



AIA
Minnesota

2018-2020 Strategic Workplan

AIA Minnesota | AIA Minneapolis | AIA Northern Minnesota | AIA St. Paul

Strategic Workplan 2018-2020

AIA Minnesota

STRATEGIC DIRECTION

Mission: **Advancing a vital profession,
vibrant communities,
and architecture that endures.**

Strategic Priorities: **1. Build and mentor the profession
2. Make architecture accessible, understandable, and highly valued**

Core Values: **Integrity, Passion, Inclusion, Empathy**

WORKPLAN TO FURTHER THE STRATEGIC DIRECTION

Pursue a more accessible, welcoming, public-facing space for AIA Minnesota.

As early as January 2019 (when the AIA Minnesota lease is up at IMS)

- Leverage the dollars spent on space for member meetings and staff work space to create greater connection to the public – youth, current and potential clients, key influencers of policy and public opinion, relevant nonprofits, etc.
- Create space for the public to explore architecture, design, placemaking, and 21st Century Development (sustainable, resilient, efficient, healthy, equitable, beautiful).
- Seek a location that is more accessible to broad public, to the full membership, and to local students of architecture.
- Explore strategic partnerships for shared convening / youth programming / maker space / co-working space.

Expand and enhance “Architecture in the Schools” programming to include teaching tools and additional youth outreach.

Starting 2018

- Reallocate significant staff time toward these efforts.
- Engage with teachers to provide turnkey elements that can be easily infused into curriculum.
- Provide resources to architects to support classroom visits and career fairs.
- Continue our strong presence at STEM Day at the State Fair, including an AIA Minnesota booth for on-site activities and take-home projects.

- Potentially provide training to prepare architects to engage successfully with demographically diverse youth.
- Potentially engage in community events in a manner similar to the State Fair booth.

Re-envision Architecture MN Magazine and related events - focusing on clients, key influencers of policy and public opinion, and leaders across sectors and geographies.

Intended magazine relaunch: January 2021

- Over the course of 2018-2020, engage in reimagining and redesigning the magazine to be more public facing and to help inspire conversation about architecture, placemaking, and the future of our communities.
- During the years leading up to 2021, grow our stable of writers to include a wider variety of respected key influencers, along the lines of those we aim to engage through the reimagined magazine.
- Continue hosting periodic Architecture MN lectures and public events, and explore new partnerships similar to the existing relationship with the Walker Art Center.

Engage proactively in state and local advocacy on issues of concern to architects.

Starting 2018

- Grow our advocacy infrastructure for engagement of state and local policymakers throughout Minnesota.
- Increase engagement on issues related to housing, sustainability/resilience, and equity in education, in particular.
- Continue to advocate for high-quality design of affordable housing through the Affordable Housing Design Awards program (largely McKnight Foundation funded).
- Advocate for 21st Century Development (sustainable, resilient, efficient, healthy, equitable, beautiful), starting with educational and tracking tools in 2018 and a recognition program to launch in 2019 (largely McKnight Foundation funded).

Expand and institutionalize equity, diversity and inclusion (EDI) training and resources to accelerate members' skill in engaging across all "differences that make a difference."

Starting in 2018

- Create a new Intercultural Leadership Program, modeled on the highly-regarded AIA Minnesota Leadership Forum, with the intent to pilot a program in 2018 and to create an annual offering starting in 2019 (dependent on pursuit of partnerships/grant dollars).
- Launch a new EDI podcast and online learning community.
- Engage the new EDI Committee in the development of regular opportunities for members to explore questions and solutions related to equity, diversity, and inclusion in the profession.
- Pursue hosting of the national AIA Women's Leadership Summit in the Twin Cities for the 2021 or 2023 events (the summit is held bi-annually).

Reshape key programs to better engage members and the public throughout Minnesota, and discontinue low mission-impact programs.

Starting in 2018

- Reimagine the Annual Awards Dinner to be more accessible and engaging for more members, aiming to incorporate it as part of the AIA Minnesota Annual Conference.
- Expand upon the regional meeting approach of the AIA Northern Minnesota chapter to include three regional meetings each Spring held in various locations in Greater Minnesota with CE content, networking, and potentially community outreach.
- Following the 30th anniversary celebration of the Lake Superior Design Retreat in 2018, take a hiatus in 2019 to explore possibilities for reworking the event to draw higher attendance from Greater Minnesota members and the general public, and to engage Greater Minnesota community leaders and key design-related entities.
- Grow the on-demand continuing education programs produced by AIA Minnesota.
- Discontinue Presidential Citations.
- Discontinue the Project Announcement Newsletter (PAN).

Restructure AIA Minnesota volunteer engagement, allowing the reallocation of staff time toward other aspects of the 2018-2020 workplan and growth in the number and variety of member groups.

Starting in 2018

- Create a system of committees and “knowledge communities” with differing levels of staffing (communities being staffed more heavily than knowledge communities).
 - Transition several committees to become knowledge communities.
 - Reconstitute and restructure several committees to sync with the strategic direction and workplan.
 - Add a Health Design Knowledge Community, starting in 2018.
 - Explore creation of additional knowledge communities in 2020.
- For “working boards,” establish an approach that involves governance meetings alternating with working sessions.
- Add volunteer member liaisons - CE Liaisons and Government Affairs Liaisons - to serve as communications conduits between knowledge communities, committees, and the staff team, informing member CE programs and advocacy efforts.