

# Strategic Plan

2016-2020



AIA  
Santa Clara Valley



## MISSION

The AIASCV serves to advance its members and the profession and to enhance the community and the built environment.

## VISION

Increasing the standard of excellence for architects and architecture.

### STRATEGIC GOAL #1 SHARE KNOWLEDGE

(Within Our Profession)

*"Be the authoritative source and recognized knowledge leader for the profession and practice of architecture."*

#### OBJECTIVES:

- Proactively and aggressively share information about marketplace transformation, sustainability issues and opportunities for architects
- Assist the profession by providing tools, resources and best practices to further enhance member expertise
- Increase member awareness to engage the organization

### STRATEGIC GOAL #2 ADVOCATE & COLLABORATE

(With Our Clients & Our Communities)

*"Promote the AIASCV as the credible voice for design in the built environment within Santa Clara County."*

#### OBJECTIVES:

- Meaningfully participate in public deliberation about issues impacting design and construction
- Influence the direction of California's energy and water policies concerning design and construction
- Provide tools and resources to create a well-informed, public constituency about the value of Design
- Create network and be a resource to architects in non-traditional practice

### STRATEGIC GOAL #3 GOAL: ADVANCE

(The Future)

*"Prepare architects, interns, and students to meet the ever changing marketplace and challenges of the environment."*

#### OBJECTIVES:

- Expand the conversation regarding project delivery, applying collaborative principles, and identifying emerging technologies
- Improve the licensure experience for candidates in California
- Prepare the profession to respond to trending issues such as changing economic models, globalization of information, changing demographics, and the need for productivity increases in the design and construction industry

The AIASCV has redefined and reorganized its Strategic Objectives to look to the future and to be consistent with the National AIA and AIA California Council Goals and Strategies. The objectives are organized into three general themes: Share Knowledge, Advocate and Collaborate and Advance.

# Implementation of Objectives



## The Implementation of the Chapter Objectives

### The Directive System

- The Directive System will provide guidance to each active Committee, but each Committee will develop the detailed program and implement it. The intent is both to guide and to encourage creativity. Each Directive shall be a concise document containing:
  - The Focus and Goals of the Committee
  - The Structure of the Committee and Member Involvement
  - Committee Process(es) and Responsibilities

### Directive Review

- In brief, the Board of Directors will approve a series of broad Directives to give guidance to the Chairs and the members of significant Committees. The members of these groups will create the specific programs and implement them. The Board of Directors will review all Directives and Committees annually and make changes as appropriate to reflect the then current objectives of the Chapter. Directives are typically added or modified at the time of the annual retreat. See Appendix 1

# AIASCV Committees



## Appendix 1 (page 1)

### Share Knowledge

- TRACINGS Newsletter Committee
  - Edits and organizes publishing of the monthly newsletter of the Chapter for purpose of informing Chapter members of upcoming meetings, professional seminars, Chapter and AIA activities and other items of interest.
- Continuing Education Committee
  - Organizes and monitors continuing education programs/seminars aimed at specific needs of the membership to enhance members' professional abilities and further their careers.
- Programs Committee
  - Organizes and manages monthly meeting programs with topics and locations based on the interests of a majority of our Chapter members.
- COTE (Committee on the Environment)
  - Promotes stewardship of the environment as a role of the Architect and provides to the membership and the public information, expertise, education and networking on green building and sustainable design practices.

# AIASCV Committees



## Appendix 1 (page 2)

### Advocate & Collaborate

- **Advocacy**
  - Influence a better-built environment through various programs such as Architecture 101, which is envisioned as a basic architectural curriculum for non-architects that will be designed and presented by AIASCV members. Additionally, we shall provide the opportunity to host Design Charrettes to public agencies or private developers and the design community as a means to create feasible solutions to the proposed problem.
- **Corporate Partners Committee**
  - Promotes and organizes the membership of and activities with selected allied professionals to foster greater interaction between them and our architect members.
- **Design Awards**
  - A design competition honoring design excellence in the Santa Clara Valley and an awards ceremony celebrating the announcement of the awards. Award categories will acknowledge not only the aesthetic value of architecture within our valley, but also the built environment that best serves its users functionally, whose construction methodology is outstanding including superior details and are excellent examples of cost effectiveness.

# AIASCV Committees



## Appendix 1 (page 3)

### Advance

- **Associates & Emerging Professionals Committee**
  - Provides a forum for associates to cross-communicate with practicing architects and to train and transition effectively into the profession. Assists in preparation for the Architect Registration Exams (ARE) and California Supplemental Exam (CSE).
- **Fellows Committee**
  - Aids in the selection of appropriate Chapter members for advancement to fellowship according to criteria established by AIA.
- **Membership Committee**
  - The goal is to promote and maintain membership in the AIA Santa Clara Valley Chapter. Creates, organizes and manages programs to promote, encourage and recruit members to Chapter committee and activity involvement.
- **Scholarship Committee**
  - Organizes, manages and oversees the scholarship awards program and related fundraising.
- **Website/Chapter Communications Committee**
  - Researches and provides information and support enabling Chapter Office and Website to be up to date with latest technology for information exchange with members and the public.
- **Women in Architecture**
  - We exist to bring awareness to the gender disparity that exists in the profession in order to achieve equality.