

AIA Indiana Strategic Plan 2009-2011 Midyear Update

June 16, 2009

EDUCATE – Raise Public Awareness and Educate the Public in Matters of Design

*Strategies – educate and advocate for design; brand our message; create a strategic marketing plan for the bookstore.

Measures

- Establish brand in 2009 – Voice to the Public Committee is creating a monthly promotional piece that will emphasize Indiana architects and design. This piece will be shared with the media and key state and local decision-makers.
- Media campaign in 2009/2010 – The first AIA Indiana Media 101 Training Seminar has been scheduled for Indianapolis on Aug. 6. This seminar will be conducted in all chapters in 2009 and 2010. The Voice to the Public Committee is creating a monthly promotional piece emphasizing Indiana architects and design. This piece will be promoted to the media as well. Also, the Voice to the Public Committee is exploring opportunities to promote the profession via opinion pieces submitted by clients.
- Website design in 2010 – The website will be redesigned and re-launched by the end of the year.
- Promote Design Award winners beyond awards event – Staff and the Voice to the Public Committee will continue to look for opportunities to promote the winners. The new monthly promotional piece will also highlight design award winners and will be sent to all state legislators, mayors of major cities, and other key policy decision makers.
- Strategic marketing/bookstore plan by mid-2009 – The decision to discontinue selling design books and gifts and focus exclusively on code books and contract documents has been made and a re-launched effort to promote the “new” AIA Indiana Bookstore will be undertaken.
- Support university initiatives to promote our industry – Work has yet to begin regarding this matter.
- Support local K-12 initiatives to promote our industry – Work has yet to begin regarding this matter.

LEAD – Be the Authoritative Source and Be the Recognized Leader for the Knowledge about the Practice and Profession of Architecture

*Strategies – position AIA members and leaders as the voice of our industry; initiate and enact proactive legislation; increase use of technology.

Measures

- Initiate proactive legislation every session – Sustainable design legislative was introduced and pushed strongly during the 2009 session of the Indiana General Assembly. Redesigned sustainable design legislation will be pursued in 2010. Furthermore, AIA Indiana successfully held “AIA Indiana Green Day at the Statehouse,” which garnered multiple media hits and solid membership involvement. The Transit-Oriented Development Legislative Subcommittee was recently created and is preparing for the 2010 session.
- Increase board/committee appointments outside AIA by 25% - Two former AIA Indiana leaders were recently appointed to the State Board of Registration for Architects (AIA Indiana was asked by the governor’s office for recommendations) and two AIA members serve on the State Fire Prevention and Building Safety Commission. More work needs to be done regarding this measure.

- Create at least one local Knowledge Group by 2011 – The AIA Indianapolis Chapter has begun work on this matter.
- Advance PAC revenue by 10% every year – Consistent work has yet to begin regarding this matter.
- Increase member connections with their own legislator – AIA Indiana successfully held “AIA Indiana Green Day at the Statehouse,” which garnered multiple media hits and solid membership involvement. Also, “AIA Indiana Days at the Statehouse” were conducted throughout the recent legislative session. This effort will continue in 2010.
- Increase digital opportunities – AIA Indiana is using Twitter as another means to communicate to members and friends and in a short time already has more than 258 followers.

COLLABORATE – Strengthen our Profession and Collaborate with Others to Improve the Built Environment

***Strategies – grow or profession, increase number of people entering, staying in the profession, and getting registered; cultivate future leaders; increase components staff support.**

Measures

- Achieve membership of 800 with 98% retention rate of architects by 2011 (1,013 Indiana registered resident architects) – Membership has been a challenge due to the economy. Currently, there are 678 AIA Indiana members, compared to 718 members on 12-31-08.
- Grow to 30 allied members in 2011 – There are currently 20 allied members.
- Develop AIA leadership – AIA Indiana held a successful board retreat in 2008 with plans to make this an annual event.
- Develop emerging professional leadership – AIA Indiana created a Student Director board position and the board has made a concerted effort to involve young architects on various committees. Most recently, a young architect from the Fort Wayne Chapter was named chairman of the Transit-Oriented Development Legislative Subcommittee.
- Increase staff support to all local components (increase revenues too) – The AIA Indiana Executive Director has been to all local chapters in 2009, except the Southern Chapter, numerous times thus far in 2009 providing updates and assistance. Also, all chapters have webpages on the AIA Indiana website that are updated on a regular basis.