

AIA Virginia 2025 Board of Directors Retreat

Meeting Minutes

Date: February 7th & 8th

Location: Warrenton, Virginia

Day 1: Strategic Planning & Board Engagement

I. Welcome & Opening Remarks

- Presenter: Jancy
- Summary:
 - Introductions and overview of retreat goals, emphasizing strategic planning and reinforcing AIA Virginia's value proposition.
 - Connection exercise to align on aspirations, expectations, and organizational objectives.

II. Strategic Plan Review: Where Are We Now?

- Presenter: Callahan
- Summary:
 - Presentation on the current Strategic Plan and achievements.
 - Discussion on contemporary challenges, including climate change, public awareness, and industry shifts.
 - SWOT Analysis (Breakout Groups):
 - Strengths: Legislative advocacy, education initiatives, fiscal transparency, and partnerships.
 - Weaknesses: Communication gaps, lack of clear voice, resource allocation challenges.
 - Opportunities: Expansion of EDI, sustainability efforts, new partnerships, diversified revenue streams.
 - Threats: Industry disruptions, generational divides, declining trust in institutions.

III. Extending the Strategic Plan: Setting New Priorities

- Presenter: Hopkins
- Summary:
 - Facilitated brainstorming session to identify two-year extension priorities.

- Priorities categorized into:
 1. Communication (Internal & External)
 2. Synergy (Alignment with Local Components & Advocacy)
 3. Expanding Access (Member Engagement & Diversity Initiatives)
 4. Leveraging Technology (Integration of AI & Digital Platforms)
- Action Items:
 - Develop a comprehensive outreach strategy.
 - Explore the role of emerging technologies.

IV. Strategic Plan Alignment with AIA's Value

- Presenter: Jancy
- Summary:
 - Developed clear messaging for Members, Partners, and the Public regarding AIA's impact.
 - Identified the need for increased outreach efforts to promote design awards and non-traditional architecture careers.
- Action Items:
 - Public Awareness Task Force (New) to launch a storytelling initiative showcasing architects' contributions.
 - Honors & Awards Committee to expand award visibility beyond AIA members.

V. Engaging Members in Strategic Goals

- Presenter: Hopkins
- Summary:
 - Discussion on improving member engagement and feedback loops.
 - Ideas included member surveys, informal networking events, and targeted communication strategies.
- Action Items:
 - Membership Committee to implement member engagement surveys – perhaps more frequently than every 3 years.
 - Local Components to host casual networking events (coffee meetups, happy hours, family-oriented programs).

Day 2: Action Planning & Leadership Development

VI. Building Board Leadership & Communication

- Presenter: Battaglia
- Summary:
 - Workshop focused on effective board governance, decision-making, and communication.
 - Reviewed the role of board meetings and informal discussions for idea-sharing.
- Action Items:
 - Executive Committee & Governance Committee to establish quarterly informal board discussions.
 - Board of Directors to participate in at least one committee or council.

VII. Action Plan Development (9:18 AM – 10:55 AM)

- Presenter: Jancy
- Summary:
 - Identified five priority areas for action and established Key Performance Indicators (KPIs) for each:
 1. Public Awareness – Strengthen outreach and visibility beyond the AIA community.
 2. Leadership Culture – Expand mentorship and leadership pipelines.
 3. Member Engagement – Align programs with member needs and expectations.
 4. Flagship Programs – Evaluate and refine AIAVA's major initiatives.
 5. Community Connections – Improve collaboration with local components.
- Action Items:
 - Public Awareness: Develop a Speakers Bureau with subject matter experts.
 - Technology & AI: Explore AI-driven content and event curation.
 - Local Components: Create a shared calendar for coordinated programming.

VIII. Communicating the Strategic Plan

- Presenter: Hopkins
- Summary:
 - Discussed how to effectively share the strategic plan with members, partners, and the public.

- Explored digital tools and event-based strategies for outreach.
- Action Items:
 - Communications Committee & Board of Directors: Develop one-pagers and visual summaries of the strategic plan.
 - Board of Directors: Assign a rotating member to author a quarterly leadership message.

IX. Closing Session: Commitments & Next Steps

- Facilitators: Jancy & Hopkins
- Summary:
 - Each board member shared one commitment to take forward from the retreat.
 - Key themes: "Pre-Action" and "Unity."
- Action Items:
 - Executive Committee to track progress on retreat action items.
 - Staff Team to integrate KPIs into a Strategic Plan Dashboard.

X. Adjournment & Departure

Key Next Steps

1. **Finalize & Distribute Strategic Plan Summary**
 - Develop and share with board members; develop strategy to communicate with partners and key stakeholders.
2. **Implement Board Engagement Plan**
 - Establish informal discussion opportunities.
3. **Launch Member Outreach Initiatives**
 - Conduct engagement surveys and host informal networking events.
4. **Kick off Public Awareness Efforts**
 - Develop storytelling initiatives and a Speakers Bureau.