

BOARD RETREAT 2024



Strategic Plan 2023–2025



Mission Statement:

AIA Virginia is the voice of the architecture profession in the Commonwealth, dedicated to serving its members, advancing their value, and improving the quality of the built environment.

Vision Statement:

Through a culture of innovation, AIA Virginia empowers its members and inspires the creation of a better built environment.

Supreme Goal

Focus and align programs, services, structures, and resources to develop innovative solutions to the state's most pressing challenges.

Goals

EDUCATE AND PREPARE

Equip members for success by expanding access to the profession, cultivating a learning culture, and developing leadership.

ADVANCE KNOWLEDGE

Knowledge is our currency. Generate, curate, and disseminate knowledge required for success.

BROADEN THE TENT

Collaborate with design, construction, and community stakeholders. Organize and activate grassroots advocates.

ORGANIZATIONAL EXCELLENCE

Govern and operate AIAVA through means that align with association management best practices and skillful business administration.

Strategies

Expand Access

Assure that AIAVA represents aspirations and interests of architects from diverse generational, ethnic, cultural, gender, and experiential backgrounds.

Public Awareness

Continue to emphasize the contributions of architects and importance of architecture in enriching quality of life in local communities and the well-being of society.

Legislative Advocacy

Ensure the profession is established in the hearts and minds of governments, seats in the General Assembly, school boards, and other influential entities.

Leadership Culture

Foster a supportive, nurturing, and constructive culture among the Board of Directors, Executive Committee, standing board committees, and task forces.

Cultivate a Learning Culture

Facilitate increased commitment to learning, teaching, growing, and sharing among the membership, recognizing that all members benefit from this knowledge.

Member Professionalism

Think expansively to provide programming for members at all levels through relevant content, networking opportunities, resources, and connections.

Collaborative Relationships

Engage and cooperate with related professional organizations and other entities beyond the design and construction industry to transform communities.

Expert Operations

Manage the day-to-day operations of AIA Virginia in a manner that strives for continual improvement, cultural vibrancy, operational excellence, and exceptional value.

Develop Leadership

Cultivate a more inclusive community of leaders by inviting enthusiastic engagement from members of every generation, geographic area, ethnicity, and career path.

Flagship Programs

Assess significant professional development programs to guarantee these remain relevant and accessible to every member across all segments of the membership.

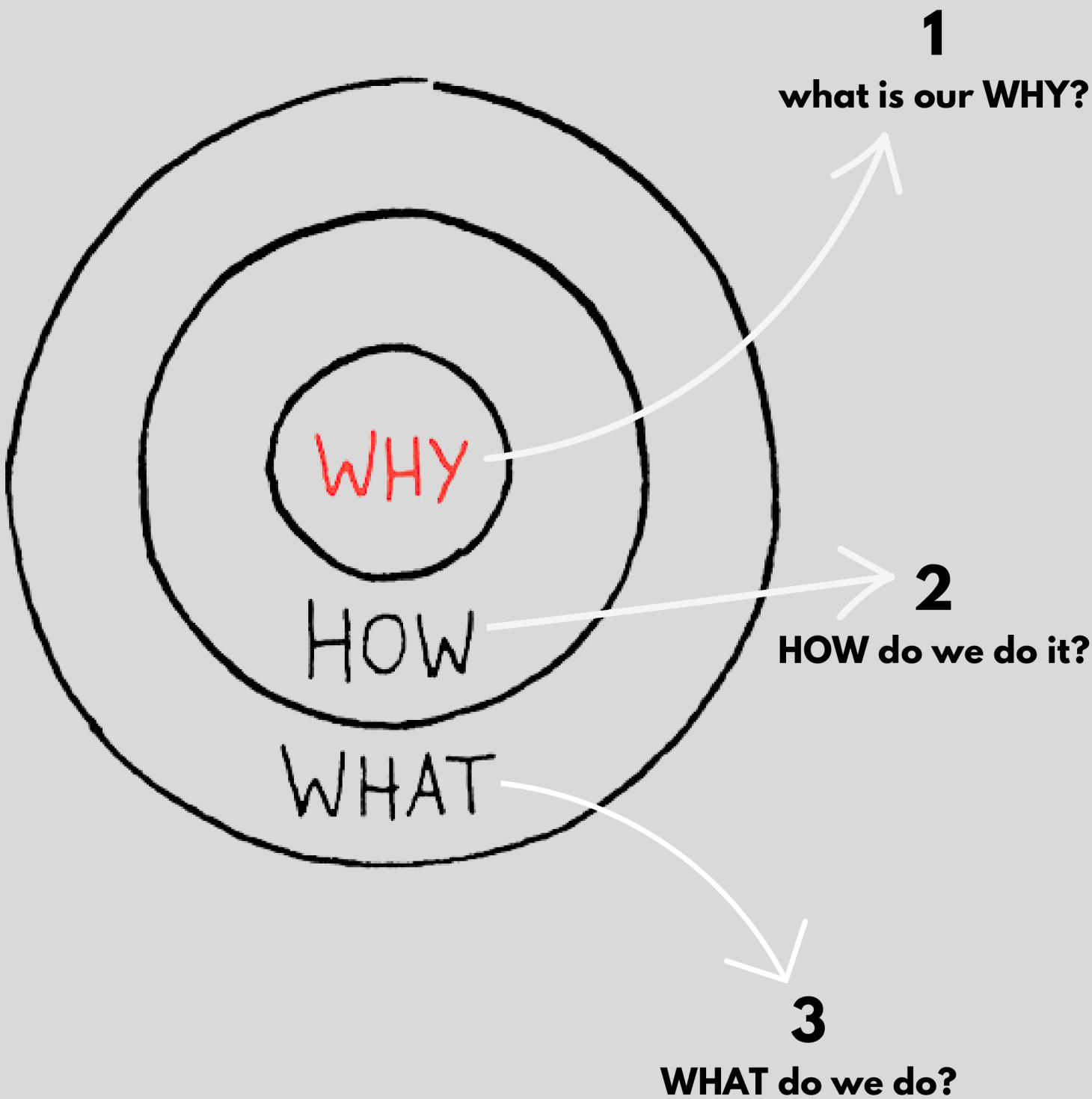
Community Connections

As a trusted, reliable representative of the membership and the communities the local chapters represent, build strong relationships in communities statewide.

Fiscal Responsibility

Assure the continued financial viability of the organization through sustained membership, greater sources of non-dues revenue, and overall fiscal responsibility.

notes:



LEADERSHIP

Skills
Passion
Talent
Growth

AS AN ARCHITECT, YOU
DESIGN FOR THE
PRESENT WITH AN
AWARENESS OF THE
PAST, FOR A FUTURE
WHICH IS ESSENTIALLY
UNKNOWN.

Norman Foster

IIPTF Summary - recommendations at a glance



Short Term (6-12 months)	Mid-term (12-18 months)	Long-term (18-36 months)
Launch a Speakers Bureau		
Provide Resource Information		
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Propose revisions to VA Prize	Support policy development to protect student / employee rights	Form a higher-ed committee to advise AIA VA BOD
Propose revisions to ELA	Launch a scholarship program for BIPOC students	Collect data on AIA VA members and VA architecture graduates
Create a 'Becoming an Architect' page	Expand AIA VA's Operation Reach, Retain, Develop	Create mentorship opptys for graduates starting practices
Promote AIA Align Mentorship Program	Develop areas for future collaboration, cooperation & sharing	Eliminate 'pay to play' at AIA VA ELA program
Expand AIA VA Firm Roundtables	Eliminate 'pay to play' at AIA VA / VANOMA events	Create an onboarding guide for firms
Elevate awareness of VANOMA (YouTube channel)	Advocate 'bring a young person' to ArchEx	Develop a formal exam scholarship program
		Advance knowledge of alternative practice models

notes:



K-12



HIGHER ED



PRACTICE

BOARD RETREAT
2024

Component Leadership Summit - at a glance summary



ISSUE	CHALLENGE		OPPORTUNITY	ACTIONS / TASKS
VALUE	Communicating the value of AIA	To architects	Promote AIA VA	Town hall campaign? Literature?
		To firms	Promote AIA VA visibility	Firm leadership network + AIA resources promo
		At each level (national state local)	Shared programs that rotate b/w chapters	AIA VA BOD mtgs to be hosted by local firms
			Promote / identify a civic mission	Consider Design Forum / AOP / ArchEx location
TIME	Vying for people's time	Post-pandemic 'slump'	Virtual attendance	Align chapter activities w/ civic mission (i.e. coastal resiliency)
			Cross-level promotion	Virtual expansion of local programs
				Shared calendar and promotion of local events
			Hard hat' tours are successful (for members + sponsorships)	
			Combine efforts and expand reach	Plan shared events w/ industry organizations Invite civic / elected officials
			Get commitments + people to show up	Schedule + advertise early limit attendance consider small fee
			Food (and alcohol) attracts people!	
	ArchEx East attendance	Mid-career professionals especially		
		24 AIA National Conf in DC	Focus on a few impactful events	Do a 'golf thing'
			24 AIA National Conf in DC	Promoting ArchEx East?
		Virtual opportunities for CEUs		
		Firm support (time + money)	Focus on connections, featured speakers, experiences	
	Awards Submissions	Varying requirements for local + state submissions		
MONEY	Non-dues revenue generation	Sponsors - comp b/w state + local	Standardize submission requirements	
		Events	501c3	Set up tiered system for dual-sponsorship?
	Architects make less than industry partners	Donations / Sponsorships more challenging		Do a 'golf thing'
		Events can be costly	501c3	Secure more sponsors!
			Reduce ticket price	Discount services / events to members?
DISTANCE	Serving all members in geographically large chapters			
DEMOGRAPHICS	Membership is aging; more >70 than <30		AIAS, ELA, EP programs	
OUTREACH	Varying modes of communication	Email, newsletter, LinkedIn, FB, instagram	Engage more members through multiple modes	
RETENTION	Member 'drift' between VA/DC			
	Fractioning' of members to YAF			
	Board transitions = loss of knowledge / momentum		Past-ELA participants on BOD	
COMMUNICATION	Sub-committees reporting back to chapter		Committee chairs on BOD	
VISIBILITY	Becoming more visible	To communities	Promote AIA	Purchase distribute T-shirts / AIA gear to members