

AMERICAN INSTITUTE OF ARCHITECTS MINNESOTA Strategic Plan – Revised 2007

The strategic plan of AIA Minnesota describes a vision for our organization and outlines steps to be taken to realize that vision. It is intended to direct activities, programs, and services toward realizing the full potential of AIA Minnesota's members and the profession of architecture.

The 2007 strategic plan grows out of the 2002 plan. The new plan has been updated and reorganized to more closely align with the AIA National strategic plan. Community has been added as strategic issue in the new plan. Also, external dialogue has been merged into advocacy. The four critical issues are now advocacy, community, knowledge and value/resources. Long-range objectives have been established for each strategic issue. This is followed by program initiatives that are more specific, tactical and which may change from year to year. Finally, we have changed "measurement" to "evaluation" for each strategic issue. This is because our progress in reaching our objectives can and should be evaluated but it cannot always be measured.

The plan is intended to help us think strategically as we undertake programs and services and to ensure we remain relevant over time. The plan is based on input from the 2005 and 2006 AIA Minnesota Board of Directors and was drafted by the AIA Minnesota 2006 President, President-Elect, and Executive Vice President.

AMERICAN INSTITUTE OF ARCHITECTS MINNESOTA STRATEGIC PLAN UPDATE – 2006

Mission Statement – AIA National

The American Institute of Architects is the voice of the architectural profession and the resource for its members in service to society.

Mission Statement – AIA Minnesota

AIA Minnesota is the voice of the architecture profession dedicated to:

- Serving its members
- Advancing their value
- Improving the quality of the built environment

Vision Statement

AIA Minnesota advocates the Minnesota architect as the valued collaborative leader in shaping the built environment for the public good.

Strategic Issues

AIA Minnesota will address four strategic issues in order to fulfill its mission and create value for its members.

Advocacy

Increase the public's understanding of the AIA Minnesota architect's value. Take a leadership position on the discussion of issues affecting the public good and the development of appropriate public policy.

Community

Cultivate internal and external relationships to better engage and support AIA Minnesota members in strengthening society and the profession.

Knowledge

Provide AIA Minnesota members with a lifelong learning environment by identifying and compiling information for the delivery of knowledge that gives them a competitive advantage.

Value/Resources

Focus AIA Minnesota resources on highly valued programs and services.

Advocacy

Increase the public's understanding of the Minnesota architect's value. Take a leadership position on the discussion of issues affecting the public good and the development of appropriate public policy.

Objectives

1. Promote the public's (including business and government leaders) awareness of the value of quality architecture and of what an architect does and why it's valuable.
2. Increase recognition among business partners in the design and construction process of the value of the architect's expertise.
3. Promote AIA Minnesota as the voice for the protection and promotion of a safe, high quality built environment.
4. Increase collaboration in developing public policy that supports the goals of the profession. Be a leader in the development of public policy in the areas of professional issues, sustainable design and livable communities.

Program Initiatives

1. Develop appropriate internal and external marketing and public relations strategies to increase the awareness of an architect's skills and knowledge.
2. More clearly focus *Architecture Minnesota* magazine to promote the value of quality architecture and the value that architects bring to their projects.
3. Shape the residential architects programs (Home of the Month, RAVE and Architect of Distinction) to communicate the value of the architect.
4. Duplicate the popularity of residential architecture in the commercial area to promote the value that architects bring to a client's project.
5. Develop ongoing opportunities for connections to business and government leaders, such as the Town Hall Forum and the AIA150
6. Maintain a leadership role in the American Institute of Architects.
7. Raise the member awareness of the role AIA Minnesota plays in public policy formulation and its importance to the profession.
8. Develop information on emerging issues to help build positions and achieve desired outcomes.
9. Work to understand the issues of affiliated groups and collaborate on relevant public policy issues.

Evaluation

1. Increase the number and frequency of AIA Minnesota leaders quoted in the media as sources of expertise.
2. Monitor the effectiveness of our public relations activities.
3. Increase contributions to MAPAC.
4. Encourage members to participate in politics at local and state levels.
5. Use Matrix and the web site to inform members of our policy issues and positions.

Community

Cultivate internal and external relationships to better engage and support AIA Minnesota members in strengthening society and the profession.

Objectives

1. Through all of our communication vehicles support, encourage and celebrate the ways AIA Minnesota architects engage the external community through public service and volunteerism.
2. Strengthen Communities through architect involvement. Serve as a catalyst and source of information to enable members, components, and citizens to create healthy, sustainable, safe, and livable communities.
3. Achieve diversity. Strive to expand the diversity of the design professions to mirror the society we serve.

Program Initiatives

1. Educate architects to lead.
2. Form alliances and encourage involvement with existing diversity programs and associations (i.e., Assembly of Architects, Architects in the Schools, Wigington Fund, etc.)
3. Feature architects in the community and as volunteers in *Architecture Minnesota* magazine and Matrix.
4. Increase AIA exposure and involvement on City Councils, Neighborhood Associations, Planning Commissions, etc.
5. Publicize to membership openings for volunteers in the community.
6. Promote the Louis Lundgren Award for Volunteerism.
7. Encourage Firms to get involved in programs similar to the Minneapolis “Step-Up Program”, which pairs firms with high school students.

Evaluation

1. Increase contributions to Wigington Fund.
2. Strive to have an architect in front of every 5th grader throughout Minnesota.
3. Identify architect’s involvement in the community and distribute the list.
4. Provide a leadership-training seminar for members.
5. Document and record how AIA members provide leadership in the community.

Knowledge

Provide AIA Minnesota members with a lifelong learning environment by identifying and compiling information for the delivery of knowledge that gives them a competitive advantage.

Objectives

1. Provide continuing education offerings at all levels of the profession through a variety of delivery systems.
2. Develop an internal communication strategy to distribute information to members in their preferred method.
3. Create an environment of mutual sharing and learning between AIA Minnesota, the College of Design and the School of Architecture that links students and practitioners.
4. Encourage and support the timely completion of the IDP process for emerging professionals.

Program Initiatives

1. Create a continuing education program that matches the varying levels of experience in the membership.
2. Create a best practices forum for members to share their expertise and to discuss sensitive industry issues facing the profession. Empower the Council of Firms to facilitate this task.
3. Explore specific ways in which AIA Minnesota can collaborate with the new College of Design and the School of Architecture.
4. Emphasize information on effective business principles and practices – especially for small firm members.
5. Expand the web site to become an invaluable tool for members that is interactive and provides links to key sites of interest.
6. Address major design/construction industry topics in *Architecture Minnesota, Matrix and the web site*.
7. Encourage more applicants for the ARE Scholarships.
8. Integrate IDP process with formal education.

Evaluation

1. Increase member participation in education events.
2. Continue to utilize program evaluations to improve quality and to be responsive to member needs.
3. Monitor national trends in delivery of education programs for our members.

Value/Resources

Focus AIA Minnesota resources on highly valued programs and services.

Objectives:

1. Communicate the value of membership.
2. Foster an inclusive community within the membership and engage all members in AIA Minnesota activities.
3. AIA Minnesota will provide “best-in-class” services to members and to users of AIA products and services.

Program Initiatives:

1. Identify member talents, interests and passions and recruit members to be actively involved in AIA Minnesota.
2. Improve access to AIA Minnesota services for non-metro members.
3. Encourage AIA Minnesota Leaders to discuss the value of AIA Minnesota with members.
4. Develop member testimonials on the value of membership and use them to promote involvement in AIA Minnesota and use of services.
5. Create a workshop on developing leadership skills, including guidance on running committee and board meetings.

Evaluation

1. Increase participation by members on AIA Minnesota committees
2. Increase involvement by non-metro members in AIA Minnesota activities.
3. Increase member satisfaction with AIA Minnesota programs and services.