



2025 MEMBER SATISFACTION SURVEY SUMMARY

July 2025

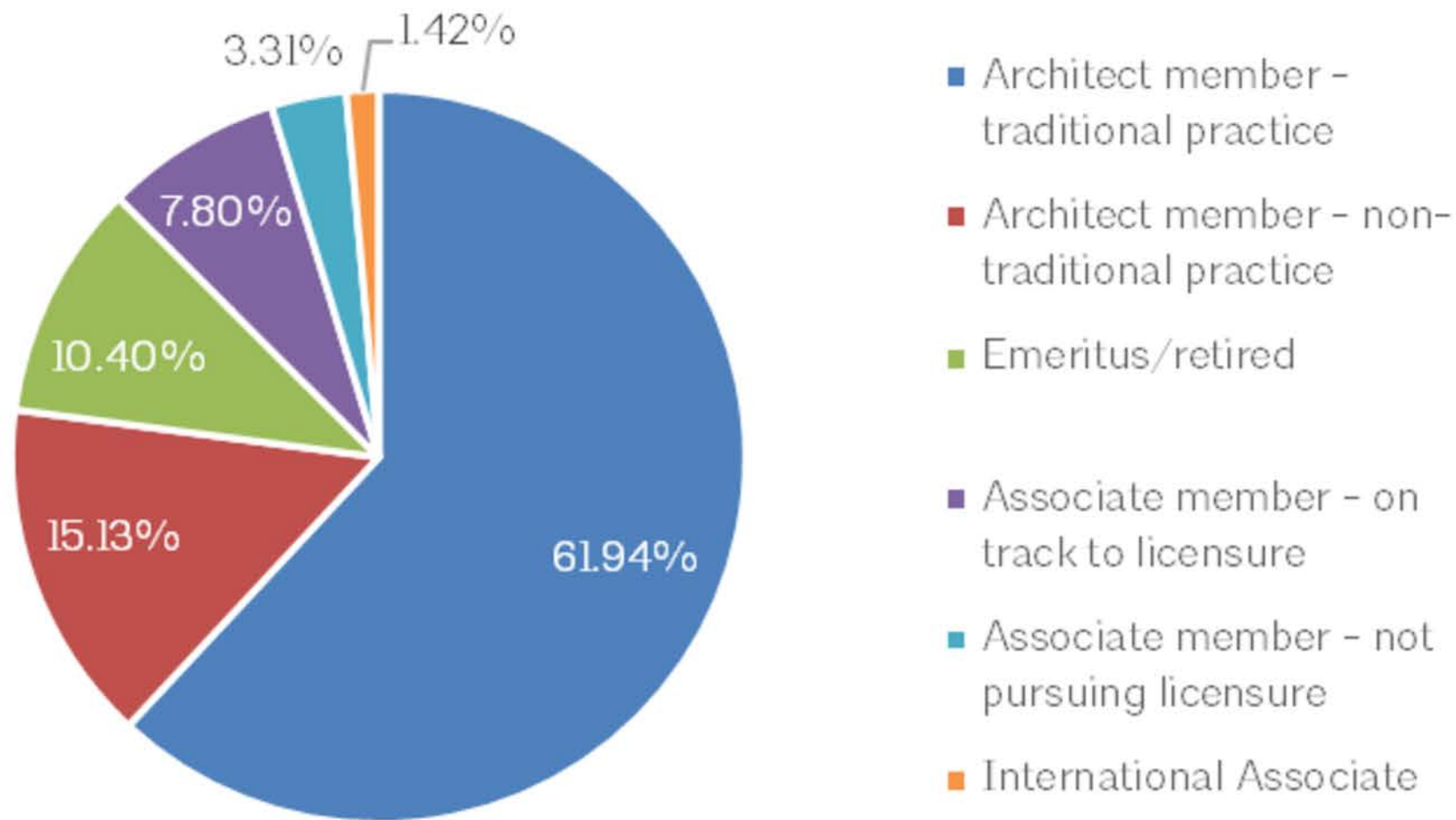
Survey sent to 2,129 AIA Virginia members
423 responses (20% response rate)

NOTE

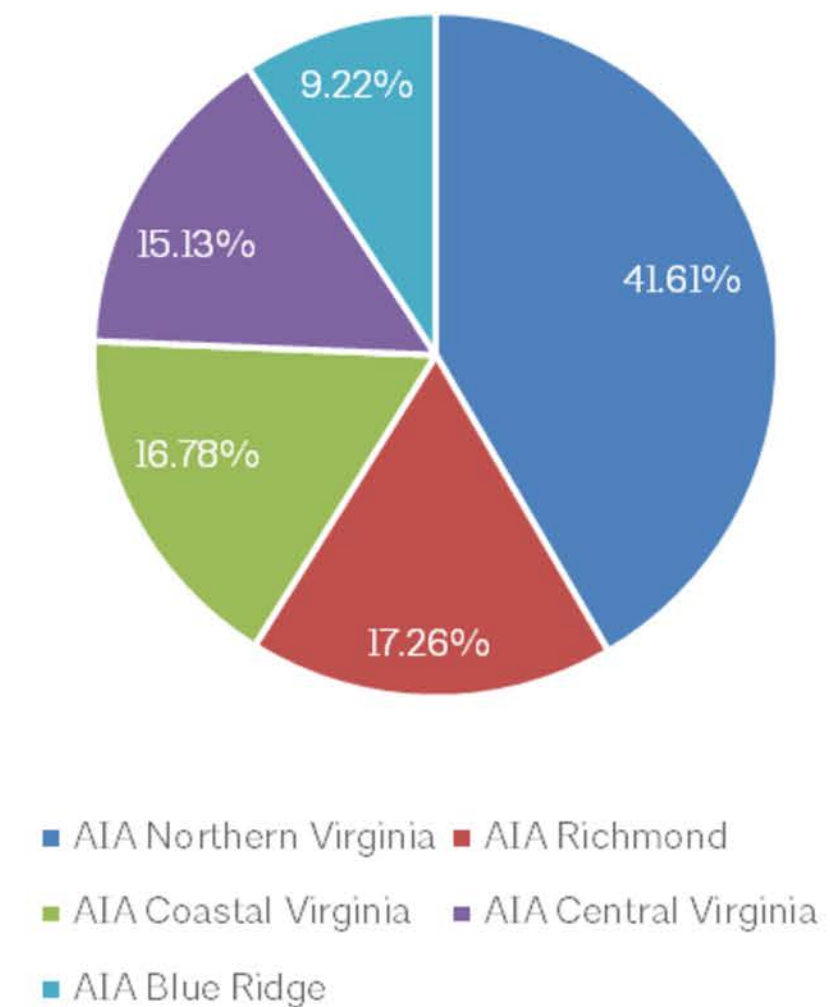
- We recognize the skew of older respondents
- More positive opinions than in the last survey. Members are blaming themselves, not AIA Virginia, for a lack of engagement
- Higher overall satisfaction levels than the 2020 survey

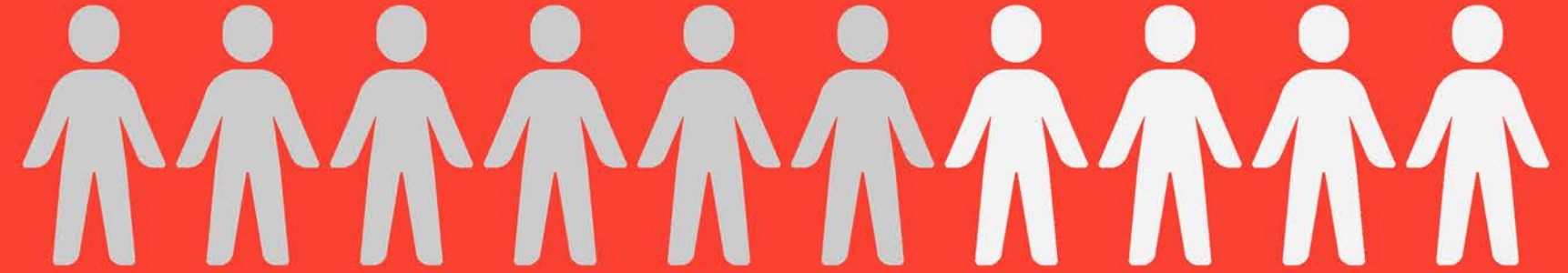
DEMOGRAPHICS OF RESPONDENTS

Membership Type

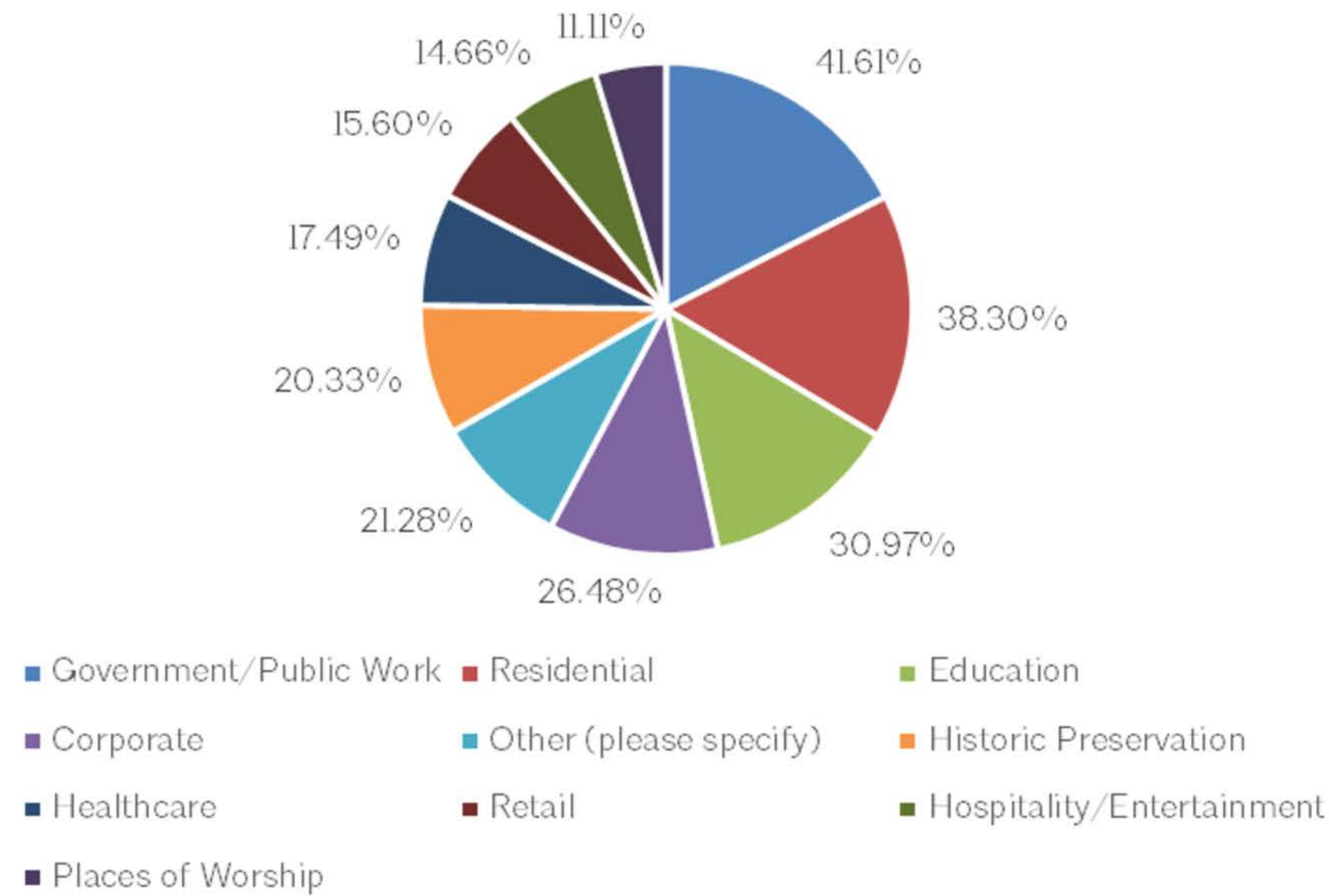


Local Chapter

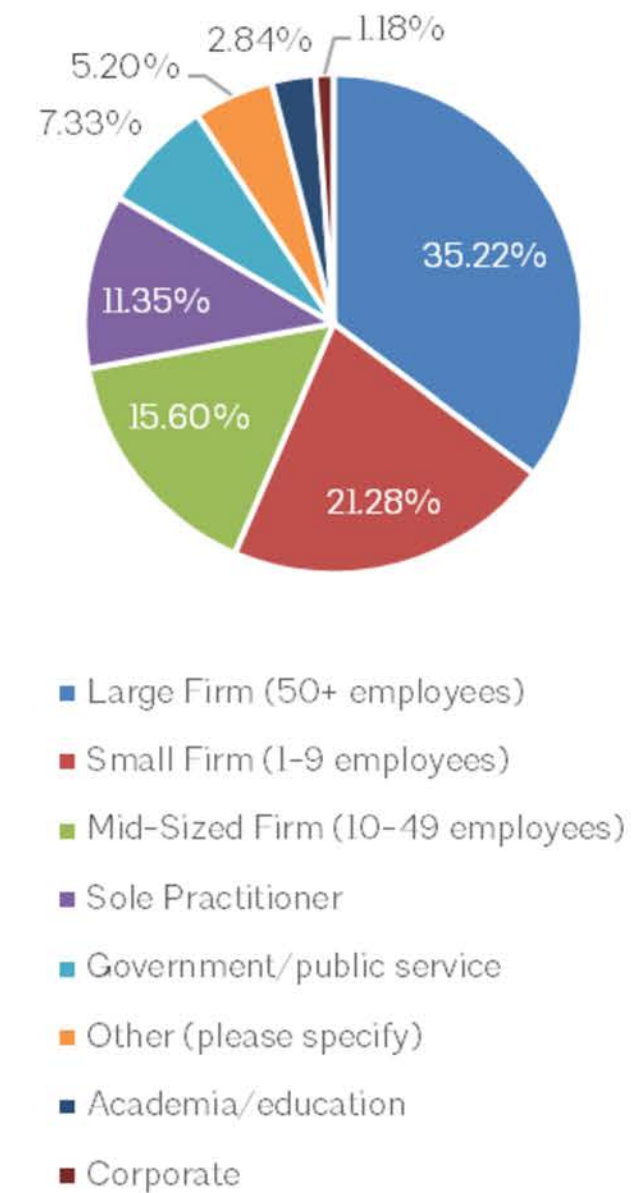


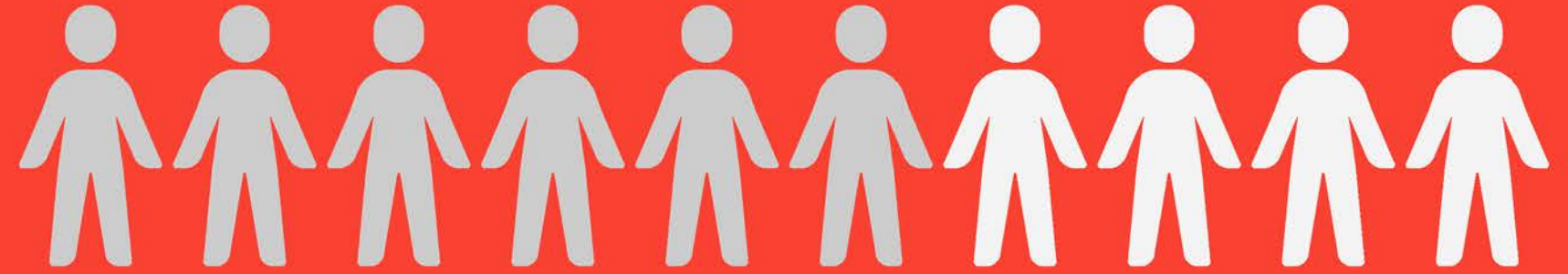


Primary Area of Practice

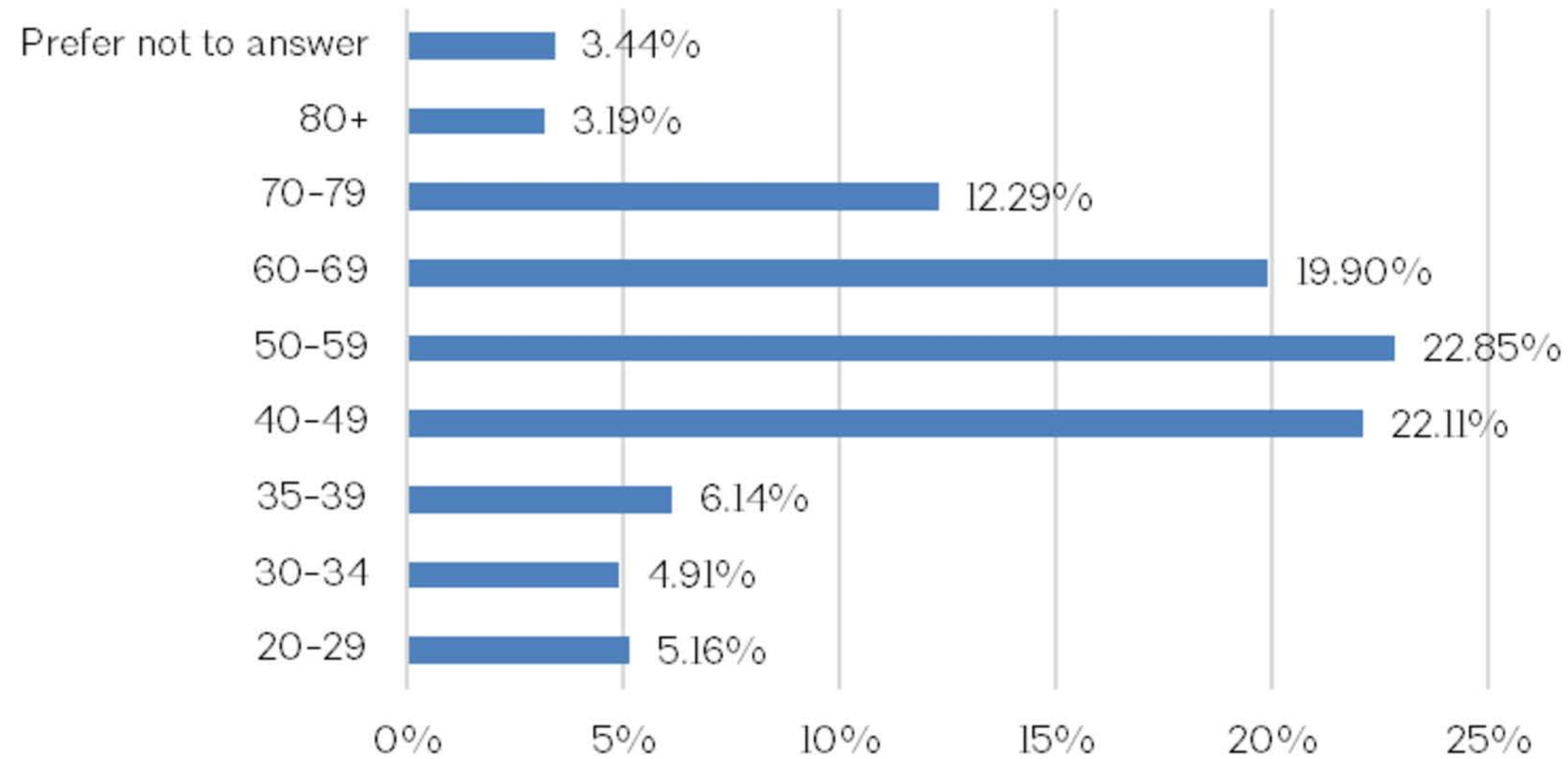


Size/Type of Firm





Age of Respondents

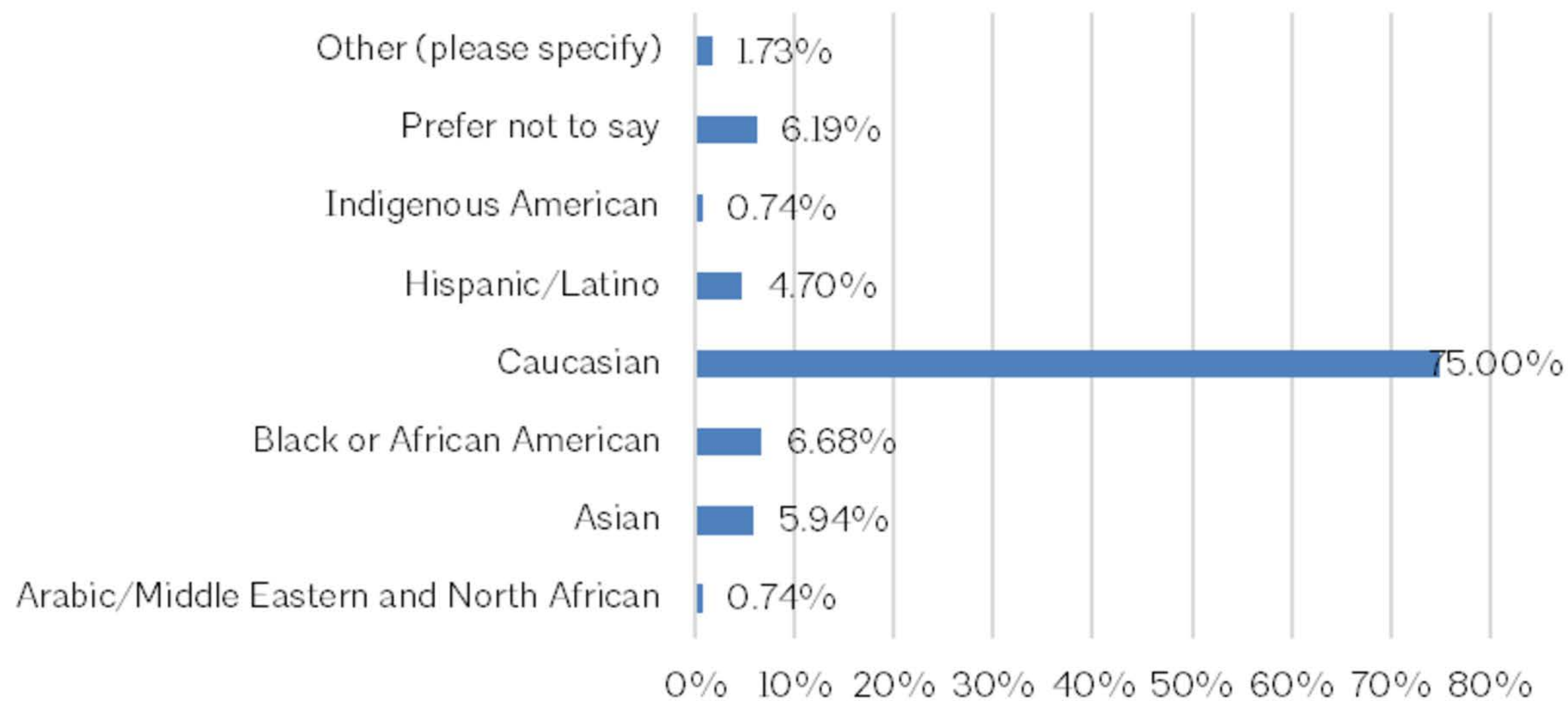


membership:

80+ 2%
70-79 12%
60-69 19%
50-59 20%
40-49 20%
35-39 9%
30-34 7%
20-29 7%



Ethnicity

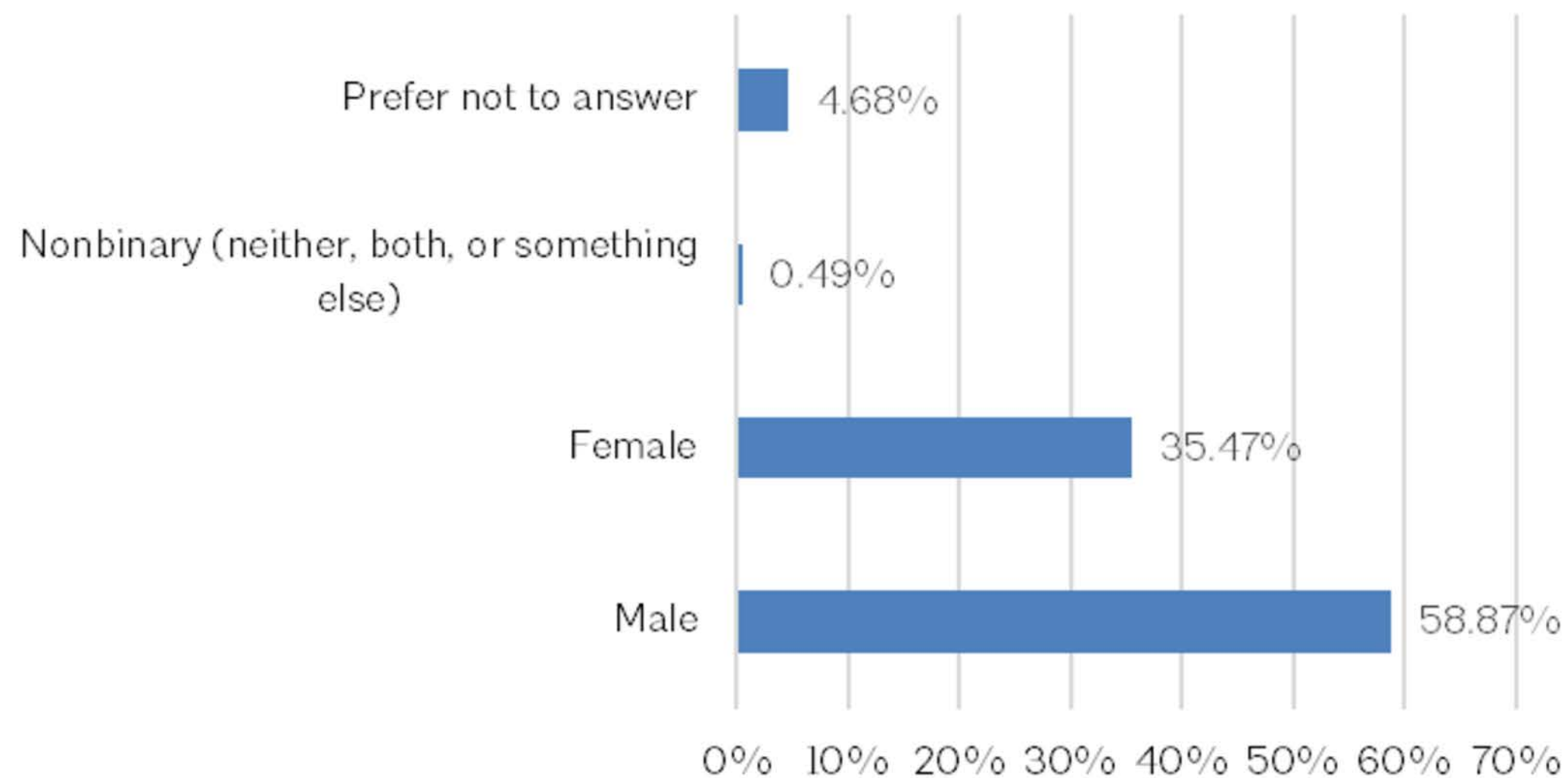


membership:

Caucasian 63%
Minority 20%
didn't answer 17%



Gender



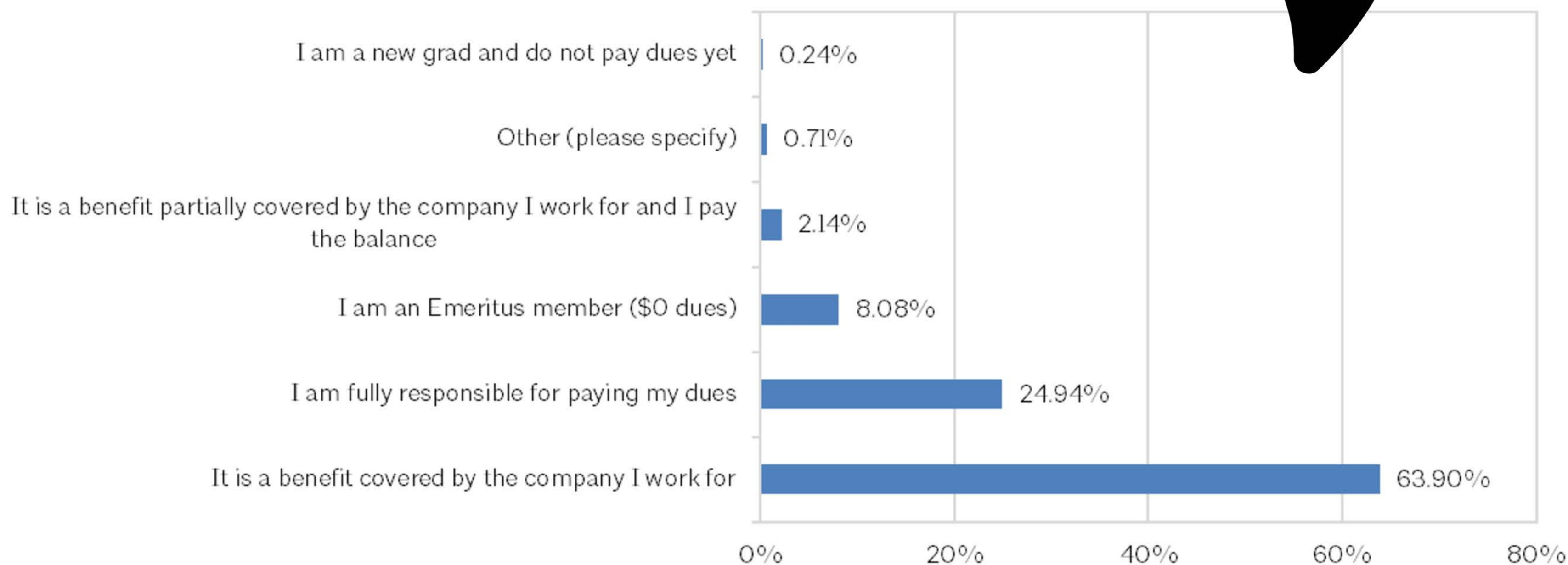
membership:

Female 31%

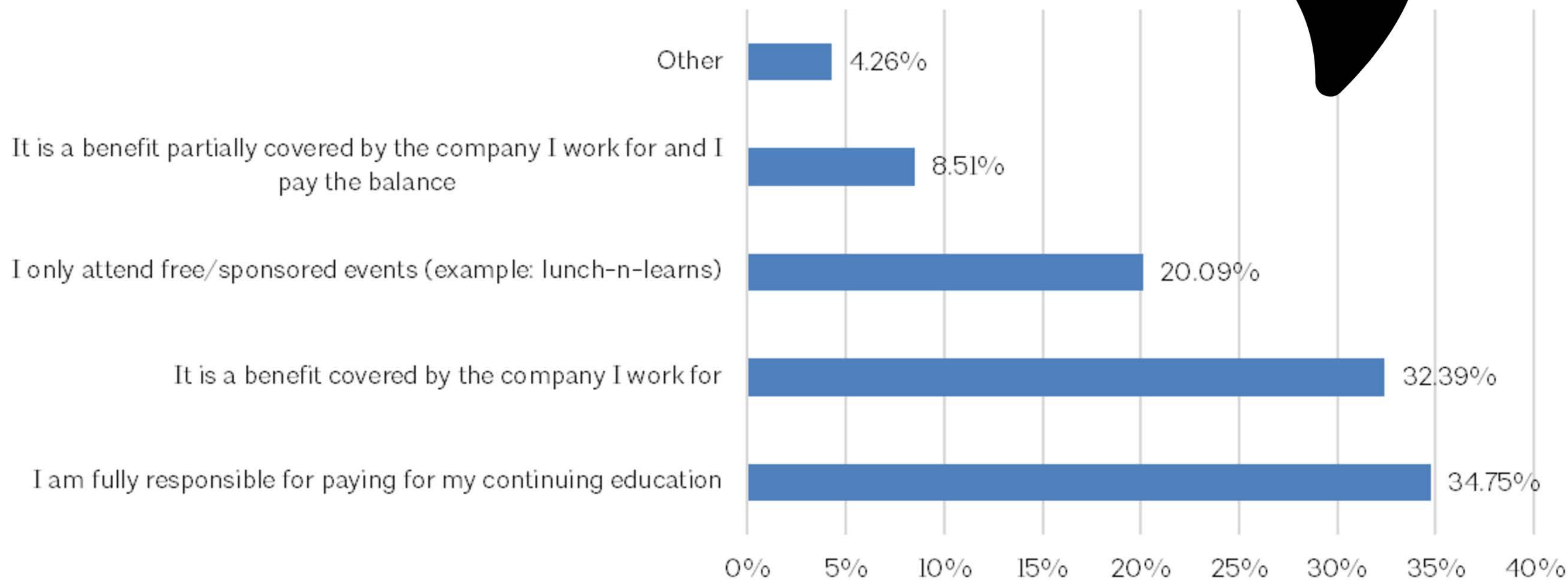
Male 63%

didn't answer/other 6%

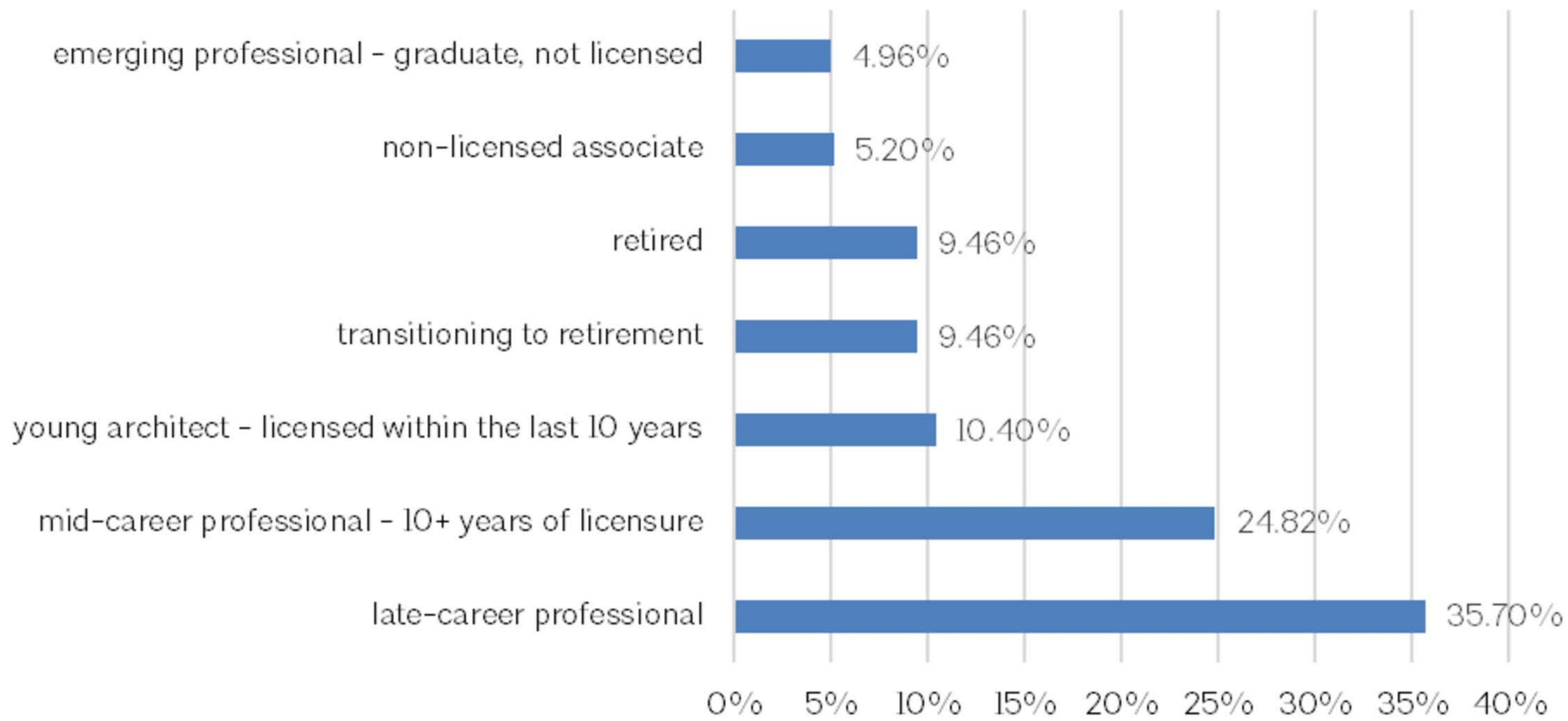
How Do You Pay for Your AIA Dues?



How Do You Pay for Your Continuing Education?



Career Stage



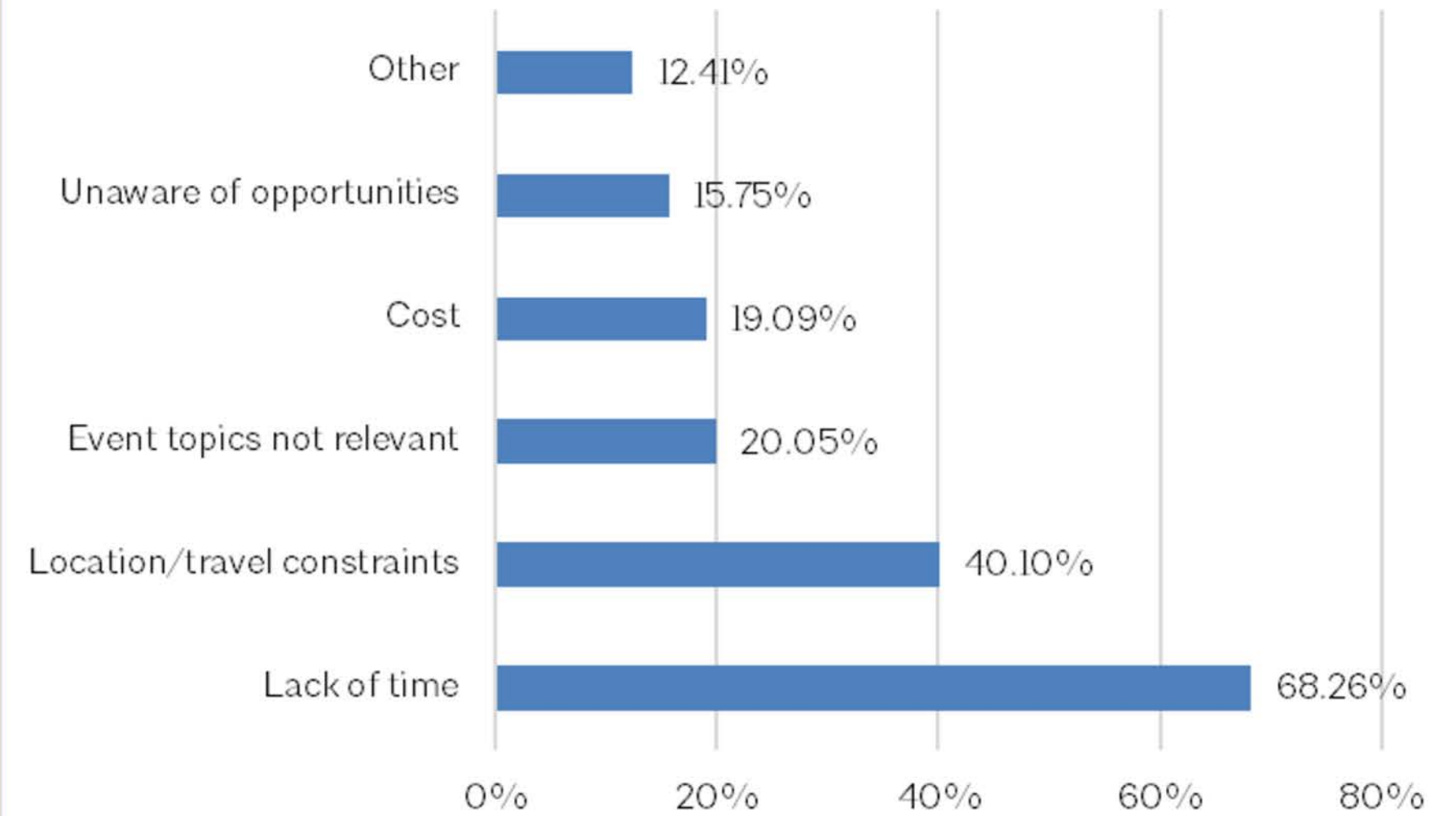
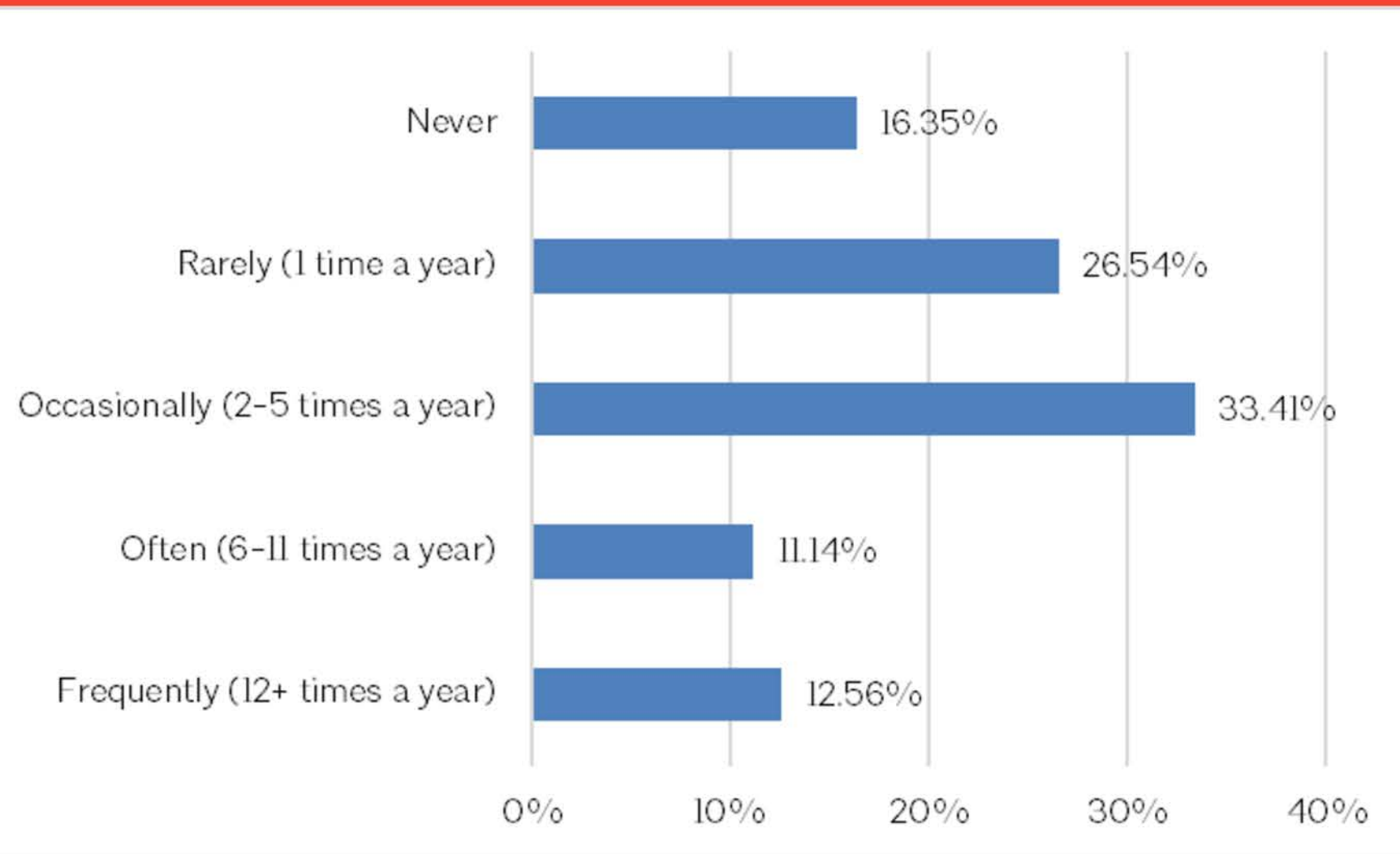
Top Reasons for AIA membership

The top responses track with recent AIA survey results

1. **Professional Recognition and Credentials:** Many members value the AIA designation as a recognized credential that adds legitimacy and credibility to their professional status.
2. **Continuing Education:** Members appreciate the opportunities for continuing education, including tracking CEUs and access to courses that help maintain licensure.
3. **Networking and Community:** AIA provides opportunities to connect with peers, build professional relationships, and engage with the architectural community.
4. **Advocacy and Support for the Profession:** Members value AIA's efforts in advocating for the profession, including lobbying, public outreach, and promoting the importance of architects.
5. **Access to Resources:** Members benefit from access to AIA contract documents, industry updates, and other professional tools.
6. **Tradition and Loyalty:** Some members have been part of AIA for decades and continue their membership out of tradition or a sense of responsibility to the profession.
7. **Employer-Sponsored Membership:** A significant number of members are part of AIA because their firms pay for their membership dues.

In the past year, how often have you engaged with AIA Virginia?

Attended an event, took a course, volunteered, served on a committee, etc.)



What prevents you from engaging more with AIA Virginia?

What topics would you like to see covered in AIA Virginia educational offerings?

from highest requested to lowest

- 1. Building codes & regulations**
- 2. Architecture in the world of AI**
- 3. Adaptive reuse of historic buildings**
- 4. Building envelope design**
- 5. Sustainable design**

Best business practices

Leadership development & transition

Resilient architecture

Affordable housing design

Building materials

Technology's impact on the profession

Accessibility and universal design

Marketing for architects

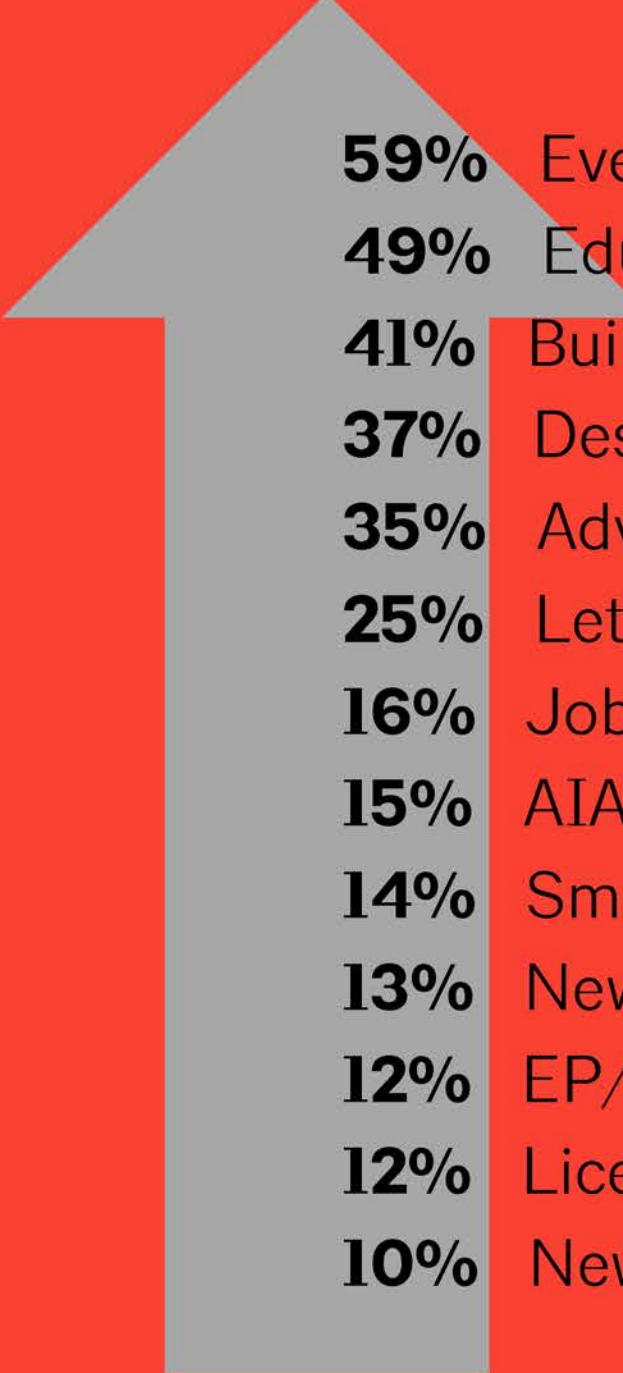
Conservation and heritage projects

Resilience and disaster preparedness

Professional practice and licensing

Retail & urban revitalization

What AIA Virginia newsletter content interests you the most?*

- 
- 59%** Event notices
 - 49%** Education opportunities
 - 41%** Building code information
 - 37%** Design awards information
 - 35%** Advocacy efforts/updates
 - 25%** Letters from leadership
 - 16%** Job listings
 - 15%** AIA Virginia Honors information
 - 14%** Small Firm Exchange (SFx) updates
 - 13%** Newly licensed members
 - 12%** EP/YAF information
 - 12%** Licensure information
 - 10%** New members

What AIA Virginia Social Media channels do you follow?

- LinkedIn 39.76%
- Instagram 26.19%
- Facebook 14.76%
- X/Twitter 1.90%
- None 48.57%



*This data is not necessarily consistent with actual click tracking on our newsletter email blasts.

**Do you feel well-informed
about what AIA Virginia offers?**



Yes 76%



No 24%

**How do you want to receive
information/notifications from
AIA Virginia and your local
chapter?**

- 
1. **Email**
 2. **Website**
 3. **Social Media**
 4. **Mail**
 5. **Text**

AIA Virginia Satisfaction Level



72%

Blue Ridge	77%
Central Virginia	75%
Coastal Virginia	76%
Northern Virginia	70%
Richmond	69%

Comparatively, satisfaction was at 60% with the 2020 survey

Service Satisfaction Level



- 73% Communication**
(newsletter, emails, website, online resources, etc.)
- 66% Educational Events**
(ArchEx, webinars, Design Forum, Art of Practice, ELA, etc.)
- 58% Advocacy**
(legislative and regulatory lobbying, building code, legislative updates, etc.)
- 51% Business Development and Networking Opportunities**
(Social events, Town Halls, etc.)
- 42% Public Outreach**
(media relations, K-12 education, community dinners, etc.)

Which AIA Virginia events are you most likely to attend?

- 54%** Virtual Lunch-n-Learns (including Procrastinator's series)
- 49%** Architecture Exchange East (ArchEx)
- 44%** Town Halls or Networking events in the local chapter areas
- 31%** Design Forum
- 22%** Firm Size Roundtables
- 22%** Art of Practice
- 19%** Career Stage Roundtables
- 18%** Historic Resources Committee (HRC) events
- 18%** Visions for Architecture Gala (Awards & Honors)
- 15%** Virginia Committee on the Environment (COTE) events

Which AIA Virginia programs do you feel are important for us to provide?

- 66%** Virtual Lunch and Learns
- 58%** Design Awards
- 55%** Emerging Leaders in Architecture (ELA) Leadership Development
- 51%** Mid-Career Professional – Leaders in Architecture & Business (LAB)
- 43%** Visits with legislators
- 42%** Honor Awards
- 40%** Committee on the Environment (COTE) programming
- 40%** AIA Virginia Student Prize
- 36%** Historic Resources Committee (HRC) programming
- 30%** Safety Assessment Program (SAP) Training
- 26%** Discounted Amber Book Subscriptions

Is there anything specific we could do to increase the value of your membership?

1. **High cost of membership, CEUs, and events.**

- Reducing dues
- Offering more free or discounted events
- Providing better value for the cost

2. **Continuing Education (CEUs)**

- More CEU opportunities
- Free or low-cost CEUs
- Relevant and high-quality educational content

3. **Networking and Events**

- More local or regional events
- Informal meetups
- Better networking opportunities, especially for small firms and remote members

4. **Advocacy for the Profession**

- Protecting the title “Architect”
- Promoting the value of architects to the public
- Legislative advocacy

Is there anything specific we could do to increase the value of your membership?

5. Improved Communication

- More timely and consistent updates
- Better promotion of events and opportunities
- Multiple communication channels (not just social media)

6. Support for Small Firms and Sole Practitioners

- Feeling overlooked compared to large firms
- Need for tailored resources and recognition

7. Accessibility and Geographic Inclusion. Members in rural or distant areas asked for:

- More virtual events
- Events outside of major cities like Alexandria or Charlottesville

8. Mentorship and Career Development

- Better mentor-mentee matching
- Support for emerging professionals and mid-career architects

9. Public Awareness Campaigns

- Desire to revive or expand campaigns that educate the public about the role and value of architects.

10. Diversity, Equity, and Inclusion (DEI)

- Supporting underrepresented groups
- Avoiding political overreach while still promoting inclusion

TAKEAWAYS

- All of the locals (except Richmond) mentioned the trouble of getting to events
- “Give me a virtual option, and I may attend.”
- Need for firm champions to promote membership. Firm leadership is transitioning to new generations that don’t value joining/paying for membership
- Our members don’t like to have to pay for events when they have paid for their membership

FINAL THOUGHTS

“

AIA offers connections, continuing education, advocacy, and advancement for our members, and builds public trust in our profession by maintaining a standard of ethics, setting the bar for responsible, sustainable design, and by authoring widely respected legal documents.

”

“

I believe in the mission of the organization and the necessary work it performs to monitor and advance our profession.

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THANK YOU

