

Three Year Strategic Plan

2017-2019



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Three Year Strategic Plan

What's happening

AIA National Five Year Strategic Plan

2016 - 2020

AIA NC Three Year Strategic Plan

2015 - 2017

AIA Charlotte Current Strategic Objectives

Advisory Groups



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AIA National Five Year Strategic Plan

Strategic Goals

- What we want to achieve

Strategic Objectives

- Actions to help achieve strategic goals

Strategic Initiatives

- Time-limited, action items to help achieve strategic objectives



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AIA National Five Year Strategic Plan

Strategic Goals

- Elevate Public Awareness
- Advocate for the Profession
- Advance Knowledge and Expertise



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AIA National Five Year Strategic Plan

Eight Strategic Objectives

- Career Pathways
- Influence
- Innovation
- Market Leadership
- Outreach
- Policy
- Relevance
- Research

Four Strategic Initiatives

- Knowledge
- Prosperity
- Sustainability
- Workforce



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AIA Charlotte Current Strategic Objectives

Advisory Groups

Advance the Profession
Foster the Next Generation
Engage the Public



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What if

“What if” intersection

- What if we kept the existing advisory groups in place?
- What if we took this opportunity to change?



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What if we took this opportunity to change?

- Consistent member experience
- Aligned with National's Strategic Plan
- Works with AIA NC
- Embraces our diversity
- Incorporates our advisory groups and not re-invent.
- Allows for future flexibility.



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AIA National Strategic Objectives

Research
Career
Pathways
Outreach
Policy
Innovation
Market
Leadership
Relevance
Influence

AIA Charlotte Current Strategic Objectives

Advance the Profession
Foster the Next Generation
Engage the Public

AIA National Strategic Initiatives

Knowledge
Workforce
Sustainability
Prosperity



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AIA Charlotte Strategic Goals

Knowledge

- Advance knowledge that increases architects' value to their clients.

Workforce

- Foster a growing population of diverse, culturally competent, resilient, and knowledge-based design professionals

Outreach

- “Touchpoints” in which the public can experience and interact with architects and architecture in their communities.

Membership

- Facilitate connections between members to promote and sustain prosperous and rewarding practices.



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Knowledge Objectives

Continuing Education

Special Programs/Committees

- TAP
- Small Firm Roundtable

Knowledge Based Communities

Research Partnerships with UNCC/CPCC



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Workforce Objectives

Emerging Professionals

- YAF, AIAS

Leadership Program

K-12

Mid and Sr. Level Professionals

Non-Traditional Architects

Allied Professionals

Academics



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Outreach Objectives

Service to/with the Community

Local Advocacy/Government Affairs

- Citizen Architect
- Local Elected Officials, Policy Makers and Media

Special Programs

- Architecture Month
- Activate CLT
- Bechtler Film Series

Affiliates and Clients

AIA Peer Sections



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Membership Objectives

Operations

- Office Management
- Member Services
- Communications
- Coordination with AIA National and NC

Connections

- Membership Meetings and Special Events
- Special Interest Groups
 - Women in Architecture*
 - Residential Architects*
 - Fellowship Committee*
 - Past Presidents Council*



Three Year Strategic Plan

Strategic Initiatives Timeline

2016

Communicate 3 Year Plan with Membership

- November Business Meeting
- Consistent cross-platform graphic message

Web site revisions

Social media

2017

Survey Membership

Firm Visits

Prioritize, Plan and Implement Initiatives



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