Ann Voda, AIA
President, AIA Minnesota
Architects in Commerce Research Initiative (AICRI)

How do we understand and advance the value of architects in the marketplace?
lift challenge inspire
### TABLE 2: Survey Sample by Market and Scale

<table>
<thead>
<tr>
<th>Market/Type</th>
<th>Small</th>
<th>Medium</th>
<th>Large</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Construction/CM/PM</td>
<td>5</td>
<td>1</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Corporate</td>
<td>1</td>
<td>3</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>Development</td>
<td>4</td>
<td>0</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Education</td>
<td>0</td>
<td>3</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Healthcare</td>
<td>0</td>
<td>0</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Not-for-Profit</td>
<td>4</td>
<td>2</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Public/Civic</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>15</td>
<td>14</td>
<td>23</td>
<td>52</td>
</tr>
</tbody>
</table>
AICRI Committee
Ann Voda, AIA,
Jon Buggy, AIA
Steve Fiskum, FAIA
Tom Hysell, AIA
Brian Tempas, AIA
Rachel Riopel Wiley, AIA
Sara Ibarra, Assoc. AIA
Beverly Hauschild-Baron Hon. AIA
Chris Hudson
Mary Larkin

Survey Consultants
Cameron MacAllister Group
Areas of Key Findings

- The Role of the Architect
- Contributing to the Business
- The Value Added
- Using Owner’s Representatives
- Challenges and Barriers
- The Future
- Advice
Forum 1:
Leadership and the Architect/
A Frank Discussion of Our Role

Forum 2:
The Architect's Value Proposition/
Exceeding Expectations

Forum 3:
The Architect As Advocate/
Building Partnerships

Forum 4:
Integration Leads to Innovation/
Exploring New Practice Models
Robert Ivy, FAIA
Chief Executive Officer
American Institute of Architects
Leadership and the Architect

Robert Ivy, FAIA
Chief Executive Officer
May 21, 2013
Repositioning the AIA

Statement of Purpose
Statement of Purpose

The AIA is a visionary member organization providing advocacy, leadership, and resources for architects to design a better world.
Repositioning the AIA

Position Statement
Position Statement

The **AIA**: Architects designing a better world.

- **AIA members create enduring value.**
  
  We benefit clients and communities through innovative design solutions.
Position Statement

The AIA: Architects designing a better world.

• AIA members create enduring value.
  We benefit clients and communities through innovative design solutions.

• AIA members drive positive change.
  We work collaboratively and creatively to transform clients’ goals into reality.
Position Statement

The **AIA**: Architects designing a better world.

- **AIA members create enduring value.**
  We benefit clients and communities through innovative design solutions.

- **AIA members drive positive change.**
  We work collaboratively and creatively to transform clients’ goals into reality.

- **AIA members lead with vision.**
  We meet the ever-changing challenges of the designed environment.
Position Statement

The AIA: Architects designing a better world.

• **AIA members create enduring value.**
  We benefit clients and communities through innovative design solutions.

• **AIA members drive positive change.**
  We work collaboratively and creatively to transform clients’ goals into reality.

• **AIA members lead with vision.**
  We meet the ever-changing challenges of the designed environment.

• **AIA members shape the future.**
  We value talent and diversity in new generations of professionals.
Repositioning the AIA

What it is to be an architect.
Survey Summary
Findings
Summary Findings

“I think their main role today is really the conceptual designer for the project…” Small Developer

“When we tell a contractor who the architect is going to be on a project, with certain firms, they just roll their eyes, because they know what it’s going to be like.” Small PM

“I would say it is to comprehensively lead the entire project...the architect is there to be able to interpret that [vision] and to create viable plans to the finished product....” Medium Public Agency
**Summary Findings**

**TABLE 5: The Role of the Architect**

<table>
<thead>
<tr>
<th>Role</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design and facilitate construction</td>
<td>22</td>
<td>42%</td>
</tr>
<tr>
<td>Be the owner’s advocate/Lead the process</td>
<td>12</td>
<td>23%</td>
</tr>
<tr>
<td>Primarily documentation, facilitation, administration</td>
<td>8</td>
<td>15%</td>
</tr>
<tr>
<td>Primarily design (not detailed documentation)</td>
<td>7</td>
<td>14%</td>
</tr>
<tr>
<td>Bring expertise the owner doesn’t have</td>
<td>5</td>
<td>10%</td>
</tr>
</tbody>
</table>
Summary Findings: Take Control Lead

“Either stay in or get out of construction administration. Architects just aren’t spending as much time as they need to be to make it successful....” Medium Education

“...I think you’re going to see a more integrated process in which the architect’s goal will be to orchestrate, direct, and coordinate in a much more integrated dynamic process...” Large Developer

“I think we’re going to need more BIM expertise from architects.” Large Corporate
“Partnership is so important. I always hope the design team makes the profit they want to make, but the end result happens because of the relationship. The reason we select whom we select is all about personalities. At the end of the day, we judge our buildings less on how they look than how they function, and did they help us accomplish our business goals…” Large Public Agency
## Summary Findings: Advice

<table>
<thead>
<tr>
<th>Advice to Architects</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be a true partner</td>
<td>28</td>
<td>55%</td>
</tr>
<tr>
<td>Take control: coordinate, manage, document, communicate</td>
<td>19</td>
<td>37%</td>
</tr>
<tr>
<td>Bring innovation and technology to clients</td>
<td>11</td>
<td>22%</td>
</tr>
<tr>
<td>Advocate your value</td>
<td>8</td>
<td>16%</td>
</tr>
</tbody>
</table>

*TABLE 12: Advice to Architects*
lift
challenge
inspire

AIA Minnesota
A Society of The American Institute of Architects