



AIA Kentucky

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.

Champion: Jeffrey Stivers

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.

Champion: Roland Mueller

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.

Champions: Eric Steva/Tony Kleyer

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.

Champion: Raymond Mack

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.

Champions: Officers/Board