association Historic Tax Credit Reinstatement | A1 | <input type="checkbox"/> Research other AIA state level participation/engagement (USGBC, AGC, CMAA, ULI, IIDA) | A3 | <input type="checkbox"/> Re-institute pre-board section meetings | R3 |
| <input type="checkbox"/> Statewide campaign for recognition with assistance of Sections and collect bios and photos | A2 | <input type="checkbox"/> Rethink NCAIA conference; invite non-architects to events | A3 | <input type="checkbox"/> Identify advocacy team | C1 |
| <input type="checkbox"/> Design themed charette | A2 | <input type="checkbox"/> Create a public/member/board website | R1 | <input type="checkbox"/> Determine organization structure for AIANC & AIA Foundation boards | C1 |
| <input type="checkbox"/> Archtober event | | <input type="checkbox"/> Establish the resource and create brand identity | R1 | <input type="checkbox"/> Develop staffing plan | C1 |
| <input type="checkbox"/> Develop public facing website | A2 | <input type="checkbox"/> Establish think tank | R1 | <input type="checkbox"/> Research bifurcated dues | C1 |
| | | | | <input type="checkbox"/> Assign leadership by section | C2 |
| | | | | <input type="checkbox"/> Convene eastern meetings to discuss on sight meetings | C3 |

RELEVANCE

R1 : CLARIFY IDENTITY OF AND HARNESS THE POTENTIAL OF CFAD

Develop the CfAD Brand

Engage learners in architecture and design

R2 : DEMONSTRATE VALUE OF AIA MEMBERSHIP

Focus on affiliate participation in events

Gather and disseminate exclusive economic data and national activities to membership

Publicize diversity, relevance, and expertise of architectural practice to public

Strengthen relevance of CE program, including on-line and collaborative programs

R3 : SUPPORT LOCAL SECTIONS

Share best practices between sections: cross-pollination

Support local sections with engagement

Increase physical presence of state reps in sections

COMPOSITION

C1 : STRUCTURE CHAPTER AND FOUNDATION FOR BEST SERVICE DELIVERY

Clarify and separate AIA NC and AIA NC Foundation

Determine revenue flow to/from AIANC and AIA NC Foundation

C2 : STRUCTURE CHAPTER AND FOUNDATION FINANCES TO BE SUSTAINABLE

Finish Capital Campaign

Increase membership to 80% of registered resident architects

Continue expansion of non-dues revenue

Clarify revenue sharing of AIANC to sections

C3 : ORGANIZE SECTIONS FOR OPTIMAL SERVICE DELIVERY

Solve geographic membership challenges of Eastern section

Strengthen all sections, focusing on Winston-Salem & Piedmont

2016 ACTION ITEMS

- Develop communications campaign to educate members on the value/ROI of political advocacy; highlight elected officials within profession **A1**
- Use Urban Land Institute Tactical Assistance Panels **A2**
- Develop NCAIA website feature to highlight Citizen Architects **A2**
- Social media campaign to share Citizen Architect Information with public **A2**
- Press releases and communications strategy template **A2**
- Tour of residential architecture **A2**

- Review allied member rosters **A3**
- Create a public/member/board website **R1**
- Establish the resource and create brand identity **R1**
- Establish think tank **R1**
- Section "Musical Chairs" for design juries to encourage cross-pollination **R3**
- Engage University and Community College via career day participation **R3**
- Continue dialogue with both sections to discuss benefits **C3**

2017 ACTION ITEMS

- Create a public/member/board website **R1**
- Establish the resource and create the brand identity **R1**
- Establish think tank **R1**
- Obtain technology for online offerings; Develop AIA/NC CE program as initial collaborative model **R2**

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THE MISSION OF AIA NORTH CAROLINA IS TO SERVE
ITS MEMBERS BY ENHANCING AND PROMOTING THE
PROFESSION OF ARCHITECTURE.

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