



2016-2018 STRATEGIC PLAN

MISSION Advancing the profession of architecture.

VISION Inspiring leadership through the creation of quality places and spaces.

**Goal 1.0
MEMBER
VALUE**

Delivering value and uniting the profession

- 1.1—Benefits and Services** – Promote the benefits and services exclusive to members at the national, state and local levels.
- 1.2—Fellowship** – Facilitate opportunities for fellowship and networking through state and local events.
- 1.3—Brand Awareness** – Promote the AIA brand as a value of membership and an element of a strong profession.
- 1.4—Recruitment & Retention Strategy** – Explore potential member growth/market share; Establish Goal: +100; expand chapter involvement in recruitment; maximize effectiveness of Member Outreach Coordinator; recruit in all categories and in under-represented segments
- 1.5—Academic Relations** – Maintain relations with UK College of Design students, faculty, administration and graduates to maximize engagement.

**Goal 2.0
CAREER
DEVELOPMENT**

Providing continuing education, resources and career-long value.

- 2.1—Continuing Education** – Position the association as the primary trusted source of quality continuing education.
- 2.2—Mentoring** – Create opportunities to connect college students, interns and young architects through mentoring.
- 2.3—Path to Licensure** – Provide a structured path to support emerging architects from student to career entry.
- 2.4—Knowledge Transfer** – Facilitate the involvement of Emeritus and retired architects in projects and mentoring.
- 2.5—Resources** – Leverage AIA and other career resources to provide assistance to architects, including job board.

**Goal 3.0
CREDIBLE
VOICE**

Advancing & protecting the profession through political influence.

- 3.1—Grassroots Influence** – Increase Member and Chapter participation in advocacy; improve awareness of AIA issues and victories.
- 3.2—Structure and Investment** – Analyze and strengthen the structure and resources necessary to maintain strong government affairs clout (funds, committees, technology)
- 3.3—Issue Positions** – Develop proactive positions to advance licensure and practice; inform members of AIA KY platform.
- 3.4—Political Action Committee** – Improve support of KSAPAC and increase to an amount garnering respect amongst professions. Established Goal: \$10,000/year
- 3.5—Positions of Leadership** – Position architects to serve on appointed and elected boards and councils.
- 3.6—Media Response** – Maintain vigilance in monitoring press and responding to errors or omissions.

**Goal 4.0
COMMUNITY
ENGAGEMENT**

Improving public awareness through community outreach.

- 4.1—Brand Awareness** – Publicize the AIA brand and usage by architects; explore advertising opportunities.
- 4.2—Media Relations** – Develop traditional & social media strategies to distribute news and information favorable to architecture.
- 4.3—Project Awareness** – Build awareness of Member projects through varied public events, house and project tours, etc.
- 4.4—Community Service** – Select “legacy projects” and community services to engage architects at the chapter and state levels.
- 4.5—Citizen Architects** – Encourage Members to become “Citizen Architects” through community and civic engagement.
- 4.6—Media Guidance** – Develop media guides and training for architects to position themselves, firms and projects through positive press relations.

**Goal 5.0
AIA RESOURCE
MANAGEMENT**

Advancing the plan through collaboration of state and chapters.

- 5.1—Chapters** – Maximize efficiency and member services through chapter and state alignment of resources; verify legal and fiduciary structures.
- 5.2—Finances** – Review the best allocation of revenue sharing considering the expenses and costs of service; diversify and increase revenue.
- 5.3—Tools and Resources** – Maintain the resources and “toolbox” needed to support state and chapter operations.
- 5.4—Technology** – Anticipate and invest in the technology necessary to carry out association functions efficiently.
- 5.5—Leadership** – Maintain a high performing Board through accountability; provide Board orientation to carry out strategic plan and govern the association; Fall Planning to include setting priorities from strategic plan.
- 5.6—Professional Staffing** – Sustain management excellence and efficiencies by retaining the best management and consultants.