**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—Project Awareness - Build awareness of Member projects through varied public events, house and project tours, etc.

3.5—Citizen Architects - Encourage Members to become “Citizen Architects” through community and civic engagement.

3.6—Media Guidance - Develop media guides and training for architects to position themselves, firms and projects through positive press relations.

### 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—Community Service - Select “legacy projects” and community services to engage architects at the chapter and state levels.

4.4—Citizen Architects - Encourage Members to become “Citizen Architects” through community and civic engagement.

4.5—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.