



AIA
CENTRAL
VALLEY



STRATEGIC PLAN 2020 – 2025

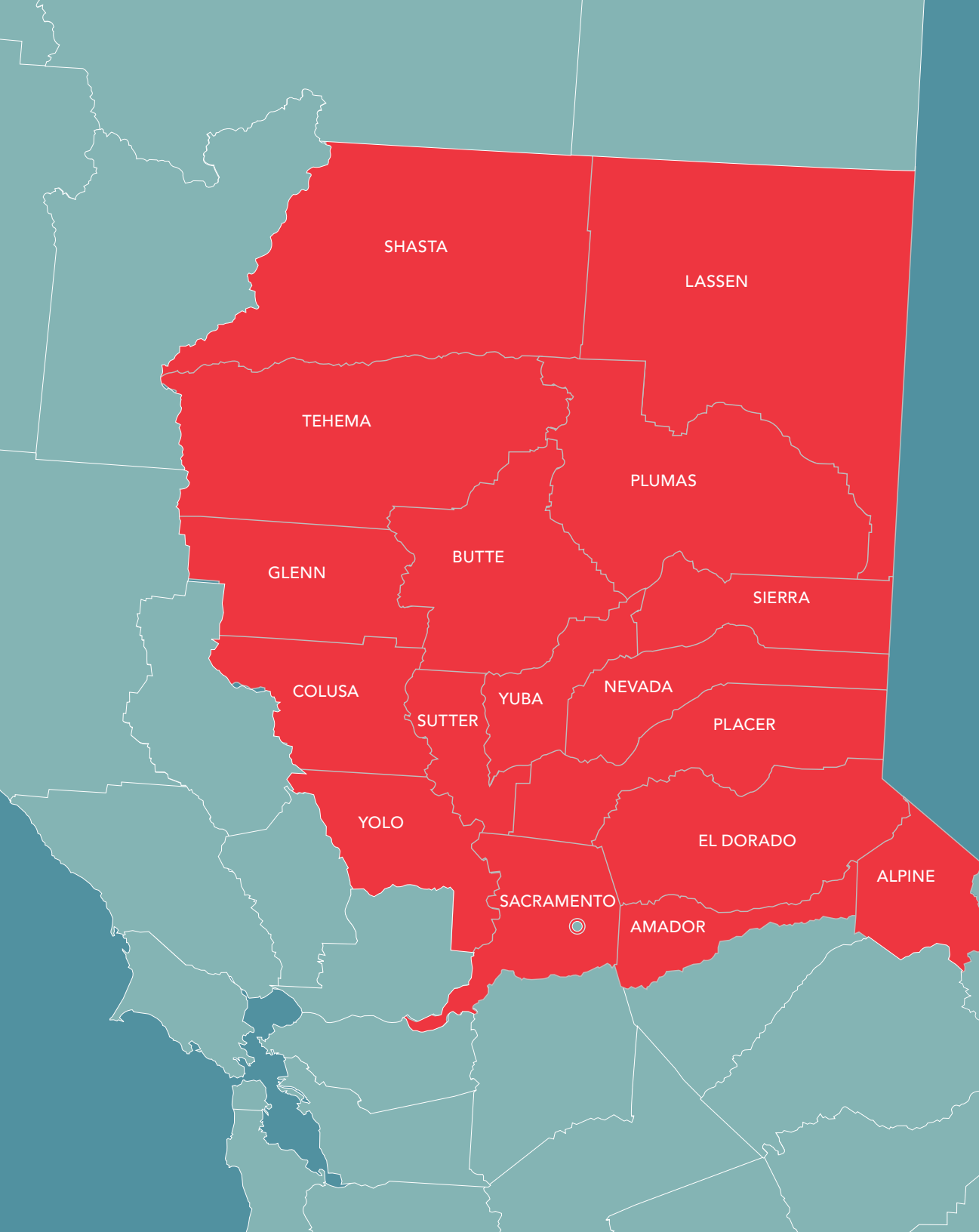
ABOUT US

The AIA Central Valley Chapter is the local Chapter of the American Institute of Architects, serving 17 Northern California counties. We were founded in 1942 and have grown from a membership of five charter members to our current membership of nearly 600 including architects, associates working toward licensure, students and allied professionals.

We are a responsive, active and engaged Chapter, serving our members at all stages of the profession through plentiful continuing education opportunities, community and civic engagement, public outreach and active committees focusing on specific interest and areas of practice.

This Strategic Plan continues the evolutionary path started by previous members Matthew Shigihara (2010) and Michael Parrott (2015). Our process began by standing on the shoulders of our two previous plans. We seek to increase accountability, flexibility, and the impact of our efforts on our membership, and the broader community that we serve. Over the last 75+ years, the success of our Chapter has relied on enduring leadership, vision, and a strong moral compass.

The AIACV's 2020-2025 Strategic Plan strives to continue our current successes, while responding and focusing on new and aspirational goals. With the help of abundant feedback from our member and community stakeholders, this 5-year plan aims to guide and refine our efforts and position us for the future, by centering on four Strategic Goals: **Education + Knowledge, Equity Diversity + Inclusion, Community + Relationships, and Advocacy + Influence.**





MISSION STATEMENT

The American Institute of Architects, Central Valley Chapter (AIA CV) serves as the voice of the profession in our 17-county region of central California, and is dedicated to professional development, advocacy and sharing the value and contributions of AIA architects.

VALUES

Increase and promote diversity and equality in our region.

Be the voice of the profession, serving as both a well of knowledge in our community and an advocate for the profession.

Inspire, educate, and engage our next generation of architects and the community.

VISION

AIA Central Valley is the leading community resource on architecture and the profession in our region. Our programs, events and leadership inspire and support architectural excellence, advocacy, equity, education and sustainability for our members and the public.

STRATEGIC GOALS



EDUCATION + KNOWLEDGE

Foster a culture of learning by nurturing respect for the profession, mentoring the next generation, developing local talent, and enriching member knowledge.



EQUITY, DIVERSITY + INCLUSION

Educate individual members, firms, and organizations within the architecture community on the ethical, business and professional case for equity, diversity and inclusion.



COMMUNITY + RELATIONSHIPS

Engage and regularly collaborate with our regional community leaders, organizations and allied professionals to create a strong network of resources and support for our collective memberships and promote the skills and knowledge of our members to elevate our shared vision of a better built environment.



ADVOCACY + INFLUENCE

Actively participate in growth and enrichment for the public good through advocacy, and position members and committees to serve as trusted advisors on matters related to architecture and the built environment with adjacent professional associates, elected and appointed officials and community organizations.





EDUCATION + KNOWLEDGE

GOAL

Foster a culture of learning by nurturing respect for the profession, mentoring the next generation, developing local talent, and enriching member knowledge.

STRATEGY

- AIACV will serve as a high-quality provider of educational programs which are sought after and shared with other chapters.
 - The Chapter and member firms will establish a foundation of design and technical knowledge which will enrich our members and their firms.
- 3 In collaboration with the Architecture Education Connection Committee, work jointly on special projects to support students entering the profession. Specifically, an Internship, Mentoring and Job Shadowing Match Program; an annual Architectural Education Open House to share regional architectural education resources and opportunities with prospective students.

ACTION

- 1 Expand and further develop the Chapter's robust Continuing Education program (CEU) with adjacent associations and levels of the institute.
 - 2 Support AIA's Resolution for Urgent and Sustained Climate Action through re-activation and growth of the AIA Central Valley Committee on the Environment (COTE) Committee; increased engagement in regional community groups and efforts focused on sustainability and resilient communities; and creating quarterly educational programs for the memberships on related topics.
- 4 Create a task force to explore continuing education "programs-in-a-box" that can be replicated by AIACV leader champions in outlying areas to engage and connect remote members and support member knowledge.
 - 5 Explore creation of a model for an 8-year rotating internship/mentorship architectural development program to encourage diversity in the profession, provide educational value, mentor future design professionals, and retain local talent.





EQUITY DIVERSITY + INCLUSION

GOAL

Educate individual members, firms, and organizations within the architecture community on the ethical, business and professional case for equity, diversity and inclusion.

STRATEGY

- AIACV will create opportunities through programming and communications to share best practices, relevant research, and tools that address Equity, Diversity and Inclusion.
- We will advocate for Equity, Diversity, and Inclusion in the industry and with our local members and firms.

ACTION

- 1 Develop an active Equity Diversity and Inclusion (EDI) Committee, to promote ongoing mentorship and dialogue surrounding EDI through monthly meetings.
- 2 Focus on creating a culture of awareness that encourages diverse leadership and promotes advocacy at all levels: Chapter's nominating committee; Board of Directors; committee chairs, event leaders / presenters, etc. Develop and conduct annual EDI training session for leaders and all interested Chapter members.
- 3 Keep members updated on new and pending legislation that promotes equality/diversity and environmental change. In collaboration with the Chapter's Civic Engagement Team (CET), EDI Committee Chair, or a Board Liaison to provide an annual update on EDI.
- 4 Hold a minimum of (1 to 2) events each year that have a strong contribution to the subjects covered in the AIA Guides for Equitable Practice. Concentrate on attracting participation by a broad range of members and firm types.
- 5 As part of the annual Chapter budget, allocate chapter funds to support EDI Committee Chair (or active committee member) participation in an annual EDI conference to facilitate connections; gain a broader understanding of the equity conversation; and identify best practices from other regions.





COMMUNITY + RELATIONSHIPS

GOAL

Engage and regularly collaborate with our regional community leaders, organizations and allied professionals to create a strong network of resources and support for our collective memberships, and promote the skills and knowledge of our members to elevate our shared vision of a better built environment.

STRATEGY

- The AIACV will connect members throughout our 17-county area, becoming an integrated Chapter through seamless communication and knowledge sharing.
- We will strive to promote design solutions which directly benefit our professional community, and that contribute to the collective progress of our society.

ACTION

- 1 Expand participation of Ambassador firm visits, and share visit outcomes and stories with the membership to enrich member knowledge of the culture and projects of our member firms.
- 2 Create a task force focused on growing Sustaining Partnership and Allied Membership in the Chapter. Review existing benefits and develop an annual program and spotlight opportunity specific to this group, that creates opportunities for direct connection with the membership and provides appreciation to our current financial supporters who are key to our financial stability.
- 3 Promote the value of architecture to the public by providing local libraries with lists of "100 Essential Architecture Books for Kids" and "100 Essential Architecture books for Adults," and explore grant support to provide funds to purchase books, create displays, create promotional material and create programming on architecture topics in underserved areas within the Chapter's boundaries.
- 4 Develop a Visioning Plan to underpin and strengthen the Experience Architecture public outreach event, now nearing its 10th anniversary. Provide a three-year look ahead with a renewed vision and goals and research the creation of a public membership category to support and drive attendance to the event, as well as provide key feedback.
- 5 Invest in technology that enables more members (including outlying members) to readily participate in leadership positions and on Chapter committees and educational offerings.
- 6 Establish an Architectural Toastmasters Group, facilitated by our Past President's Council, for members to develop presentation skills and to create content that promotes the profession of architecture; the skills and knowledge of our members; and AIA's core values. Coordinate an AIACV Speaker's Bureau list, providing presenters and access to helpful tools and resources to the communities in our Chapter boundary.





ADVOCACY + INFLUENCE

GOAL

Actively participate in growth and enrichment for the public good through advocacy and position members and committees to provide influence on matters related to architecture and the built environment with adjacent professional associates, elected and appointed officials and community organizations.

STRATEGY

- The AIACV will establish a relevant and meaningful position within the civic realm to influence the public discourse.
- Position Chapter committees to be subject matter experts and trusted advisors throughout the AIACA and/or AIA National.

ACTION

- 1 Serve as active participants on the AIA CA Advocacy Committee, with the liaison team containing (2) chapter members minimum, (1) from Civic Engagement Team and (1) from Board of Directors.
- 2 Expand and strengthen the AIACV's relationships with local groups, governmental agencies and other professional associations by hosting a collaborative panel discussion annually on a topic specifically related to advocacy, civic engagement, sustainability or climate.

- 3 Actively support community efforts or initiatives that AIA, Allied members and the Chapter's Sustaining Partners are involved with. Promote this support in the Chapter's online newsletter, and an annual report to the membership at large.
- 4 Identify, support and recognize the valuable work of AIACV members who currently serve as Citizen Architects, and develop a registry to track and connect them. Plan an annual event to recruit and encourage more members to serve their communities in this capacity.



WHAT DOES SUCCESS LOOK LIKE?

Success is more than just “checking the boxes” when the actions outlined under the Strategic Goals are complete. It is about mindfully implementing, monitoring and communicating progress in a direct way to ensure that we are staying the course. It is knowing that our leadership, members and community are directly impacted by our progress. Success also can be measured by how well we are positioned to move forward on our long-term goals such as:

- Architectural Foundation
- Community Design Center
- Local School of Architecture

Visit the Chapter website to view the implementation plan and track our progress.

ACKNOWLEDGMENTS

We thank the dedicated Strategic Planning Committee for their service:

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