



***Inform + Communications* Task Force BOD Recommendation**
OCT 2024

Agenda

- I. Recap – *Inform* Magazine Recommendation
- II. Findings – Communications: Format
- III. Findings – Communications: Content
- IV. Further Study Items
- V. Recommendation / Next Steps

I. Recap – *Inform* Magazine Recommendation (From August BOD Meeting)

Findings:

- Lack of interest in *Inform* Task Force participation
 - Of almost 20 attendees at the Task Force Kick-Off Meeting in June 2024, only 4 total volunteered to oversee research and smaller work groups for *Inform*, suggesting a lack of interest in the publications current and future status.
- Loss of profit for AIA VA Chapter
 - Based on data collected on *Inform*, the publication is currently not profitable for the chapter.
- Low or incorrect data collected on *Inform*
 - All data or metrics collected on *Inform* over the years has been generally low, or inaccurately documented:
 - If low, suggests lack of readers or subscribers to the publication.
 - If inaccurate, suggests lack of participation from AIA VA to document.
- Purpose of *Inform* serves as another form of Newsletter for the AIA VA Chapter
 - Suggests duplicated efforts in delivering information to members.

Recommendation:

- Based on the mentioned findings of the Task Force, it is evident that AIA VA can be using the money and resources allotted to *Inform* for other Chapter projects that hold more member value and interest. It is this Task Force's recommendation to the Board of Directors that *Inform* as a separate magazine be discontinued, and instead, we focus resources and efforts on improving the AIA VA monthly Newsletter as a publication.

II. Findings – Communications: Format

- **Simplicity**

- The Task Force reviewed many precedent forms of communication, including but not limited to websites, newsletters, publications and podcasts, and agree that simpler, neutral designs tend to be the easiest to navigate and discern content.
 - Current forms of AIA VA communication platforms are very busy with bright colors and too large of images. This makes navigating these platforms difficult and disorienting.

- **Consistency / Accessibility**

- The Task Force agreed that consistency across social media / communications platforms, including but not limited to graphic format, language, and timing of posts, helped increase user ability to find and discern content.
 - Current forms of AIA VA communication platforms are disjointed, and sharing information at different times with inconsistent images and text.
- Ensuring forms of communications and social media are accessible in a consistent manner across all screens:
 - Computers, mobile phones, tablets, etc...

- **Modality**

- The Task Force agreed that introducing new manners in which communication is conveyed would be helpful in reaching more members:
 - Ex: video and audio interviews to view or listen to.

- **Profitability**

- The Task Force agreed that AIA VA should be looking into methods of making our Newsletter profitable:
 - Via sponsorship (monthly or annually) in the forms of advertisements, listing of companies, social media tagging, etc...
 - Having staff reach out for sponsorship similar to ArchEx method helps remove tension from asking contacts directly.

III. Findings – Communications: Content

- **Member-Exclusive Content**

- The Task Force agreed that member-exclusive content will increase membership-value
 - Creating a member login page on the website to access exclusive content such as interviews, articles, business resources, etc...
 - Current information is free for anyone to access, which takes away from membership value.

- **Featured Projects / Honors + Awards Entries**

- The Task Force agreed that showcasing all Honors + Awards entries on the website, regardless of if they win, will increase overall site/communication platform views.
 - Current entries are not shown, which seems unfair to firms that pay money to enter but do not win any awards.
 - Firms, Clients, and Consultants are likely to re-post AIA Virginia's platforms featuring their project, which will bring more traffic to our communication platforms.
- Using Honors + Awards entries (winners or non-winners) as "Featured Projects" in monthly or quarterly Newsletter publications is a great way to add content and possible sponsorship.
 - Featured projects can be highlighted in an article with images, or video/audio interview between designers and builders.
 - Sponsorship opportunities can be found from consultants, contractors, product brands, ect... used in the featured project.

- **Local Chapter Outreach**

- The Newsletter can be a place for local components to submit articles or information relevant to other components.

IV. Further Study Items

- Website Re-design

- A graphic redesign of the website needs to be studied and thought out, and then implemented into all other forms of communications, so that AIA Virginia has a consistent way to relay information to members.
 - This Task Force has compiled a Google Drive full of precedents that can be shared with the group taking on this task.
- A study into the organizational structure of the website should be conducted to ensure content is easily accessible to members.
 - Including a review of what content is deemed “Member-Exclusive”
- Studying re-design works on all viewing platforms
 - Computers, mobile phones, tablets, etc...

- Profitability Structure

- A format or matrix should be studied and introduced for Newsletter sponsorship:
 - Sponsorship per individual Newsletter
 - Discounted sponsorship for “Yearly” contributors?
 - Discounted sponsorship if featured in “Feature Project”?
 - Is AIA Virginia Staff able to take on outreach?

- Alternate Modalities

- A study of AIA Virginia’s ability to add alternate video or audio interviews to newsletters should be performed to see if these are feasible.

V. Recommendation / Next Steps

- Based on the findings listed on the previous slides, it is this Task Force's recommendation to the Board of Directors that the Board review the suggested ways to improve AIA Virginia's means and methods of communication, and determine who is best suited to start reviewing and implementing "Further Study Items".

thank you!