

2010 → 2015 STRATEGIC PLAN

STRATEGIC PLAN TOOLKIT - The WEAVE

Step 1 - Vision (National)

The American Institute of Architects: Driving positive change through the power of design

Step 1 - Vision (AIA Georgia)

The American Institute of Architects: Driving positive change through the power of design



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Step 2 - Mission (National)

The American Institute of Architects is the voice of the architectural profession and a resource for its members in service to society.

Step 2 - Mission (AIA Georgia)

AIA Georgia Mission: The American Institute of Architects is the voice of the architectural profession and a resource for its members in service to society. **Sustainability Position**

Statement: AIA Georgia is committed to providing the necessary leadership and resources to help inform and educate our membership so that they can fully embrace their role in creating a sustainable built environment and consequently empower them to inspire their clients and the entire construction industry.



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Step 3 - Goals (National)

Serve as the Credible Voice

Promote the members and their AIA as the credible voice for quality design and the built environment.

Be the Authoritative Source

Be the recognized leader for knowledge about the practice and profession of architecture.

Increase Member Value

Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.

Step 3 - Goals (AIA Georgia)

Serve as the Credible Voice

Promote our members and AIA Georgia as the credible voice for quality design and the built environment within the state of Georgia.

Be the Authoritative Source

Be the authoritative source for our members and be the recognized leader throughout Georgia for knowledge about the practice and profession of architecture.

Increase Member Value

Increase value to Georgia AIA members through resources and services that effectively meet, anticipate, and exceed their needs.



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Step 4 - Strategies (National)

knowledge

Create, promote, and disseminate interdisciplinary study and research ensuring the AIA's members are leaders in the profession, the industry, and their communities.

advocacy

Advance policies about design through political outreach, education, and engagement that are responsive to the public and the profession.

communication

Elevate the voice of architects to promote the value of design and to enhance the public's understanding of the importance of architecture.

collaboration

Align resources and empower networks of members, components, and allied professionals to build teamwork.

Step 4 - Strategies (AIA Georgia)

SUSTAINABILITY

Advocate, convene and communicate to provide the necessary leadership and resources to inform and educate our membership so that they can fully embrace their role in creating a sustainable environment.

ADVOCATE

In concert with allied members and organizations, advance policies in Georgia about design through political outreach, education, and engagement that are responsive to the public and the profession.

CONVENE

Promote fellowship, education, governance and state awards between AIA members and allied professionals at annual state conference, regional and national conventions and local chapter meetings.

COMMUNICATE

Communicate with members, allied professionals and interests to elevate the voice of architects in order to promote the value of design and to enhance the public's understanding of the importance of architecture and sustainability in the built environment.



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Step 7 - Completing the Weave

Vision- The American Institute of Architects: Driving positive change through the power of design

Mission- The American Institute of Architects is the voice of the architectural profession and a resource for its members in service to society.

Serve as the Credible Voice
Promote our members and AIA Georgia as the credible voice for quality design and the built environment within the state of Georgia.

SUSTAINABILITY

Advocate, convene and communicate to provide the necessary leadership and resources to inform and educate our membership so that they can fully embrace their role in creating a sustainable environment.

ADVOCATE

In concert with allied members and organizations, advance policies in Georgia about design through political outreach, education, and engagement that are responsive to the public and the profession.

Message to State Legislature on sustainability

Message to State Legislature on the Architect's value

Development of PAC

Clearly communicate AIAGA's position on legislation and help members communicate to their elected officials

Promote state grassroots day

Improve communication and relationship with SAR and National

CONVENE

Promote fellowship, education, governance and state awards between AIA members and allied professionals at annual state conference, regional and national conventions and local chapter meetings.

Create speakers bureau support network for chapter use

Support SAR every third year

Provide a jury and award for the best exhibit at the convention

Support local chapter leadership training programs

COMMUNICATE

Communicate with members, allied professionals and interests to elevate the voice of architects in order to promote the value of design and to enhance the public's understanding of the importance of architecture and sustainability in the built environment.

Message to State Legislature on sustainability

Inform members and support citizen architects in public service

Create speakers bureau support network for chapter use

Clearly communicate AIAGA's position on legislation and help members communicate to their elected officials

Develop short elevator speech on value of architects

Provide a jury and award for the best exhibit at the convention

Dissemination of the value proposition statement to our members, SAR and national

Utilize state publication and media outlets to disseminate information on awards and general information on the value of architects

Obtain a display system that can be sent to events around the state



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Be the Authoritative Source

Be the authoritative source for our members and be the recognized leader throughout Georgia for knowledge about the practice and profession of architecture.

Message to State Legislature on sustainability

Message to State Legislature on the Architect's value

Interior design position and action

Promote issues not people

Provide members with guidance on seeing legislators locally and informing them of our important issues

Build political capital

Clearly communicate AIAGA's position on legislation and help members communicate to their elected officials

Clearly communicate AIAGA's position and values to lobbyist

Identify and partner with professional organizations which may represent our clients: CORENET, IFMA, SCUP, CEFFPA, GASPA

Identify and partner with sister organizations that are our partners in work: ACEC, AGC, GBC, ASLA, IIDA, ASID

Promote state grassroots day

Identify and partner with organizations which may represent regional and national opportunities: Southface, USGBC, etc

Identify those collaborators and organizations that support AIA's integrated practice initiative

Provide information on the legislative issues and points of contact for our constituents

Development of PAC

Promote state grassroots day

Create speakers bureau support network for chapter use

Message to State Legislature on sustainability

Clearly communicate AIAGA's position on legislation and help members communicate to their elected officials

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Create speakers bureau support network for chapter use

Develop short elevator speech on value of architects

Identify and partner with sister organizations that are our partners in work: ACEC, AGC, GBC, ASLA, IIDA, ASID

Identify and partner with professional organizations which may represent our clients: CORENET, IFMA, SCUP, CEFFPA, GASPA

Identify and partner with organizations which may represent regional and national opportunities: Southface, USGBC, etc

Provide members with guidance on seeing legislators locally and informing them of our important issues

Dissemination of the value proposition statement to our members, SAR and national

Audience development - build the business of the profession

Provide information on the legislative issues and points of contact for our constituents



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Increase Member Value

Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.

Clearly communicate AIAGA's position on legislation and help members communicate to their elected officials

Encourage chapters to share programs with other chapters

Identify and partner with sister organizations that are our partners in work

Identify and partner with professional organization which may represent our clients

Identify and partner with organizations which may represent regional and national opportunities

Identify those collaborators and organizations that support AIA's integrated practice initiative

Provide information on legislative issues and points of contact for our constituents

Provide members with guidance on seeing legislators locally and informing of our important issues

Encourage more AIAGA members to attend National Grassroots

Build a volunteer call to action base

Promote state grassroots day

Support SAR every third year

Provide a jury and award for the best exhibit at the convention

Inspire more participation at annual conference by young professionals

Promote a more meaningful and valuable product Expo

Support local chapter leadership training programs

Encourage more AIAGA members to attend National Grassroots

Better state chapter communication - web enhancement, LinkedIn- biweekly

Clearly communicate AIAGA's position on legislation and help members communicate to their elected officials

Develop short elevator speech on value of architects

Outreach to young architects, associates and students

Encourage chapters to share programs with other chapters

Identify and partner with sister organizations that are our partners in work

Identify and partner with professional organizations which may represent our clients

Identify and partner with organizations which may represent regional and national opportunities

Provide a jury and award for the best exhibit at the convention

Provide members with guidance on seeing legislators locally and informing them of our important issues

Dissemination of the value proposition statement to our members, SAR and national

Utilize state publication and media outlets to disseminate information on awards and general information on the value of architects

Better state chapter communication - web enhancement, LinkedIn- biweekly

Explore financial opportunities from web advertising

Build a volunteer call to action base

Improve communication and relationship with SAR and National

