AIA Cleveland

Strategic Plan 2019-2023

Elevate knowledge and expertise

Outreach and elevate public awareness

Promote diversity across the profession

INSPIRATION ★

INCLUSIVITY

OUTREACH

AIA Cleveland is a professional association which promotes the value of architecture and design, fosters collegiality, advocates for members, educates and supports architects as community leaders.

VALUE

ADVOCACY

Advance organizational effectiveness

Become a prominent voice in the Community

CREATE MEMBER-FOCUSED PROGRAMMING
UTILIZE THE FELLOWS
SUPPORT LEADERSHIP DEVELOPMENT
GENERATE EXTERNALLY FOCUSED PROGRAMMING
CATALYZE CROSS-PROGRAMMING
ENGAGE THE MEDIA CONSISTENTLY
CHAMPION AN ISSUE-BASED TASK FORCE STRUCTURE
ADVANCE MEMBER EXPERIENCE AND VALUE
PROMOTE AIA ARCHITECTS AS EXPERTS
EXPAND OUR SPHERE OF INFLUENCE
BUILD COLLABORATIVE RELATIONSHIPS
INFLUENCE CITY PROCESSES
COMMUNICATE POLICY
VIEW INITIATIVES THROUGH THE EDI LENSE
FOSTER MENTORSHIP

AIA Cleveland Board of Directors and Staff commit to excellence in governance, management and accountability. AIA is a voice of the profession and a resource to its members in service to society.

TACTICS

OUTREACH

GENERATE EXTERNALLY-FOCUSED PROGRAMMING

Drive public engagement with the development of externally-focused programming

Celebrate the AIA Cleveland Design Awards Gala more publicly

CATALYZE CROSS-PROGRAMMING

Catalyze cross-programming with the evolution of a public symposium on design

Identify public-speaking opportunities for members

ENGAGE THE MEDIA CONSISTENTLY

Broaden community presence by engaging the media on a more consistent basis

VALUE

CHAMPION AN ISSUE-BASED TASK FORCE STRUCTURE

Become a more nimble organization with the continued use of an Issue-Based Task Force Structure

ADVANCE MEMBER EXPERIENCE AND VALUE

Elevate member experience by publishing "The Year in Review" and "The Value of Membership" brochures annually

Encourage engagement among members to increase their benefit

PROMOTE AIA ARCHITECTS AS EXPERTS

Promote AIA Architects as experts by posting member firms and their specialty areas of practice on the Chapter website

ADVOCACY

EXPAND OUR SPHERE OF INFLUENCE

Cultivate influence with regional municipal governments by fostering constructive relationships and developing successful resources

BUILD COLLABORATIVE RELATIONSHIPS

Construct collaborative relationships with other professional organizations

Lobby to appoint architects to commissions, committees, and other "influence" opportunities

INFLUENCE CITY PROCESSES

Offer our leadership and skills to be the voice to improve the built environment

INCLUSIVITY

COMMUNICATE POLICY

Recognize and continuously communicate our EDI policy

Require Equity, Diversity and Inclusivity training for all Board members

Identify best practices to increase equality and diversity

VIEW INITIATIVES THROUGH THE EDI LENSE

Share measurable goals annually to further our EDI strategy How does each Chapter initiative reach Chapter EDI goals?

Continue to share member stories via social media, the Chapter website and the newsletter

Activate "Industry Friends" to advocate for a more diverse portrayal of architects

FOSTER MENTORSHIP

Encourage mentorship through AIA Cleveland Connect

Identify AIA members involved in other Boards/Committees to highlight influence and to mentor our new generation into these roles

INSPIRATION

CREATE MEMBER-FOCUSED PROGRAMMING

Advance knowledge and expertise with the continuous design of member-focused programming to educate and to inspire

Develop programming that focuses on the Business of Archi-tecture (CEU's)

UTILIZE THE FELLOWS

Forward professional sustainability by engaging our Fellows as a valuable resource

Position the Chapter Fellows to enrich and to support the career development of outstanding members and guiding them in their pursuits for Fellowship

Provide platforms for the Fellows to share their journeys

SUPPORT LEADERSHIP DEVELOPMENT

Implement the leadership development of Youth and Emerging Professionals