

2017–2020

STRATEGIC PLAN

**Advancing Community
and Member Value**



AIA
Austin

ABOUT AIA AUSTIN

The Austin Chapter of the American Institute of Architects, AIA Austin, serves the professional needs of more than 1,000 architect and associate members; and over 180 Allied companies working in fields related to architecture, design, and construction in the greater Austin area—north from Copperas Cove and Salado, south to Buda and San Marcos, and west to Fredericksburg. AIA Austin is a professional association incorporated as an IRS 501(c)(6) not-for-profit corporation operating under the laws of the state of Texas in 1957. AIA Austin operates out of the Center for Architecture in downtown Austin, a gallery and gathering space, and works with its sister organization the Austin Foundation for Architecture to provide scholarship and educational opportunities. For more information on AIA Austin, visit aiaaustin.org.



A CALL FOR CHANGE

FROM

1. A small, informal community that is largely internally focused
2. Perceived as primarily concerned with residential work
3. Small and generally secure financial base with modest annual growth in revenue and expenses
4. Small staff and many committees (absent strategic direction)

TO

1. A larger community that welcomes and connects diverse architects, and interacts with kindred professionals, the public, and policy makers
2. Focused on promoting the profession across practice areas and developing leadership capabilities
3. Financial growth – new sources of revenue, more robust structure and processes, and ambitious goals
4. Staffing and committees more and closely aligned with strategic priorities

MISSION STATEMENT

AIA Austin is the voice for our region's architecture community. We advocate for our members, the profession, career development, and design excellence. We influence public opinion and policies that shape our built and natural environment.



Boardwalk on Lady Bird Lake by Limbacher & Godfrey Architects

Photo by Jeffrey P. Buehner

VISION STATEMENT

AIA Austin is a diverse and inclusive organization that consistently and profoundly elevates the value of the profession and design. Our work enhances our community and its vibrancy, prosperity, and quality of life.

STRATEGIC PRIORITIES

Membership:

Encourage and develop membership size, diversity, engagement, leadership participation, and member value.

Public Role:

Raise awareness of the value of architecture and broaden the influence of architects.

A True CENTER:

Create a CENTER for Architecture that reflects AIA's mission, members, and the public role of architects and architecture.

Financial Strength:

Increase financial strength to support expanded member value.

Organizational Alignment:

Improve the efficiency and impact of governance, staffing, and member engagement.



STRATEGIC PRIORITY MEMBERSHIP

AIA Austin is a professional organization. Nothing matters more than delivering value to members. The best ways to achieve a large, vibrant, and committed membership are to:

- 1** Increase the diversity of members and perspectives.
- 2** Cultivate allied memberships and engage them in the realization of AIA's strategic priorities.
- 3** Intensively recruit new members.
- 4** Prepare members to become ambassadors for the organization.
- 5** Assess all efforts and programs based on their added value for AIA-Austin members.



STRATEGIC PRIORITY PUBLIC ROLE

Architects are uniquely qualified to shape the design of communities. As civic leaders, architects can optimize their impact and enhance the reputation of the profession. Illustrative actions include:

- 1** Increase architects' voice in discussions regarding place making and the design of public space.
- 2** Be a respected advocate on civic issues.
- 3** Exert a positive influence on land development policy.
- 4** Sponsor recurring, highly-anticipated, and well attended public events that manifest AIA's mission and thought leadership role.
- 5** Improve external communications with a unified and distinctive approach.





STRATEGIC PRIORITY CENTER FOR ARCHITECTURE

AIA Austin’s current space, at capacity, imposes limits on the organization’s potential. Now, the organization’s leadership and momentum are well positioned to consider an altogether new place enabling AIA Austin to become a publicly accessible resource and gathering place for architects and design. To proceed:

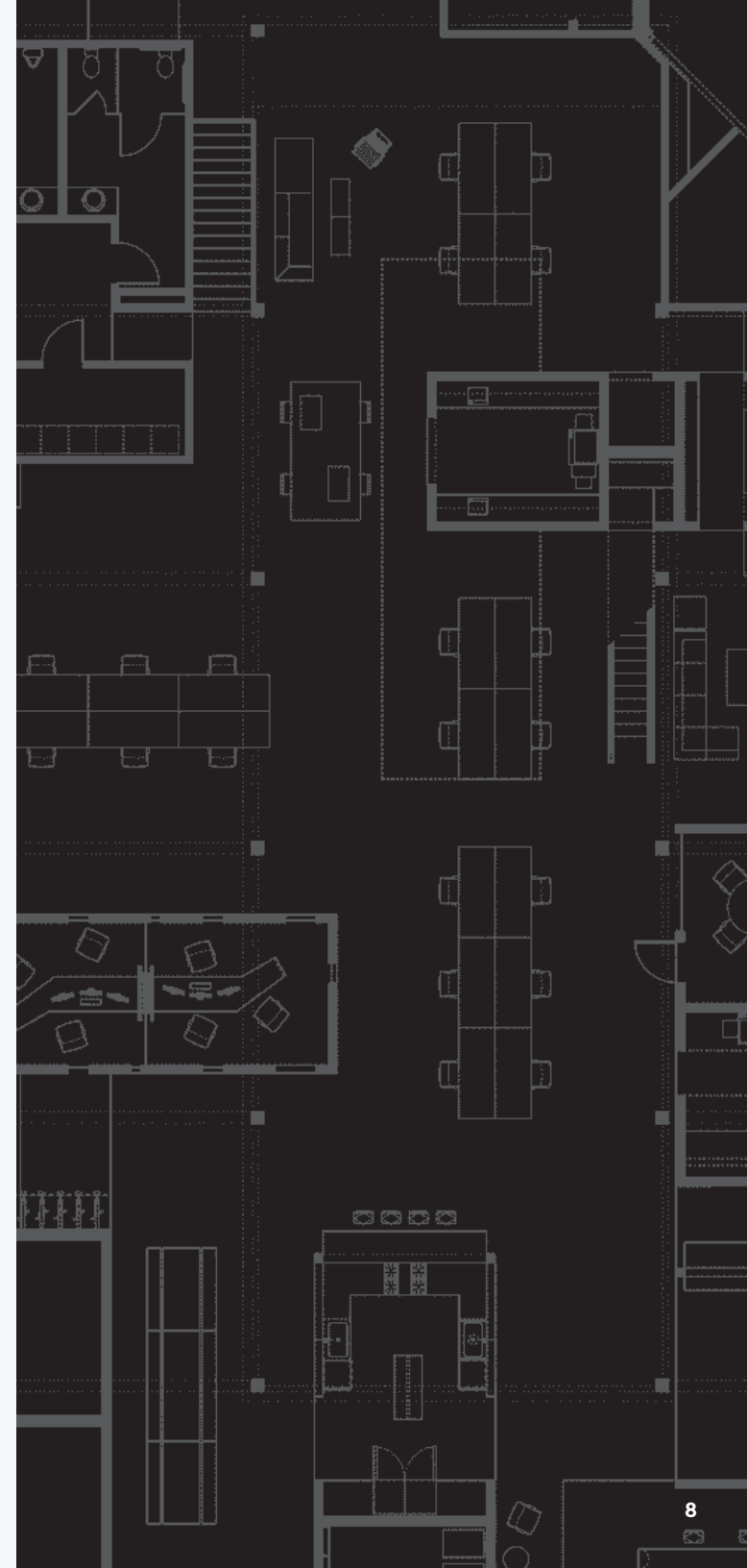
- 1** Task force develops program needs, assesses feasibility, and evaluates alternative scenarios for accomplishing the goals. Options discussed with potential collaborators. Develop recommendation(s).
- 2** Implement recommendation(s).



STRATEGIC PRIORITY FINANCIAL STRENGTH

Achieving the new strategic priorities and growth objectives require more than an extrapolation of its current financial growth rate. It requires a reset. And includes these actions:

- 1** Consider additional staffing (more resources for member support, advocacy, strategic communications, relationship development, etc.).
- 2** Consider the financial implications of a new CENTER for Architecture: identify and analyze a range options with cost/benefit analysis, identify financial sources and, potentially, conduct a feasibility study and, possibly, a capital campaign.
- 3** Consider the creation of a 501(c)3 as a means of achieving AIA's strategic priorities.



STRATEGIC PRIORITY

ORGANIZATIONAL

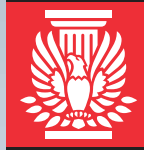
ALIGNMENT

The present organizational structure is outmoded and unsuited for future organizational direction. New priorities require new alignment of the AIA organization, including staff, committees, members, and other resources.

Action items include:

- 1** Review and revise events, programs, and the committee structure to align with strategic priorities, better leveraging volunteer and staff participation.
- 2** Continually evaluate and hone the organization over the course of the next two+ years to take a more visible and impactful public role.
- 3** Increase diversity and inclusion, expand external communications, and offer enhanced professional development for members—all to increase member value.





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Project by Webber + Studio Architects
Photo by Leonid Furmansky