AIA
El Paso

STRATEGIC ACTION PLAN

2016

SUMMARY:

On July 6, 2016 the Executive Committee of the American Institute of Architects, El Paso Texas Chapter, met to establish a Strategic Action Plan for 2016 – 2020. The following document is the result of this meeting. It institutes general guidelines for the local component and should be regularly reviewed and up-dated.

As a local component of a National structure, we found strength and continuity in aligning our strategies and initiative with those of our State and National organizations.

MISSION STATEMENT:

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

VISION:

- Increase Membership by 10% every 2 years, including 5% Licensed Architects, 2.5% Associates, and 2.5% Professional Affiliates.

- Be the Voice for Governmental Design and Planning Affairs in the El Paso Region.

GOALS:

- Be the authoritative source - Be the recognized leader for knowledge about the practice and profession of architecture.

  Increase member value - Increase value to members through programs and services that effectively meet, anticipate and exceed their needs.

- Optimize Organization – Set the foundations for strong committees.

- Serve as the Credible Voice – Promote the AIA as the credible voice for quality design and the built environment.

INITIATIVES:

1. Integrated Practice

    a. *Advance Integrated Project Delivery.* Create tools, resources and advocacy campaigns and develop relationships that provide AIA members with best-practice information regarding integrated project delivery and collaborative delivery models.

    b. *Deliver Knowledge to Members and the Industry.* Be the conduit of knowledge that advance the profession and is accessible through virtual and physical experiences including continuing education, knowledge communities, resource centers, the National AIA convention, the Texas Society of Architects convention, state and local components, an integrated web presence and research.

    c. *Credible Voice.* Communicate and advocate consistent messages and legislation aligned with the AIA's public policies and position statements to the public and to all level of government, regulatory agencies and other audiences.

    d. *Position and support members as leaders, promote civic engagement.* Encourage citizen architects by supporting civic engagement to include AIA members serving in both volunteers community and elected, appointed and hired leadership positions with state and local governments, community and charitable organizations and also develop tools for advocating issues at all levels.

2. Sustainability

    a. *Promote sustainability in the built environment.* Provide tools, knowledge, resources, and research; implement advocacy campaigns and collaborate with other organizations to achieve the goals of the AIA sustainability position statement.

3. Diversity

    a. *Nurture Emerging Professionals.* Nurture Emerging Professionals and influence a preferred future for the internship process and architectural education.

FY 2016
ACTION PLAN

GOALS:

- Promote Sustainable Principles and Practices to the Public and the Membership.
- Continue to bring continuity and stability to our Chapter.
- Promote and develop scholarships and relationship with Texas Tech School of Architecture in El Paso.
- Raise Gross Revenues to approximately $8,000.00

COMMITTEES:

Golf Tournament:

Event Date: September
Goal: $5,000 net revenues

Design Awards:

Event Date: October
Goal: $2,000 net revenues

Education and Scholarships:

Dates: Vary
Goals: Raise $5,000 for program of lectures and $15,000 for scholarships

Awareness and Advocacy:

Dates: Year Long
Goals: Public Outreach

Governmental Affairs and TAC:

Dates: Year Long
Help raise awareness and funds for TAC. Promote architects issues with local organization and governmental entities.

Fellowship:

Dates: October 2016
Goals: Help coordinate applications for AIA Fellowship

Emerging Professionals:

Dates: Year Long
Goals: Promote ARE exam group classes

Membership:

Dates: Year Long
Goal: Increase Membership by 10%