

ABOUT THE AIA STRATEGIC COUNCIL

The AIA Ohio Valley Region (OVR) is one 19 AIA Regions serving 90,000+ members. We have one international region and 18 covering our 50 states and U.S. territories. The OVR is a multi-state region with Ohio, Indiana and Kentucky. Based on our population, we have two Strategic Councilors serving 3 year terms: Jeff Stivers, AIA from Kentucky and Terry Welker, FAIA from Ohio. The maximum size of the Council is 60 members. Timothy Hawk, FAIA (Columbus) former Strategic Councilor, was elected by the Council to serve as one of the At-Large Directors on the AIA National Board and acts as a key liaison between the Board and Strategic Council.



The Council

The Strategic Council advances the profession by informing the Board of Directors and other Institute bodies of important professional issues and opportunities. Although it's not a governing body of AIA, the Council's work is vital to AIA's ability to serve the profession. The Council is charged with surveying the profession to identify opportunities and threats, and engaging in strategic planning to inform the goals, objectives and strategies of AIA. The Council was instrumental in the preparation of the AIA 2016-2020 Strategic Plan, approved by the Board of Directors. We are currently working on the new 2021-2025 Strategic Plan. The Strategic Council is tasked with ideation/research/generative thought-based activities. It is an outward-focused, forward-thinking, and member-centric group.

Councilors are required to be energetic and able to provide significant volunteer hours per week. The Council meets face-to-face at least twice a year, in addition to teleconferences. Council meetings are known as "Assemblies."

The Role of a Strategic Councilor

Much of the Council's activity throughout the year is considered "blue-sky" thinking - searching for new ideas and solutions to relevant topical subject matter facing the profession. In this capacity, there is an element of futurist thinking as well. Collaborations entail visionary thought and ideation, deliberations, prototyping of ideas, and consensus building. The Council develops ideas to inform future needs or opportunities for the profession, and presents those ideas to the AIA Board for consideration, alignment, and potentially, its support.

In addition to the Assemblies noted above, Councilors attend the AIA Conference on Architecture (AIA Convention), and a summer Work Group session (see below). The Council's structure also includes a variety of standing committees (Steering, Strategic Planning, and Best Practices), to which Councilors are assigned on an annual basis. Councilors may also be appointed to an AIA Board Committee (see below).

Work Groups

Council members are required to participate in a Work Group which studies issues deemed relevant by the Council at that time. Work Groups generally meet via hour-long teleconferences once a month, as well as at the Council's scheduled face-to-face meetings. The Work Group selects one or more members of the group to serve as a convener/leader, who is responsible for reporting for the group and coordination with the moderator and the other Work Groups.

At its December 2018, the Board meeting approved the three Work Groups the Council embarked on this year: **Transforming Architectural Education, Professional Development, and The Next Big Thing**. Jeff Stivers, AIA is the convener of the Professional Development Work Group and Terry Welker, FAIA is working on the Transforming Architectural Education Work Group.

When assigning Councilors to the various Work Groups, substantial interest (24 Councilors) expressed interest in the Next Big Thing Work Group. Therefore, that group subdivided its work into four subgroups studying different aspects of **The Next Big Thing: Forecast Knowledge, Big Data, Innovative Business Models, and XR**. It is important to note that these subgroups are not stand-alone groups; instead, they are established in support of the greater goal of identifying and pursuing the Next Big Thing.

In December 2018, Moderator Turner reported that approval may be sought for formation of two additional Work Groups, Climate Action and Housing, but a clear decision had not been made at that time. Since then, the Work of the Climate Action Work Group (CAWG) was folded into the **Sustainability Leadership Group (SLG)**. However, certain aspects of the CAWG were integrated into the work of the Forecast Knowledge subgroup. Housing discussions have been isolated and have not elevated to the level of a Work Group. Further, in direct response to input received from the Board **following its 2019 Board Retreat, all Council Work Groups have been charged to examine their work through the lens of sustainability and resilience.**

AIA Board Committees

Councilors may also be appointed to AIA Board Committees (Equity and the Future of Architecture, Finance and Audit, Government Advocacy, Knowledge, Public Outreach, or Secretary's Advisory). These committees meet in Washington, DC, in February, and may

have another face-to-face meeting as well as monthly teleconferences.

Other Opportunities

Councilors may be asked to serve on task forces to work on a specific and short-term project such as organizing for an event or upcoming meeting, or dealing with a timely issue. Terry Welker, FAIA, is currently serving on President Bill Gates', FAIA Regions Task Force.

Specific Roles of Regional Strategic Councilors

Regional Strategic Councilors are encouraged to attend component meetings within their region, to engage with membership, solicit input on relevant issues and understanding current concerns. In addition, these engagements are opportunities for Councilors to report to members on the activities and progress of the Council.

While Terry and Jeff crisscross the region visiting components on behalf of the Strategic Council, the OVR is also served by our Young Architects Regional Director, Matt Toddy, AIA (Columbus) and our Regional Associate Director, Ashley Thornbury, Assoc. AIA (Indianapolis). These four people travel and reach out as much as possible and look forward to hearing from you about the future of the profession.

If you would like to know more about the Strategic Council or provide input on the future of our profession please contact Terry at terry.welker@ketteringoh.org or Jeff at jstivers@rosstarrant.com.