# 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.

### 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.

Champion: Jeffrey Stivers
Champion: Roland Mueller
Champions: Eric Steva/Tony Kleyer
Champion: Raymond Mack
Champions: Officers/Board