

Mid-Career Professionals Taskforce

AIA VA BOD Report

December 20 2024

AGENDA

- General Update
- Program Feedback from Principals
- Budget Update
- Next Steps

MCP Task Force has been busy – since October we've been:

- Identifying and recruiting Presenters (63), Sponsors (3), and Meeting Places (15)
- Gathering feedback from trusted Principals on the curriculum
- Developing the program schedule, budget, and session materials
- Developing a communications plan: program name, description, and schedule

People Management

- Individual Talent Development / Career Path
- Team assessments and dynamics
- Experience Development Strategies
- Psychology & Decision Making for Small and Large Groups
- Conflict resolution and negotiation
- Recruiting employees and partners
- Building an inclusive & diverse workplace
- Supporting multi-generational communication
- Leadership & Followership

Financial Management

- Business accounting
- Revenue and Expenses
- Cash Flow, Budgeting, and Forecasting
- Taxes

Time Management

- Project Team Management Strategies
- Task Management Strategies
- Project Management best practices
- Professional sustainability & work-life balance

Firm Management

- Launching / growing / changing your firm
- Advancement and Succession Planning
- Firm Ownership and Leadership models
- Branding and Messaging
- Business Development (Sales / winning work)
- Communication, Presentation, Public Speaking
- Contracts, Liability, Risk Management
- Professional ethics
- Servant leadership – it's not about you
- Content geared to all firm & project sizes

PROGRAM / CURRICULUM - What are we missing that has led to your firm's success, or challenges?

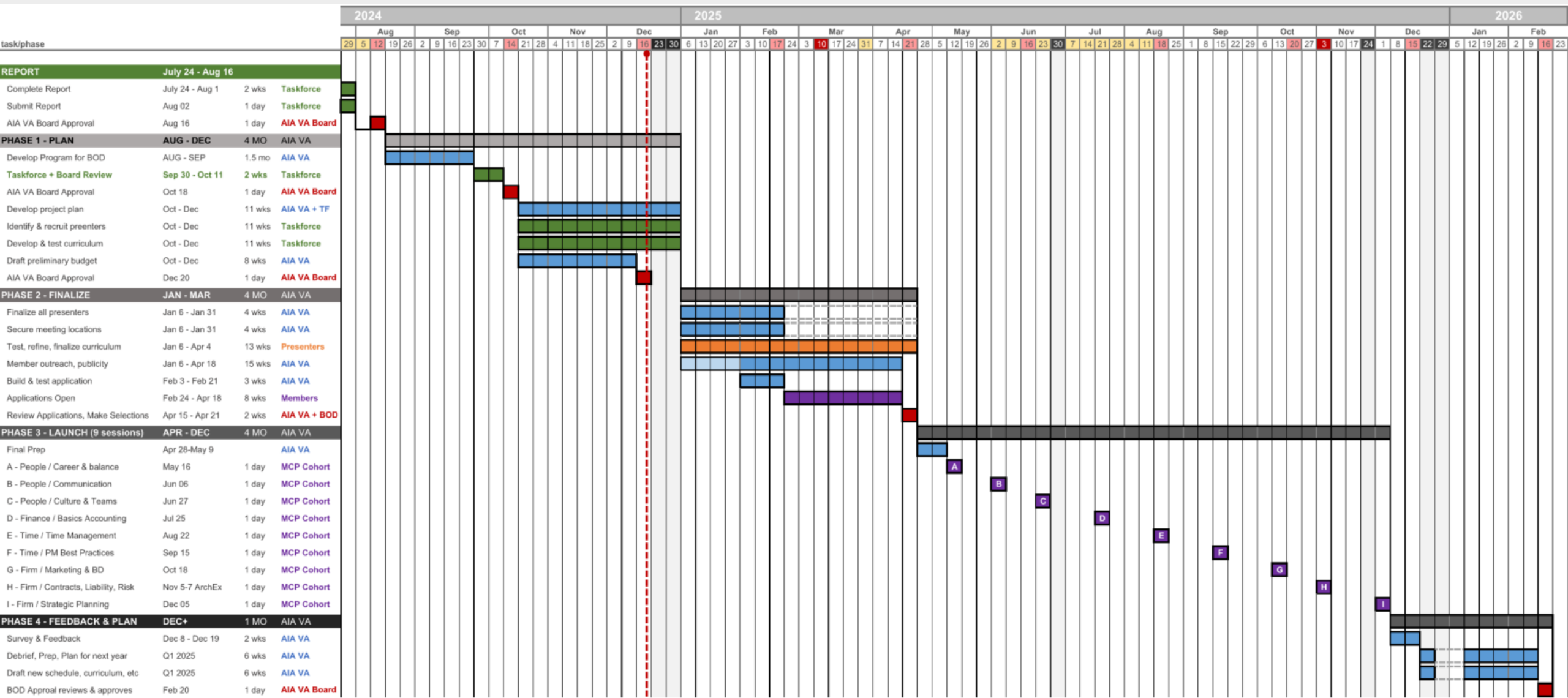
- This is a robust report and very thoroughly considered. Most, if not all, of my peers learned on the job without the benefit of this kind of education. I thinks it's a great idea.
- This looks like a university course.
- In the absence of continuing education in the profession, this program is highly valuable. It's great your group is stepping in to provide the kind of education that's missing from the profession.
- Your program looks fairly complete, comprehensive, and much, much needed. I have nothing to add, except for a few book recommendations you might review and include.

COST - Would you encourage your staff to attend this program? If not, why?

- Other than a few large or successful firms, investment in this program will be a challenge. The success and obvious value of the ELA program is a credible foundation for investment in this program.
- I'd encourage staff to participate in the entire series. However, I would ask participants to pay a portion of the cost so that they value this investment in their career development.
- We don't have anyone on staff at this level currently, but if we did, we'd be very interested in having them participate.
- I wish something like this had existed when I was starting my firm.

Program outline	Business Management training for MCPs Peer-to-peer cohort of 15 – 22 students 9 full-day in-person sessions over 8 months 40.5 hours of instruction and workshops (CEUs)	
Estimated Cost	\$24,000 - \$28,000	annually
Estimated Revenue	\$22,500 - \$30,000	tuition (ie. 20 x \$1,500/each)
	<u>\$ 5,000 - \$ 8,000</u>	sponsorship revenue
	\$27,500 - \$38,000	estimated total revenue
Additional Opportunities	Individual courses could be packaged by AIA VA AIA Virginia could record and resell content on AIAU The goal is to be a revenue-generating program	

SCHEDULE - UPDATE



SCHEDULE & NEXT STEPS

Phase 1 – Initial Planning & Setup

AUG – DEC 2024

- Develop detailed project plan & budget
- **Receive BOD approval by Mid-OCT**
- Identify and recruit presenters / instructors
- Start developing curriculum & course materials

Phase 2 – Curriculum Development

JAN – APR 2025

- ☐ Finalize all lecturers and presenters
- ☐ Finalize curriculum, test & refine content
- ☐ Secure locations, confirm equipment needed
- ☐ Begin marketing + 2 months for applications
- ☐ **Member Outreach – JAN 6 - APR 18**
- ☐ **Applications Open – FEB 24 – APR 18**

Phase 3 – Launch Pilot Program, Year 1

APR – DEC 2025

- ☐ Launch program
- ☐ Manage 9 sessions in 8 months
- ☐ Provide support for participants and presenters
- ☐ Collect feedback from all involved

Phase 4 – Ongoing Program, Years 2+

DEC – FEB 2025+

- ☐ Process feedback and improve program
- ☐ Begin planning for the next iteration of the program based on feedback
- ☐ Explore options for 'a-la-carte' offerings

Thank you!