STRATEGIC PLAN
2015-2019

AIA Central Valley
A Chapter of The American Institute of Architects

1 VALUES

connect + engage

2 MISSION

The mission of American Institute of Architects (AIA) Central Valley Chapter is to demonstrate and promote the value and contribution of AIA architects.

3 VISION

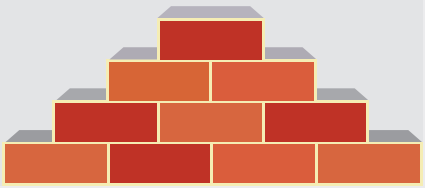
We will be the link that connects the profession and the community.

4 OBJECTIVES & GOALS

INTERNAL
ENGAGE THE MEMBERSHIP

CLICK ON CLIP TO VIEW TACTICS

- Understand members needs
- Increase membership
- Increase member participation



CONNECTION
LINK THE PROFESSION

CLICK ON CLIP TO VIEW TACTICS

- Understand professions' needs
- Increase allied professionals' participation
- Link members with public
- Link members with profession
- Link members with AIA California Council (AIACC) and AIA National
- Be more involved with AIACC & AIA National
- Link members with other peer organizations

EXTERNAL
AFFECT THE COMMUNITY

CLICK ON CLIP TO VIEW TACTICS

- Understand non-member needs
- Increase community participation
- Educate public about what architects do
- Elevate design awareness

AIA Central Valley

PORTFOLIOS

MEMBERSHIP/SOCIAL + PUBLIC EVENTS

GROUPS, COMMITTEES & TASK FORCES:

1. Membership Drives
2. Design Awards
3. Dialogue Series
4. Understanding Architecture/Design Presentation
5. Experience Architecture/Architecture Week
6. Golf & Tennis
7. Fellowship

INTERNAL / CONNECTION / EXTERNAL

EDUCATION/PRACTICE ACADEMY

GROUPS, COMMITTEES & TASK FORCES:

1. Continuing Education (Codes, Accessibility in a Day)
2. Architecture Matters
3. Academy of Architecture for Healthcare
4. Academy of Architecture for Justice (AIA San Francisco)
5. Films
6. Firm Roundtable
7. Project Tours

INTERNAL

ADVOCACY/POLICY

GROUPS, COMMITTEES & TASK FORCES:

1. Region Builders
2. Smart Growth with Environmental Council of Sacramento (ECOS)
3. USGBC for Sustainability
4. Sacramento Metropolitan Chamber of Commerce (San Metro)
5. AIACC Advocacy
6. Preservation
7. Public Policy Issues

EXTERNAL

COMMUNICATIONS/TECHNOLOGY

GROUPS, COMMITTEES & TASK FORCES:

1. Communications (web, social media)
2. Publicity
3. Technology: Ideate, Archvista, BIM Network
4. Allied Groups

CONNECTION

ALLIED DIRECTOR

GROUPS, COMMITTEES & TASK FORCES:

1. Ideate Revit
2. USGBC - Blue Future
3. Allied Groups

CONNECTION

EMERGING PROFESSIONAL

GROUPS, COMMITTEES & TASK FORCES:

1. Funkaar Collaboration & Architectural Registration Exam (A.R.E) Study Group
2. EP Events
3. Speed Mentoring
4. Big Association Party
5. Firm Tours
6. Architecture Construction Engineering (ACE) Mentorship
7. Architecture Schools
8. Community Service

INTERNAL / CONNECTION