AIA

AIA Strategic Council
Working Groups
2017

Contents

ARCHITECTURAL QUALITY INDEX (AQI)

AIA

THE CHALLENGE

Architectural value is recognized within the Institute but defined primarily by those outside the profession. While it varies by type and project scale, developers, real estate agents, lenders, and investors, exert far more influence on the economics of design than architects. Architects need to craft an influential voice and reposition a quantitative and qualitative value for architecture in society.

Describe the need or challenge faced by the architecture profession that we are trying to address.

What evidence exists to confirm this challenge?

THE PROJECT GOAL

Develop an Architectural Quality Index as a tool for AIA members that will allow the public to reframe the value proposition of architecture. Integrate variables that can recalibrate the question in terms of building performance, site responsiveness, health + wellness, and socio-economics of design.

Describe the high-level project objective or goal – what will we produce that addresses the stated challenge?

ALIGNMENT WITH STRATEGIC OBJECTIVES

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

Highlight the Strategic Objectives that this project will address.

SCOPE OF ACTIVITIES AND KEY MILESTONE DATES

Develop a new way of evaluating "economic value of design" to why well-considered design makes financial sense and its impact on public consumption of architecture that takes into account factors such as building envelope performance, materials effectiveness, energy consumption, water usage, resiliency capacity, passive design strategies, operating costs, etc.

To accomplish this, the following steps are to be taken:

1. Based on the work developed last year by the group, showcase a prototype of what the AQI could be at the AIA Conference on Architecture on April 26-29, 2017 to obtain feedback from the membership. (Completed)
2. Research and identify other "ranking" systems and how they "rate" architecture: ex. Multiple-Service Listings, BOMA office building ratings, real estate appraisal methods. (Completed)
3. Research and examine past attempts of defining a measurement system for architecture value. (Completed)
4. Research and identify current trends and priorities consumers/users of architecture are currently prioritizing. This can be performed through review of current periodicals and through surveys. (Completed)
5. Develop an updated AQI framework with feedback obtained from these processes. (Completed)
6. Focus on development of an AQI for residential projects. (Completed)
7. Present the AQI prototype at the SC December meeting.

Describe the general scope of the project in terms of key activities, outputs, and anticipated dates.

SC PROJECT CONVENER & MEMBERS

Conveners – Jaime E. Sobrino, Ric Abramson
Rich Connell, Patrick Panetta, Frederick Marks (Non-Council member, SME)

TEAM (AIA STAFF, INSTITUTE, MEMBERSHIP)

Kermit Baker
Michelle Russo;

Identify who will be accountable for overseeing project progress and providing status reports.

ARCHITECTURAL QUALITY INDEX (AQI)

AIA

HOW DOES THE CONCEPT WORK
A tool to objectively measure the value of architectural design. It would be used by the general public including appraisers, realtors, real estate financial institutions, prospective property buyers and AIA members.

WHO IS THE TARGET AUDIENCE OR USER
AQI would be implemented by AIA members on an individual project basis. The goal would be for it to become the "go to" for the general public, realtors, lenders, insurers and others looking to measure the relative quality of building projects.

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)
Licensed architects are currently undervalued and not all architects value AIA membership. AQI will help elevate the profile of AIA members.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)
We need to engage the building industry at all levels. This includes allied groups with current rating systems.
- Within AIA: AIA Knowledge Communities
- Non-Profit: National Association of Realtors, National Association of Real Estate Appraisers, International Living Future Institute, etc.
- Private Sector: Insurance Companies, Lending Institutions
- Public Sector: Municipal Planning Departments, GSA

HOW TO MEASURE SUCCESS (KEY METRICS)
- Increased number of residential projects designed by AIA members as reflected in the Architectural Building Index.
- Adoption of AQI as an industry standard.
- Increased AIA membership.

FIRST THREE STEPS (TASKS AND DATES)
Concept Development

Prototyping

Testing

HOW TO ADDRESS BIGGEST CHALLENGES
1. Developing the metrics of architectural value. The approach needs to be comprehensive yet relatively easy to apply. How can these metrics reinforce the value that an architect brings to the design and construction process?
2. Implementation and adoption.
3. Skepticism.

KEY RESOURCES NEEDED TO ADVANCE WORK
AIA Support Staff

SME

Financial support for continued prototyping and testing.

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)
Rely on other current industry metrics. Possibly the AQI looks to bring that various disparate rating systems together in a way that it is a win-win for all involved and reinforces the AIA's leadership position.

CORE TEAM MEMBERS
Conveners – Jaime E. Sobrino, Ric Abramson

Rich Connell, Patrick Panetta, Frederick Marks (Non-Council member, SME)

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE

1. Many more organizations developing metrics to measure value and establish standards.

2. Market for an objective tool to eliminate subjective bias and use of a scoring matrix with weighted values as a potential solution.

3. Complexity in identifying widely acceptable and easily understandable metrics.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

1. Work with members outside of the Strategic Council interested in the topic and engaged in the development efforts.

2.

3.

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

Study on the Architectural Quality Index began in 2016. As documented in the 2016 Journal of Work of the Strategic Council, three study groups were established to address the AIA's Strategic Plan objective related to Influence: "Expand architects' power to effect change with key decision makers". One of the study groups focused on the financial side of influence. This group made a series of recommendations to the Strategic Council, one of which was to consider an Architectural Quality Index. At the end of the year, this recommendation was identified as one of the six "most compelling for the AIA to consider at this point".

As the Strategic Council's work began in 2017, AQI was selected during the March Council Assembly as one of two study groups to continue work in 2017. During the Assembly, CoCreative Consulting discussed the innovation cycle and the AQI, having completed Stage 1 as a prioritized idea would continue into Stage 2 as a concept requiring prototyping to further develop the idea.

Between the March Assembly and the AIA Conference on Architecture '17 a prototype of the AQI was developed and initially tested against three examples of residential projects: architect designed, pre-fab net zero construction, and builder's home. This prototype was further refined during feedback sessions at AIA'17, including a review with Kermit Baker, the AIA's Chief Economist. As single-family residential has the potential of impacting the largest number of AIA members, the effort was then focused on houses with an eye towards expanding AQI into other building types in the future.

Following additional development, the prototype was offered for review by the Council at the August Council Webinar. This review provided thoughtful comments that resulted in a significant reworking of the prototype, as a natural outcome of the prototyping process. During the process, the study group also saw the AQI as a vehicle to engage allied organizations, some with indexes that deal with specific AQI components; another potential industry leadership role for the AIA.

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

1. Review and refinement of the current prototype. (First Quarter 2018)

2. Engagement of allied organizations to determine potential involvement and appropriateness of related AQI components. (Entire 2018)

3. Potential pilot project (Stage 3 of the innovation cycle). (Second Quarter 2018)

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

1. General Public: This tool can become and effective communication tool for the value of architecture and how design can impact the value of the built environment.
2. AIA Members & Components: Component support of the AQI will provide a strong connection to members, especially with the residential version, to sole practitioners and small firms.
3. AIA National: AIA can engage allied organizations in a leadership role and maintain its relevance in the data trend. It is also an opportunity for this tool as an income generator reference (i.e. AIA Contracts)

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

Engagement by AIA staff, knowledge communities, Architectural Research and ABI and inter organization committees to develop the AQI further.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

Recommendation to the AIA Board to support the further study of the AQI. Through AIA, connect with other organizations pursuing and developing similar metrics and organizations which might find value in this index such as appraisers, realtors, financing institutions.

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

The following illustrates the current prototype for the Architectural Quality Index whose mission is Communicating the Benefits of Design Thinking through Leadership and Outreach:

ARCHITECTURAL QUALITY INDEX FRAMEWORK

Site Planning + Environmental Responsiveness

Building Performance

Health + Wellness

$A = \pi r^2$

SocioEconomics of Design

Orientation	Envelope	Air Quality	Construction Cost
Green Space	Life Safety	Indoor-Outdoor	Financing
Buffers	Systems Integration	Daylighting	Insurability
Local Resourcing	Passive Design	Natural Ventilation	Life Cycle Costs
Material Content	Energy Demand	Materials	Maintenance
Natural Forces	Natural Resources	Aging-In-Place	Income Generation
Edges/Boundaries	Water Management	Food Production	Resale Value
Site Resilience	Building Resilience	Walkability	Design Professionals
Maintenance	Innovative Design	Innovative Design	Other
Innovative Design	Regional Specific	Regional Specific	Regional Specific

The AQI is proposed to have a framework of four components:
1) Site Planning + Environmental Responsiveness,
2) Building Performance,
3) Health + Wellness, and
4) SocioEconomics of Design.

Ten scoring items are included in each component.

AQI:
The Value of Architectural Thinking

QUALITY INDEX SCALE	Potential Points	Points Achieved
Site Planning/Environmental Responsiveness	20	8.5
Building Performance	40	32.5
Health + Wellness	20	7.3
SocioEconomics of Design	20	11.7
TOTAL SCORE	100	50.0

Note: The potential points scale has been established to reflect to the extent possible the relative weight of the impact of design thinking on local settings. Specific contexts and community conditions may differ.

The AQI is proposed to have a scale with potential points up to 100.

Each of the ten items under each component is scored based on:

- Poorly considered: lowest score
- Present but ineffective: mid score
- Thoughtfully designed: highest score

Site Planning + Environmental Responsiveness		Poorly considered 0.0 - 0.5 points	Present but ineffective 0.6 - 1.4 points	Thoughtfully designed 1.5 – 2.0 points
Orientation	Has the orientation of the structure been thoughtfully sited to allow for highest level of performance in the climate zone?		0.8	
Green Space	Has adequate green space been provided to promote local food production and reduction in heat island effect?			1.6
Buffers	Does the project incorporate substantive features that address natural forces in the region?	0.3		
Local Resourcing	Does the project make use of local product resources, manufacturers and building materials?		1.2	
Material Content	Does the project make use of recycled content and/or low maintenance materials?	0.4		
Natural forces	Has the site design been organized to account for wind forces, solar orientation, rainfall patterns, etc.?		0.6	
Edges/Boundaries	Are there clear design features that define the property boundaries and aide in site safety and security?		1.3	
Site Resilience	Has design consideration been given to pre-disaster planning and post-disaster recovery?	0.0		
Maintenance	Are the plant palettes and/or hard scape materials easy to maintain and replace if necessary?			1.7
Innovative Design	Does the project contain innovative design solutions that address emerging lifestyles, new construction methodologies, or new systems or technologies?			1.6
		0.7	2.9	4.9
SUB TOTAL SITE PLANNING + ENVIRONMENTAL RESPONSIVENESS		8.5 / 20		

Site Planning + Environmental Responsiveness includes items associated with site orientation, use of local resources for construction, designing for resilience and innovation.

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

Building Performance		Poorly considered 0.0 - 1.0 points	Present but ineffective 1.1 – 2.9 points	Thoughtfully designed 3.0 – 4.0 points
Envelope	Does the exterior design effectively provide a comfortable interior environment, protect from weather conditions and effectively control energy transfer?			4.0
Life-Safety	Does the design use strategies to effectively minimize the effects of fire or related hazards to its occupants?			3.0
Systems Integration	Does the design incorporate all systems and technologies for a small carbon footprint and provide a comfortable environment?			4.0
Passive Design	Does the design incorporate effectively elements to respond to the surrounding environment, site and weather conditions?			3.2
Energy Demand	Does the design use natural resources effectively to reduce dependency on fossil fuel sources?		1.8	
Natural Resources	Does the property use local and natural materials that can be produced with minimal impact to the environment?			3.5
Water Management	Does the property exhibit best practices in water use management?			4.0
Building Resilience	Does the design use durable materials capable of withstanding extraordinary climate/weather events?			3.0
Innovative Design	Does the project contain innovative design solutions that address building performance with regards to reducing its carbon footprint, consumption of natural resources for its construction, reducing energy consumption?		2.0	
Locall Specific				4.0
		0.0	3.8	28.7
SUB TOTAL BUILDING PERFORMANCE		**32.5 / 40**		

Building Envelope includes items associated with Envelope, Energy Demand, Resilience and Innovative Design. A category for "Local Specific" has been included to allow for some customization to reflect regional conditions.

Recognizing the hierarchical importance of this component, the scoring of these ten items has twice the point value than those in the other components.

Health + Wellness		Poorly considered 0.0 - 0.5 points	Present but ineffective 0.6 - 1.4 points	Thoughtfully designed 1.5 – 2.0 points
Air Quality	Is the property an EPA indoor airPLUS Qualified Home? (www.epa.gov/indoorairplus)			2.0
Indoor-Outdoor	Is there a strong indoor-outdoor connectivity that promotes easy and effective daily use of the exterior?	0.5		
Daylighting	Do the majority of living spaces receive natural light that effectively reduces the need for artificial light?		0.6	
Natural Ventilation	Are exterior openings available that provide effective natural cross ventilation for the majority of living spaces?		0.6	
Materials	Does the property use natural building materials in support of an allergen free interior environment?	0.4		
Aging-In-Place	Has the property been designed using Universal Design Standards? (Center for Universal Design, NCSU)	0.0		
Food Production	Does the property allow for vegetable gardens with optimal orientation and sunlight?			1.5
Walkability	How close are amenities to the property encouraging a healthy lifestyle based on a Walk Score® of very walkable, somewhat walkable or car dependent?		1.0	
Innovative Design	Does the project contain innovative design solutions that address healthier lifestyles and design responses for healthier living?		0.7	
Local Specific		0.0		
		0.9	2.9	3.5
SUB TOTAL HEALTH + WELLNESS		**7.3 / 20**		

Health + Wellness includes items associated with indoor Air Quality, Daylighting, Aging-In-Place considerations and walkability to amenities, public transportation and other needs.

A category for "Local Specific" has also been included to allow for some customization to reflect regional conditions.

SocioEconomics of Design $A = \pi r^2$		Poorly considered 0.0 - 0.5 points	Present but ineffective 0.6 - 1.4 points	Thoughtfully designed 1.5 – 2.0 points
Construction Cost	Has the home been designed and constructed efficiently to deliver it to the homeowner at the most cost-effective price?			1.5
Financing	Has the design delivered a project that is attractive to obtain the highest rate of return on financing?			1.5
Insurability	Have design decisions regarding location, siting, resiliency (flood, hurricane, tornado, fire) been made to secure insurance?		1.0	
Life Cycle Costs	To what extent were material, fixtures, and equipment selections made to ensure the most economic life-cycle operating costs?		1.2	
Maintenance	See previous. Also, have readily-available, durable, economical replacement parts been designed into the home.		1.0	2.0
Income Generation	Has the home been designed in such a way that it could produce additional income via rent, solar power sales, etc.?	0.0		
Resale Value	Are there special elements or spaces integrated into the design that will enhance the resale value?	0.5		
Design Professionals	Was the home designed by an AIA Architect trained to fully address the categories above and knowledgeable of the most recent advances in materials, and technology?			2.0
Other		0.0		
Local Specific			1.0	
		0.5	4.2	7.0
SUB TOTAL SOCIO ECONOMICS OF DESIGN		**11.7 / 20**		

SocioEconomics of Design includes items associated with construction cost, ability to achieve financing, features that support income generation and the impact of good design on resale value. A category for "Local Specific" has also been included to allow for some customization to reflect regional conditions. A Design Professional category to emphasize the value that an AIA Architect brings to the design and construction process has also been added and weighted with greater value.

CAPNUA (COMMUNICATON, ADVOCACY, AND POLICY OF THE NEW URBAN AGENDA)

AIA

THE CHALLENGE

How do we educate our profession (**internal to our profession**) on the NUA and how it is relevant to all communities? Secondly, how do we create awareness amongst our broader consistencies (**external to our profession**_mayors, financial institutions, etc.) about the NUA and how it can positively effect change and shape our communities?

Describe the need or challenge faced by the architecture profession that we are trying to address.

What evidence exists to confirm this challenge?

THE PROJECT GOAL

Create outreach materials that will serve as a tool kit available to AIA leadership, components and general membership to have conversations within their communities about the NUA and how to begin to engage around the NUA's principals. Create a general sense of understanding among membership leading up to A'18. Define added methods to create a model for change beyond A'18 and within other programs already in place.

Describe the high-level project objective or goal – what will we produce that addresses the stated challenge?

ALIGNMENT WITH STRATEGIC OBJECTIVES

☐ Career Pathways
X Market Leadership
X Outreach

X Influence
X Policy
☐ Research

☐ Innovation
X Relevance

Highlight the Strategic Objectives that this project will address.

SCOPE OF ACTIVITIES AND KEY MILESTONE DATES

November 2017

- Finalize feedback from each local outreach program.

- Compile feedbacks into comprehensive report.

December 2017

- Submit feedback to AIA Strategic Council and Board of Directors.

Describe the general scope of the project in terms of key activities, outputs, and anticipated dates.

SC PROJECT CONVENER & MEMBERS

Phil Bona, Scott Busby, Carl Elefante, Tim Hawk (co-convener) Heather Koury, Chere LeClair (co- convener), Ric Master, Sherryl Muriente, Jon Penndorf, Jaime Sobrino, Tania Salgado, James Walbridge, Drew White

TEAM (AIA STAFF, INSTITUTE, MEMBERSHIP)

Anne Tyler Feldmann, Derek Washam, Susan Parish-Housing KC, Melissa Wackerle-Energy Leadership KC, Ray Demers-Enterprise Green Community (still need to connect), other expert(s) external to the profession/AIA

Identify who will be accountable for overseeing project progress and providing status reports.

CAPNUA (COMMUNICATON, ADVOCACY, AND POLICY OF THE NEW URBAN AGENDA)

AIA

HOW DOES THE CONCEPT WORK?
The symposium research initiative will test engagement in a variety of settings in 2017, and seek to extract lessons in preparation for a more robust engagement in 2018 program.

WHO IS THE TARGET AUDIENCE OR USER?
AIA Members and allied professionals.

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)
CURRENT STATE: Heighten interest in the New Urban Agenda, educate communities to the potential associated with planning, and strengthen future design outcomes across the country.
FUTURE STATE: The template created will begin to establish best practices around the NUA helping it become widely disseminated.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)?
WITHIN AIA: KC's, staff, local components
NON- PROFIT: Habitat for Humanity, ULI, ASLA, APA
PRIVATE SECTOR: Developers, builders, financial institutions, community planning groups and realtors
PUBLIC SECTOR: Local governments, planners, universities

HOW TO MEASURE SUCCESS (KEY METRICS)?
This CAPNUA initiative will lay the foundation for engagement around the principles of the NUA. The creation of templates of a variety of engagement of activities customized for various communities will help integrate the NUA into communities throughout the AIA. It will make architects a key resource for integration of the NUA.

NEXT THREE STEPS (TASKS AND DATES)
November 2017
1. Finalize feedback from each local outreach program.
2. Compile feedbacks into comprehensive report.

December 2017
3. Submit feedback to AIA Strategic Council and Board of Directors.

HOW TO ADDRESS BIGGEST CHALLENGES?
1. ISSUE: The tight schedule. POTENTIAL SOLUTION: Maintain format flexibility for each community to engage.
2. ISSUE: Maintain a consistent quality of outcomes. POTENTIAL SOLUTION: Clear, concise framework to work from.

KEY RESOURCES NEEDED TO ADVANCE WORK
1. List of possible keynotes/symposium participants who are experts in NUA.
2. Resources to bring-in key individuals.
3. Establish documentation format for each event.

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)
Adapt existing programming to align with the principles of the New Urban Agenda.

CORE TEAM MEMBERS
Phil Bona, Scott Busby, Carl Elefante, Tim Hawk (co-convener) Heather Koury, Chere LeClair (co-convener), Ric Master, Sherryl Muriente, Jon Penndorf, Jaime Sobrino, Tania Salgado, James Walbridge, Drew White

CAPNUA (COMMUNICATON, ADVOCACY, AND POLICY OF THE NEW URBAN AGENDA)

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE?
1. Those communities with local 'champions' had the most successful outreach exercises.
2. Those outreach exercises that had individuals with topical expertise were more successful.
3. Engage local CACE is key to program development and building support/consensus.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED?
1. Housing Knowledge Community
2. Enterprise Green Communities
3. Components from across the country (Austin and San Antonio, TX, Omaha, NE, Columbus, OH, Honolulu, HI, Indianapolis, IN, Miami, FL, San Diego, CA, Santa Fe, NM, Leyton, UT)

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

In 2017, the CAPNUA (Communication, Advocacy, and Policy of the New Urban Agenda) Strategic Council working group worked to prototype an engagement program. The program goals were to heighten interest in the New Urban Agenda, educate communities to the potential associated with planning, and strengthen future design outcomes across the country. The intention of the 2017 research initiative was to be administered in geographically and culturally diverse locations of various scales across the country. Outreach events took place in place in Austin, TX, Columbus, OH, Leyton, UT, Miami, FL, Indianapolis, IN, San Diego, CA and Santa Fe, NM. Communities that have expressed interest for an outreach event in 2018 are Honolulu, HI, Omaha, NE, San Antonio, TX. Communities that have expressed interest for an outreach event in 2018 are Honolulu, HI, Omaha, NE, and San Antonio, TX, Brenham, TX, Seattle, WA and New Jersey.

The outreach intent is to bring a unique, localized structure to each community's engagement project. For example, in Indianapolis and Austin, the program was linked to regional architectural conferences. In other communities, the engagement was jointly supported by organizations representing landscape architects and planners and focused on compelling local issues. Each community was assigned a study group "champion" to help facilitate the outreach program.

The group created a template for consistency of reporting prototyping events. The information has been summarized in our report. This can be made available to other chapters/regions for their use in planning similar events in 2018 to initiate conversations within their chapters regarding the New Urban Agenda and how the architectural profession can be leaders, working together with communities and officials to shape the future of our cities.

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)?

November 2017
1. Finalize feedback from each local outreach program.
2. Compile feedbacks into comprehensive report.

December 2017
3. Submit feedback to AIA Strategic Council and Board of Directors.

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS?

WITHIN AIA: KC's, staff, local components
NON- PROFIT: Habitat for Humanity, ULI, ASLA, APA
PRIVATE SECTOR: Developers, builders, financial institutions, community planning groups and realtors
PUBLIC SECTOR: Local governments, planners, universities

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK?
1. List of possible keynotes/symposium participants who are experts in NUA.
2. Resources to bring-in key individuals.
3. Establish documentation format for each event.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME?
1. Keep the NUA outreach efforts grassroots.
2. Keep those that invited to the table broad in scope: other design professionals, local government officials, other key stakeholders in the community.
3. Continue to develop relationships with KC to help develop regionally based lists of content experts. Extend to broader topical areas outside AIA.

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION
Please see appendix document for the CAPNUA Prototyping Event Summaries.

INCREASE PUBLIC VALUATION OF ARCHITECTS

AIA

THE CHALLENGE

Beyond simply increasing the awareness of Architects and Architecture there is a need to increase the perceived value of architect/(s)/(ure) to the public.

Describe the need or challenge faced by the architecture profession that we are trying to address.

What evidence exists to confirm this challenge?

THE PROJECT GOAL

Develop strategies that increase the general public's interest and understanding of the role of architect/(s)/(ure) in improving the quality of the built environment for all citizens.

Describe the high-level project objective or goal – what will we produce that addresses the stated challenge?

ALIGNMENT WITH STRATEGIC OBJECTIVES

☐ Career Pathways   ☐ Market Leadership   X Outreach

X Influence   ☐ Policy   ☐ Research

☐ Innovation   X Relevance

Highlight the Strategic Objectives that this project will address.

SCOPE OF ACTIVITIES AND KEY MILESTONE DATES

April:
- Get organized
- Brainstorm on strategic positions to engage public
- Identify areas where "strategic positions" are addressed by other groups in AIA to eliminate duplicitous work
- Share observations w/ Council for feedback and evolution of thought

May / June:
- Refine strategic ideas and prototype concepts
- Develop / test concepts
- Refine strategic decisions and re-prototype concepts as necessary
- Share results w/ Council for feedback, evolution of thought and course adjustment if necessary

July / August:
- Continue cycle of develop / test concepts
- Generate draft report of process and results
- Initially identify top strategies and processes with the greatest opportunity for meaningful impact
- Share report w/ Council for feedback and evolution of thought

September/October/November:
- Wrap up testing and documentation

December:
- Report out topic recommendations during December meeting
- Evaluate how work could / should continue into next year

Describe the general scope of the project in terms of key activities, outputs, and anticipated dates.

SC PROJECT CONVENER & MEMBERS

Convener: Judy Johnson AIA
Members: Janis Brackett AIA, Sandy Dickenson AIA, Jeff Ferweda AIA, Darren Heine AIA, Mark Levine, Kelley Hayes Mcalonie AIA, Luke McCary AIA, Jack Morgan AIA, Laura Weiss ASSOC AIA

TEAM (AIA STAFF, INSTITUTE, MEMBERSHIP)

AIA Staff: Anne Tyler Feldman, Frank Scanlan
Board Committees: Public Outreach, Advocacy
CACE

Identify who will be accountable for overseeing project progress and providing status reports.

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

The Public Valuation of Architect/s/ure Work Group has explored the concepts for serval infinitives which are included following this report.

The Work Group identified Barriers that prevents the public from seeing the value that Architects and Architecture has on the built environment and the community at large. Strategies of how we could improve that perception to increase the general public's view of architects was discussed and are incorporated in greater detail. A brief overview of the Barriers and Strategies is described below:

BARRIERS that prevents the public from understanding the value of architects and architecture

- The public lacks good, consistent insight into the impact of architects and architecture in their communities.

- The public knows very little about how an architect works.

- The public does not see architects as leaders, relevant or approachable.

- Architects are often not present or visible in our communities.

ToposKey

STRATEGIES to increase the value of architects and architecture to the general public

- Make Architecture Fun – Citizens of all ages and backgrounds will have an interactive way to learn about their "place" while playing an app based game – ToposKey.

- Share the stories of buildings and architects.

- Make Architecture Cool - Develop and or promote an online TV series (Anthony Bourdain style).

- Develop a resource for local components to use as a vehicle to increase their presence in their community, state or region.

- Re-think local or regional conferences to be more visible and engaged with the general public.

- Provide consistent and coordinated messaging across components with initiatives like Architecture Week

AIA STRATEGIC COUNCIL

Public Valuation of Architect/(s)/(ure)

INCREASING THE PUBLIC PERCEPTION

HOW DOES THE CONCEPT WORK
ToposKey is an interactive GPS enabled App designed to engage gamers in a quest to collect all of the "keys" to their place, (neighborhood, village, town, city, state) and the places they travel.

WHO IS THE TARGET AUDIENCE OR USER
Citizens of all ages, backgrounds and interests. The gaming app has the potential to demonstrate several key AIA Public Policies and Position Statements to the gamers by the inclusion of specific in game "rewards" and by the stories associated with the "keys". Through "Mission" specific badges, local, state, regional and national activities can be highlighted which will further raise awareness of one's community and the impact of Architects.

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)
There are numerous ways that enterprising individuals have attempted to raise awareness about the built environment. Walking guides have been created for some major cities. There are a handful of websites and apps that proclaim themselves as "the definitive architecture guide". Still each of these are limited in their scope and require a person to have an interest in the art and architecture of their community to become engaged with the book/website/app. ToposKey is a gaming app that has the potential to engage new audiences and expand existing audiences through gaming.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)
App Developer with experience in developing GPS based experiential gaming apps.
AIA Staff to interface with the selected app/game developer(s).
CACE to assist with sharing the data necessary to create the initial game database.
Architectural Foundations and Centers for Architecture may have additional resources that will enhance the app/game experience

HOW TO MEASURE SUCCESS (KEY METRICS)
Success will be measured by how the public engages with the app:
- Application usage over time
- Trips created with trip planner portion of the app
- Requests for new locations in the game
- User submitted photos of locations

FIRST THREE STEPS (TASKS AND DATES)
Project Description / Research	Spring 2017
Narrative and Wireframe Complete	August 2017
Incorporate Initial Feedback	December 2017
Engage outside resources	January/ February 2018
Revise wireframe	March 2018
Develop working prototype	April-May 2018
Test prototype at A'18	June 2018

HOW TO ADDRESS BIGGEST CHALLENGES
Identify a strategic partner with the knowledge and skillset to develop the concept into a working application.

KEY RESOURCES NEEDED TO ADVANCE WORK
Connectivity to game/experience designers

Data from the "Interested Parties" above to create the database.

Financial resources to develop a functional concept and to then test the concept with a test group.

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)
Working with a developer to "reskin" a current platform to provide the experience we desire may result in less upfront development cost.

The initial wireframe contains many different activities in addition to the basic gameplay. Some of those options could be implemented into the app at a later date.

CORE TEAM MEMBERS
Jack Morgan AIA
Luke McCary AIA
Darren Heine AIA
Janis Brackett AIA

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE

1 – Existing guidebooks and websites inform citizens about the architecture in specific communities. However they are typically limited to a few cities and provide a static experience.

2 – Augmented reality apps/games are enjoyed by a wide cross-section of society and have brought about changes in how people interact with their community through technology.

3 – A well designed gaming app can amplify the discussion regarding the value of architects and architecture with the general public who may otherwise never think about their environment.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

Jeff Salter, University of South Carolina (jcsalter@sc.edu): Educator who teaches courses about developing apps and has offered to assist AIA with guidance regarding ways in which to develop the prototype.

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

The idea of creating a gaming application was derived during the study group's work session at A'17 when several other prototype ideas were discussed. In the early summer a brief was prepared which described the current space relative to architectural guidebooks, websites and applications. This research indicated that while there were resources available to members of the community, it required someone to go and find the resource. Additionally the user experience was personal and not necessarily a social experience. When looking at the results of different augmented reality (AR) games it was clear that the gamer experience was social. We also noted that there is an opportunity to provide an educational and informative experience as the backdrop to a fun and interactive AR game.

The initial document included "screenshots" of what a working prototype might include. In July an interactive wireframe was completed that allows one to get a sampling of how such an application may look and the types of experiences that could be included in the app. This document and wireframe were presented both to the Strategic Council Study Group and to the Board Public Outreach Committee for feedback. Since those meetings additional information has been added to the brief to indicate how the application can fulfill the aspirations of certain AIA Public Policies and Position Statements. Additionally a resources page was included to allow interested parties to learn more about AR apps and how such apps can be developed.

Concurrent with these activities, members of the working group have been sharing the brief and wireframe with their networks, local component leadership and other interested parties. To date the feedback has been positive and has led to a connection with a University professor who teaches classes on app development and has offered to assist the working group and the AIA with developing the ideas contained in the brief.

Topos: Greek word for Place   **Key**: Something that affords a means of access

DISCOVER YOUR COMMUNITY: ToposKey

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

Incorporate Initial Feedback	December 2017
Engage outside resources	January/ February 2018
Revise wireframe	March 2018
Develop working prototype	April-May 2018
Test prototype at A'18	June 2018

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

App Developer with experience in developing GPS based experiential gaming apps

AIA Staff to interface with the selected app/game developer(s).

CACE to assist with sharing the data necessary to create the initial game database.

Architectural Foundations and Centers for Architecture may have additional resources that will enhance the app/game experience.

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

Connectivity to game/experience designers

Data from the "Interested Parties" above to create the database.

Financial resources to develop a functional concept and to then test the concept with a test group.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

Create a team to develop the concept with the goal of creating a working prototype that could be tested with users at the A'18 conference. The team should consist of Board, Strategic Council, CACE and Staff members who are interested in working with a selected game developer to develop the prototype. Other team members could be included such as members of the YAF or NAC or other specialists and consultants.

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

The working wireframe can be found at: https://goo.gl/XHs8EW   The complete brief can be found at: https://goo.gl/TPrcLU

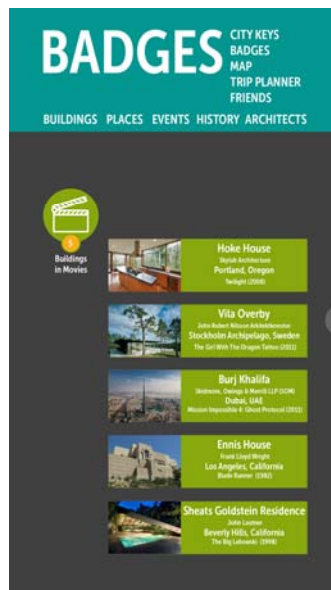Following are a few screen shots of the wire frame
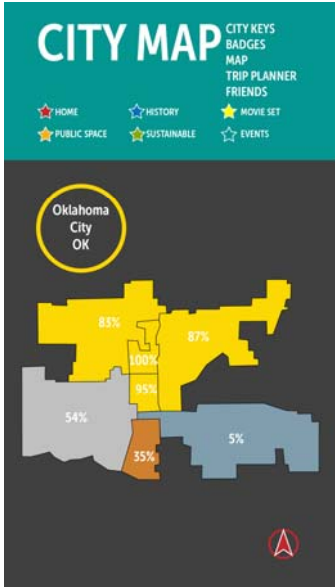

Splash Screen

Home Screen

Badges Screen

Badge Detail Screen

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

Map showing progress of finding all "keys" in a City

Example "Key"

"Key" location

Trip Planner

PVOA: THINK DESIGN – THE RE-BRANDED

HOW DOES THE CONCEPT WORK

Conference attendees desire an experience that addresses their interests and needs at the same time allows them to interact with like-minded people. By creating a totally customizable experience attendees are able to select the most relevant discussions for their interests.

Sponsors are no longer tied to an exhibit hall but encouraged to engage in thoughtful dialogue with their interest groups and become part of the discussion. Community members, Policy Maker and others will follow once the event gains critical mass.

WHO IS THE TARGET AUDIENCE OR USER

Studies have shown that our (AIA) conferences as a whole are only reaching about 6% of our membership. The first key audience is our AIA members. Beyond that we want to attract community members, potential clients, policy makers, students and the product developers in our industry.

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)

Currently our conferences typically involve set speakers, learning units and an exhibit hall. Sometimes there is a "Legacy Charrette" that will engage our younger members. Involvement from our members and sponsors is starting to decline. The new event will provide a customizable experience around one general theme so that attendees and sponsors will get the exposure and information they desire.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)

We need the buy in from our members and states within the region for the event to be a success. Initially we are looking to involve a business partner to help with planning, logistics and sponsorships. The support of AIA National could make this a successful event that other Regions could adapt for their use.

HOW TO MEASURE SUCCESS (KEY METRICS)

Attendance
Sponsorship
Revenue
Increase in membership
Increase of engagement of Architects in the community

FIRST THREE STEPS (TASKS AND DATES)

Develop Brand and Identity: February 2018

Define Business Partner: February 2018

Define Event: June 2018

HOW TO ADDRESS BIGGEST CHALLENGES

We believe the biggest challenges will be getting both our members and sponsors to embrace the new experience and attend the event. We plan on addressing the different membership groups by implementing targeted marketing to specific user groups. Secondly we will make registration for the first year as low as possible. For our sponsors we will engage a group of diverse established sponsors to help guide the process and suggest opportunities and packages that will be attractive to sponsors.

KEY RESOURCES NEEDED TO ADVANCE WORK

The key resource we need currently is personnel as well as seed money to advance the agenda. We hope to acquire this through a business partner and hopefully programming and logistics support from AIA National.

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)

The South Atlantic Region has already engaged what we believe to be the best alternative approach which is to commit to a three year transition process in which we will learn from the event and evolve until the third year. This will give adequate time for the event to develop and take root, and for the Region to gauge how best the event will be successful.

CORE TEAM MEMBERS

AIA South Carolina

AIA North Carolina

AIA Georgia

SAR Board

Luke McCary, AIA

Mark Levine, FAIA

360 Live Media, Brand and Engagement Consultant

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE

The current conference model for Architects does not work. If we do not change it we will become irrelevant.

We can create a better experience and be of more value to our membership

Members, sponsors, business partners are all looking for something new and different and there is a successful event recipe we can follow.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

360 Live Media

The 3 Boards and Members of AIA South Carolina, AIA Georgia and AIA North Carolina

Collaboration between the South Atlantic Region and AIA National

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

History:

- During initial Strategic Council work group planning discussions held at A17, a Legacy Charrette toolkit was proposed. The intent was to develop material for a successful Community Engagement effort that could be shared with and adapted by local or regional components nationwide.

- Subsequent discussions occurred between PVOA work group representatives and both AIA convention staff and leadership. It was concluded that the 'legacy charrette' initiative was not unique to itself, and that variations of this form of event were already in place.

- Concurrently, the South Atlantic Region (SAR), under the leadership of Councilors Mark Levine, FAIA, and Luke McCary, AIA) is in the process of re-visioning the SAR regional conference. The intent is to create a memorable and more relevant conference 'experience' for members, the profession, and greatly increase community engagement overall. Levine and McCary are hoping that successful implementation can then be used as a model on a national level, achieving similar result as the original objective.

- PVOA work group recommends this initiative be concluded as SAR Conference efforts evolve, the PVOA work group be consulted as the SAR conference evolves for knowledge exchange.

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

Develop Brand and Identity: February 2018

Define Business Partner: February 2018

Define Event: June 2018

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

Community
AIA Members
Sponsors

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

The key resource we need currently is personnel as well as seed money to advance the agenda. We hope to acquire this through a business partner and hopefully programming and logistics support from AIA National.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

Per above, PVOA Work Group will periodically consult with South Atlantic leadership to help provide insight from multiple regions.

PVOA: THINK DESIGN – THE RE-BRANDED CONFERENCE EXPERIENCE

AIA

THE CHALLENGE

The challenge is to transform a tired and increasingly irrelevant conference formula to a meaningful not to be missed experience that will attract and inspire AIA Members, community members, policy makers, industry partners, sponsors and potential clients.

THE PROJECT GOAL

We will create an exciting, engaging, irresistible – *not to be missed* - event that will be of the upmost value to our members. The event will engage our communities, increase meaningful dialogue among our Leaders **and reinforce the value of Architects to the public.**

SCOPE OF ACTIVITIES AND KEY MILESTONE DATES

Our focus group of increasing the Public Valuation of Architecture targeted the AIA National Conference as a way we could better engage the public and our members. The discussion revolved around Legacy Charrettes and potential Regional conferences that could lead up to or follow the National Conference in order to maintain the excitement and momentum of the National Conference and increase the awareness of AIA's message.

In February of 2017 the AIA South Atlantic Regional Board met and discussed the (SAR) Conference as one of our topics. We unanimously agreed that the current conference model was no longer working – it had grown tired. Our members and sponsors were no longer supportive of the "better but same" approach to conference planning. With the Region's consensus we decided to engage 360 Live Media (who was also engaged with AIA National, and no stranger to the institute) to lead an visioning retreat for our Board to develop something better. The result is a vision for a new EXPERIENCE, a new event, - an 'un-conference' that will better engage AIA Members, community members, Policy Makers and our Industry Partners. It is our hope that participants leave the experience refreshed and inspired.

The leadership team determined that this event will be held in Asheville, North Carolina starting in the spring of 2019. The objective is to develop a 3 years implementation strategy: year one – Pilot, year 2 – transition, year 3 – Transformed. In year 1, the event will build on and celebrate the success of the "100 for 100" and continue the dialogue started at the National AIA Conference and continued through these community programs. Our plan is to invite the best of the "100 for 100" programs to present their 'experience' and facilitate charrette and conversations in the South Atlantic Region. The thoughts, experiences and excitement from these programs will then be taken back to each of our 3 states and used as a launch pad to continue to engage our communities locally.

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

Vision Statement

The reimagined South Atlantic Region Design Conference inspires and prepares each guest to dwell in the possibilities of their roles as designers and citizens so that the event experience endures. This gathering presents a new tradition for architects in the South to engage with a collective group interested in the potential of design thinking to shape the places we dwell.

Each element has been curated to create an environment connecting designers to the community and each other because dialogue is where impact begins.

Identity

Architects and Designers have the authority and responsibility to ask hard questions that can impact the way we live and influence the future of our communities. Answers to these questions come from collaboration, inspiration, and action.

ThinkDesign: Powered By The Architects Of The South is a two-day interactive conference filled with conversation and celebration of design thinking and its impact on our place and community. This event inspires action beyond our time together.

Name

ThinkDesign: Powered By Architects of the South (Preliminary)

PVOA: "DESIGN MATTERS" – ONLINE TV SERIES

AIA

HOW DOES THE CONCEPT WORK

Online TV series featuring design-oriented cities and the culture of the place. Cities selected (begin with Austin, TX) - those that already have a heightened sensitivity and appreciation of design and well-designed places and spaces. The goal is to produce an Anthony Bourdain-style series showing the quality of life in the city, featuring Architect-designed cultural establishments, restaurants, civic spaces and local personalities who appreciate, influence or impact a design culture.

WHO IS THE TARGET AUDIENCE OR USER

The "General Public". Those who have been identified by AIA Staff as our "Target Audience"

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)

- Current State: The General Public does not view Architects as approachable and relevant.
- Future State: The General Public will gain an understanding of what an Architect does, and begin to value and appreciate the Architect's role in the design of the built environment.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)

- AIA Board
- AIA Staff
- Knowledgeable and Engaging Show Host
- AIA Components and members in the selected cities
- Online Network: Netflix, Amazon, HULU
- City Partners (Chamber of Commerce/Visitor and Travel Bureau, Real Estate, City Governments, Elected Officials)

HOW TO MEASURE SUCCESS (KEY METRICS)

- Number of viewers
- Popularity of the show
- Positive feedback from AIA membership
- Increase in engagement of Architects for professional services for small project types including residences
- Increase in awareness of the roles Architects play in their communities

FIRST THREE STEPS (TASKS AND DATES)

1. Obtain Board Approval to Proceed with next steps – December 2017
2. Engage AIA Staff – January 2018
3. Meet with potential Online Networks

HOW TO ADDRESS BIGGEST CHALLENGES

Utilize AIA Staff and Public Relations consultants to understand how and who to engage in the process in order to design a series that is popular and relevant to the general public.

KEY RESOURCES NEEDED TO ADVANCE WORK

- AIA Staff
- Consultant knowledgeable about the process
- Interested network partner

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)

Produce our own mini-"draft version" of a Pilot Show or an example of the type of production envisioned.

Learn from those in the foodie culture who have had tremendous success through TV media. Examine how they were able to heighten the general public's awareness and appreciation for quality, sustainably grown and processed, well-crafted foods, while exposing unhealthy industry standard practices.

CORE TEAM MEMBERS

- Darren Heine
- Judy Johnson
- Jack Morgan
- Janis Brackett
- Kelly Hayes McAlonie
- AIA Staff (input on current HGTV involvement and past history)
- Value of Architecture SC Working Group members

PVOA: "DESIGN MATTERS" ONLINE TV SERIES

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE

1. Netflix is interested in Design. Netflix recently produced an original series entitled "Abstract: The Art of Design"
2. Through TV media the foodie culture has completely changed the way the general public values the food we eat. The same can be accomplished for architects by demonstrating the value of design in our everyday lives.
3. Design thinking is the future

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

1. AIA has an ongoing relationship with HGTV
2. A possible host for the pilot series has shown interest (Past AIA Topaz Medallion recipient)
3. The Public Valuation of Architecture working group has begun discussions with AIA Staff on the topic

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

The topic was discussed at our initial working group formation at the Council Assembly during Grassroots 2017. Discussion began by acknowledging that most current HGTV series involving design do not include architects. In our video culture, this results in the perception that contractors and interior designers are the default for small project design, thus further devaluing an Architect's role in design of those project types. Architects are not viewed as the immediate "go-to" for small projects. In addition, Architects can even be viewed as irrelevant.

The Working Group has been in consultation with AIA Staff regarding the Public Outreach Committee's efforts. It was learned that AIA is the sponsor of an HGTV contest and that we have a relationship with HGTV.

Research was conducted regarding the AIA Culture Collective's 2015 report. The report identified that a TV Series with Architect as the Protagonist would be beneficial to the Institute and its membership resulting in increased awareness of what an architect does, the value of the design process and how design thinking can help solve societal challenges. (See attached excerpt). The report recommended that the Strategic Council take on this topic.

Research and viewing of the popular CNN and Travel Channel series by Anthony Bourdain (Parts Unknown, CNN and No Reservations, Travel Channel) that engages the audience through informal interviews and discussion with local personalities, food, lifestyles and the culture of a place. Discussions have occurred with a potential host and former AIA Topaz Medallion Recipient Architect who is a lifelong architectural advocate with a passion to engage the general public toward an understanding and appreciation of architecture.

If not the AIA, then who will speak up for the value of Architects? Architects are consistently ranked among the most prestigious and respected professions, so a general appreciation of the profession already exists. We must further demonstrate our relevance and problem solving design abilities to the general public in ways that are entertaining, relevant and engaging.

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

1. Obtain Board approval to proceed with next steps – December 2017
2. Further engage AIA Staff – January 2018
3. Meet with potential online networks/producers

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

1. AIA Members and Components
2. AIA Staff
3. Interested Networks

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

Specifics are unknown at this time. Consultation with industry experts in the field are necessary to understand the road ahead.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

1. Allow AIA Staff to evaluate and continue further study on next steps in conjunction with this working group.

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

Excerpt from AIA Culture Collective Report 2015

AIA Culture Collective Recommendation Brief

Create/Support a TV Series Whose Protagonist is an Architect

BLUE SKY GROUP:
This Culture Collective recommendation brief is a one-page summary of one topic developed by the Blue Sky Work Group. We forward this recommendation brief to your attention for due consideration as you work to advance the Blue Sky Group's suggested initiative.

CULTURE COLLECTIVE CONTACT:
Curator:
- David J. Brotman, FAIA
  310-457-6048
  sunset100@verizon.net
AIA Staff:
- Phil Simon
  PSimon@aia.org

AIA CULTURE COLLECTIVE:
ArchitecturEmpowered!
- We are unifying change agents willing to take risks.
- Our actions are:
  - Courageous
  - Pioneering
  - Transformative
- We Educate
- We Inspire
- We Celebrate

Short Description:
Promote and/or develop a Dramatic TV series or reality show w/architects in leading roles. The goal being to raise the public's understanding and awareness of architects and architecture.

Rationale & Details:
The group's goal is to elevate the recognition of Architects and Architecture by making it the theme of a TV dramatic series or reality show.

TV and movies have affected how we perceive the world we live in. There is example after example of how our impression of everyday life, world affairs, sports, entertainment, food, fashion, travel, etc. etc., etc. is influenced by how it is portrayed. Before CSI was on the air, most people did not know much about crime scene investigators. Then there are shows about the lawyers. Perry Mason was one of the first of a long line of such shows. Some have portrayed women and minority attorneys in such a favorable light that it has elevated their position as lawyers. Society's view of other professions has been elevated as well, i.e. doctors, firefighters, nurses, police officers, chefs, etc.

However, shows with characters that are architects are either comedic in nature or portray architecture, if at all, as incidental to the story.

The Blue Sky Group thinks this can be changed. We have started to explore what it would take to produce a dramatic series or reality show with architecture having a significant role. We have researched methodologies for promoting such ventures. We have developed very preliminary proposals for both alternatives and presented them to a few producers. While substantial additional work is required, the response was encouraging. So much so, that the Blue Sky Group would like to see our efforts further developed.

We believe that this venture fulfills the charge of the Culture Collective and the associated "risks" are within that charge. In an ideal world, the Strategic Council would find a way to continue our efforts because this venture, unlike any other the AIA has undertaken, can have a resounding effect on the public's image of architects and architecture.

In the alternative, if the AIA elects not to pursue this venture, the Blue Sky group is committed to do so on our own. We welcome any help or suggestions as to how to continue in order to achieve our goal.

Thank You!

AIA

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PVOA: CENTRALIZED KNOWLEDGE RESOURCE

HOW DOES THE CONCEPT WORK
The concept is for the AIA to curate a repository for the good work that the components do every day. The repository will act as a data base with formatting guidelines which will be organized by topics.

WHO IS THE TARGET AUDIENCE OR USER
The General Public, Architects, AIA Components, City Officials, Students, Clients, and anyone interested in architecture and design.

The general public will be able to search the database for architectural topics of interest and see architects as a resource.

Members will be able to upload information by categories that will allow them to be seen as thought leaders.

Students will be able to use the database as and education resource.

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)
Currently AIA relies on local components to advocate for architects and architecture. Depending on the size of the organization the AIA may appear to be a much smaller organization that it really is and therefore limits the perceived value and relevance of architects and architecture.

If AIA creates a venue or repository for all components to access and upload information and knowledge that would also be accessible to the public then AIA will be seen as a large organization. Architects will be seen as a great resource and the value to the public will increase.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)
Web Designer to provide develop templates for formatting content.

AIA Staff to act as liaison between web database and components and organization of content.

AIA Components to assist with the development of content organization

AIA Members to create content

Knowledge Communities to assist with developing categories

HOW TO MEASURE SUCCESS (KEY METRICS)
Success is measured by the following:
- Number of Components uploading content from members
- Number of Architects participating and uploading content
- Number of People using the website

FIRST THREE STEPS (TASKS AND DATES)

TASK ONE: Continue Research, Conduct Surveys and Incorporate Feedback	Jan-Mar 2018
TASK TWO: Engage web designer to understand opportunities and challenges with a web based system	Apr-June 2018
TASK THREE: Develop a prototype	July-Sept 2018

HOW TO ADDRESS BIGGEST CHALLENGES
Consistent Quality and Formatting of Content: Develop easy to use template for content.

Large Database that is Difficult to Manage: Use the expertise of a web-designer to assist with design and management.

Getting the General Public to Use the Resource: Develop a marketing campaign to make public aware of the site.

Linking to other organization websites: someone needed to contact identified organizations for permission to link to their content.

KEY RESOURCES NEEDED TO ADVANCE WORK
A web designer who is knowledgeable about developing, organizing and formatting a large data base that is easy to use.

AIA Staff to assist with developing survey and the right resources are part of the conversation.

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)
Determine a partner who has developed a similar web database for national organizations.

CORE TEAM MEMBERS
Judy Johnson, AIA
Janis Brackett, AIA
Darren Heine, AIA
Sandy Dickenson, AIA

PVOA: CENTRALIZED KNOWLEDGE RESOURCE

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE
- Components provide a great service by developing programs to increase the value of architects and architecture to the general public – but it is not shared nationally or with other components.
- Individuals and organizations (other than architects) have developed content for their websites that use the work of architects and architectural design.
- Architects are often not seen as a resource or contacted about issues regarding the built environment.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED
- Collaborating with AIA Staff to determine what exists.

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE
This concept was conceived as part of the Public Valuation of Architect /(s)/(ure) working group that was formed at the Strategic Council Assembly in March 2017. The activities to date can best be described as brainstorming, discovery and research.

Brainstorming – The PVOA Work Group has met throughout the year to discuss and brainstorm the topics.
- Began in March 2017 at the Strategic Council meeting during Grassroots
- Additional conversations occurred during our work group meeting at the Convention in Orlando
- Ongoing discussions occurred with the work group to advance the topic.

Discovery – Architects are often not seen as thought leaders or are not perceived as a resource and offering value. A few examples include:
- An approximate 250-word article in New Jersey newspaper featured a story about residential design. Seven sources were cited and not one of them was an architect.
- Many newspapers around the country have policies of not publishing the name of the architect or even acknowledging that the architect is involved with a featured project because of policies against free advertising. However, they do acknowledge and publish the names of contractors.

Research – The work group has and is still conducting research to determine what already exists in terms of highlighting the value of architects, what other individuals and organizations are doing, and what does not exist.
- Examples of what exists that have topics of interest for architects: Ted Talks, YouTube AIA Channel, Podcasts, AIA Components, AIA's Topic Architecture, AIA Member firm video's
- Others building on the work of architects include: Photographers, Realtors, Contractors, USGBC
- What does not exist: One location to collect all the work of components, AIA members and others promoting architects and architecture.

Architects need to be more proactive in harnessing the content that already exists and that is being developed so that the AIA architects and architecture can be more visible to the general public and therefore increasing the value of architects and architecture on the built environment.

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)
TASK ONE: Continue Research, Conduct Surveys and Incorporate Feedback — Jan-Mar 2018

TASK TWO: Engage web designer to understand opportunities and challenges with a web based system — Apr-June 2018

TASK THREE: Develop a prototype — July-Sept 2018

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS
- AIA Members and Components
- Knowledge Communities
- AIA Staff

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK
- AIA Staff to help develop survey of the Components and knowledge communities
- CACE to assist with understanding the work that currently exists.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME
Recommend that the AIA Board support the continued research of the topic for feasibility of harnessing the content of components and members into one website accessible to the public.

STRATEGIC COUNCIL WORKING GROUP PROJECT BRIEF

INCREASED PROSPERITY THROUGH INNOVATIVE BUSINESS MODELS

AIA

THE CHALLENGE

How might we better prepare architects to be successful with emerging business models within the next ten years?

THE PROJECT GOAL

Deliver 21st Century solutions for business models and strategies that will allow architects to become increasingly prosperous and be recognized as the leaders of the built environment.

ALIGNMENT WITH STRATEGIC OBJECTIVES

X Career Pathways   X Market Leadership   Outreach

X Influence   Policy   X Research

X Innovation   X Relevance

SCOPE OF ACTIVITIES AND KEY MILESTONE DATES

During the course of the year, we have generally pursued the following activities. A more detailed summary of our explorations is included in the appendix attached to this report.

1. Review what research, knowledge, and intelligence exists-both inside and outside the AIA-that can inform this issue.
2. Summarize the "current state" to frame the issue, with a special focus on understanding the work of the related 2015 and 2016 Study Groups.
   a. Follow-up with the Institute Board to discuss any recommendations from 2015 and 2016 Study Groups and, where appropriate, engage in resourcing existing groups and encouraging the Board to establish programs and work groups.
3. Inventory current Knowledge Community efforts to identify parallel work (Project Delivery, Practice Management, Technology, etc.
4. Identify experts, thought leaders, advocates, antagonists, and protagonists from both inside and outside the AIA, who can stimulate discussion on this topic – such as Small Firm Exchange, Large Firm Roundtable, NAC, YAF, AIAS, Academia, International Practitioners, etc.
5. Develop a framework of thinking on the topic.
6. Respond to questions from the Board and feedback from presentations and publications.

SC PROJECT CONVENER & MEMBERS

Convener: Bruce D. Turner, AIA
Members: Chip Desmone, AIA
              Mike Elliott, AIA
              Jeff Ferweda, AIA
              Rob Walker, AIA

TEAM (AIA STAFF, INSTITUTE, MEMBERSHIP)

Staff: Anne Tyler Feldmann
           Pam Day

INCREASED PROSPERITY THROUGH INNOVATIVE BUSINESS MODELS

HOW DOES THE CONCEPT WORK
Universities with accredited schools of architecture and colleges of business are sought out to establish extra-curricular or co-curricular opportunities for architecture students to research and publish relevant economic data from existing publically available data such as the BLS, Economic Census, permit data, etc. The purpose of the data is multifaceted: architects will have access to the information for business planning, AIA components will have the data to offer themselves as reliable industry experts to the media, and students performing the research will better understand fundamentals of business.

WHO IS THE TARGET AUDIENCE OR USER
Architects
Students of Architecture
Local and State Components
Main Stream Media

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)
Current State: Architects have anecdotal knowledge of the importance of various economic data but do not have the resources to research all the necessary data. Local AIA components miss opportunities with their media to contribute to articles on economic activity.
Future State: Architects and AIA Components are empowered with the knowledge that enhanced economic data provides. The next generation of architects are better trained to understand and make us of economic data to empower them to release their creative potential and make themselves of ever-increasing service to society.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)
University Partner(s)
AIA Research Team

HOW TO MEASURE SUCCESS (KEY METRICS)
Architects are more successful in their business relationships.
Architects and AIA Components are more widely citied as expert sources in articles on the economy.
The AIA is seen as an industry expert and leading economic indicator for the construction sector..

FIRST THREE STEPS (TASKS AND DATES)
2018 Q1 – Review proposed program with relevant AIA staff
2018 Q2 – Identify potential university partners
2018 Q2 – Seek funding for pilot program
2018 Q3 – Establish pilot program to commence academic fall semester of 2018.

HOW TO ADDRESS BIGGEST CHALLENGES
The biggest challenges will be finding the funding and identifying students to do the research. To overcome the financial challenges, at the start we should minimize the costs through volunteer work. To overcome the student involvement we should target colleges/universities where students with this interest are most likely to be found, or where an economic component already exists in their curriculum.

KEY RESOURCES NEEDED TO ADVANCE WORK
Funding as a grant for a pilot program.
Staff to support application(s) for grant(s) funding this as an ongoing endeavor.

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)
Find any existing schools of architecture with similar programs.
Find other similar industry sources for this data.
Provide grant money for a single pilot program.

CORE TEAM MEMBERS
Kermit Baker
AIA Research Team
ACSA
AIAS

INCREASED PROSPERITY THROUGH INNOVATIVE BUSINESS MODELS

AIA

HOW DOES THE CONCEPT WORK
AIA design award winning firms are encouraged (or required) to share the business model they use to support the development of their design award winning project.

WHO IS THE TARGET AUDIENCE OR USER
Architects
Architectural Students
Emerging Professionals

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)
Current State: Firms win awards for their work. Members see and admire this work but become frustrated when they are unable to achieve the same level of success on their own projects because they don't understand the fundamental business models that supported the development of the design award winning projects.
Future State: Architects will be enabled to successfully recreate design award quality of work in multiple locations because the work they see will also include the necessary business information needed to achieve a successful project.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)
Submitters of design awards
Awards program coordinators
AIA Communications team

HOW TO MEASURE SUCCESS (KEY METRICS)
An increased number of high quality work in communities throughout the country and around the world.
More architects satisfied with the quality of work they can provide.
Increased and diversified submissions for design awards.

FIRST THREE STEPS (TASKS AND DATES)
Find existing award winners willing to retroactively provide this information.
Institute for 2018 iLookUp Film Challenge
Institute for 2018 Design Awards Programs

HOW TO ADDRESS BIGGEST CHALLENGES
Architects are encouraged to share only non-proprietary information.
Establish a culture of sharing among architects.

KEY RESOURCES NEEDED TO ADVANCE WORK
Additional space in publications
Additional volunteer and staff time to accumulate, evaluate and publish this new information.

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)
Seek out information from current and past award winners.

CORE TEAM MEMBERS
AIA Communications Team
AIA Awards Team

INCREASED PROSPERITY THROUGH INNOVATIVE BUSINESS MODELS

AIA

HOW DOES THE CONCEPT WORK
Facilitate a face-to-face meeting with Strategic Council, NAAB, NCARB Representatives: Helene Combs Dreiling, FAIA, Interim Director of NAAB, and Kristine Harding, AIA, the Immediate Past President of NCARB and the Chair of the newly-created "New Futures Task Force"; and any other key stakeholders and key constituencies of architectural education.

(See Appendix for an enhance explanation of this concept)

WHO IS THE TARGET AUDIENCE OR USER
NAAB/NCARB/ACSA/AIAS/YAF/NAC

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)
Current State: Business training is extremely limited in architectural education, and the architectural experience program resulting in architects establishing practices with relatively little business skills resulting in a high percentage of business failures and low financial performance of the firms that remain.
Future State: Business training is embedded within and throughout the architectural education curriculum and architectural experience program empowering architects to release their creative potential and be of ever-increasing service to society.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)
Students of Architecture
Schools of Architecture
Architectural Experience Program Collaterals

HOW TO MEASURE SUCCESS (KEY METRICS)
Changes to accreditation standards
Changes to AXP Requirements
Decrease in failure rate of startup architectural practices
Increased profitability of architectural firms

FIRST THREE STEPS (TASKS AND DATES)
2018 Q1 – Face-to face meeting
2018 Q2 – Readout from Face-to-face meeting individually evaluated by each interest group
2018 Q3 – Report back from each interest group
2018 Q4 – Report completed sufficiently in advance to influence the accreditation review conference in July of 2019.

HOW TO ADDRESS BIGGEST CHALLENGES
Establish a strategic communications initiative to overcome stereotypical avoidance of "business" by students of architecture and emerging professionals.
Work strategically with ACSA to integrate business knowledge and training within all courses in their existing curriculum as opposed to adding additional course requirements to an already full curriculum.

KEY RESOURCES NEEDED TO ADVANCE WORK
Buy-in from NAAB/NCARB/ACSA/AIAS/YAF/NAC
At least one face-to-face meeting of key constituencies
Background material explaining current state

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)
Seek out and incentivize pilot programs already in development

CORE TEAM MEMBERS
Leaders and/or representatives of:
Strategic Council
    Innovative Business Models
    Lifecycle of the Architect
NAAB/NCARB/ACSA/AIAS/YAF/NAC
AIA Board Member(s)
Supporting staff

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE

1. There is an enormous amount of extremely valuable work going on at the AIA related to this issue.
2. The information being developed is not being disseminated to the membership at large in an effective way.
3. There needs to be a paradigm shift from the earliest phases of architectural education to promote the understanding that a knowledge and understanding of business is not just critical, but fundamental to the success of the profession and every individual architectural practice.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

1. The AIA Center For Practice
2. The AIA Small Firm Exchange Practice Work Group
3. Architectural Education
    a. NAAB Interim Director Helene Combs Dreiling, FAIA
    b. Immediate Past President of NCARB and New Futures Task Force Chair Kristine Harding, AIA

Note: We also collaborated with the AIA Product Strategy Group for the publication of an article in AIA Architect – Are architects afraid of innovation?

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

The Strategic Council has examined the concept of innovation in architectural practice in each of the two preceding years. Given that, it is key to understand that this year this group has not only explored innovation. Some architects suggest that innovation for innovation's sake is not necessarily productive. However, innovation is a key to the longevity of any business. Once a business becomes proficient at what it does, it must begin to find the next big thing or it will be left behind. Or, as it was stated by the 2016 Work Group, "Innovation in our business practice is crucial to our relevance and viability as a profession." The need for that innovation may come from disruptive or progressive sources, but it will come.

This year we expanded this conversation to explore the notion of the architectural business model and its impact on architects' practices and their ability to innovate. A business model is "a design for the successful operation of a business, identifying revenue sources, customer base, products, and details of financing." Put another way, the business model represents how the business will make money and serve its customers. Without financial resources and without customers architects don't have a business. Whether our pursuits are capitalistic, academic, or philanthropic, they all require a business model to support the work.

Furthermore, we sought to explore the notion of innovative business models through the lens of prosperity – however one may describe prosperity for themselves. This is essential because it is through prosperity that we will be able to release the creative potential of the architect, and that will allow architects to achieve the objects of the Institute and to be of ever-increasing service to society. That is why this issue is not just crucial; it is foundational to the success of the profession and each individual's practice.

Given an expanded understanding of the importance of this tripartite issue, we then sought to review what research, knowledge, and intelligence exists – both inside and outside the AIA – that can inform all three aspects of this issue – innovation, business models, and prosperity. Further, we sought to summarize the "current state" and to frame the issue, with a special focus on understanding the work of the 2015 and 2016 Study Groups.

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

1. Q1 - Receive and evaluate readouts from various 2017 events:
    a. YAF Practice Innovation Lab (Summit 25).
    b. AIA Innovation Awards (Technology In Architectural Practice).
    c. The 2017 KLA.
    d. The 2017 Research Summit.
2. Q2 - Develop a list of potential innovative business models & develop prototypes of priority ideas to test & refine the ideas.
3. Q3 - Broaden outreach to additional stakeholder groups.

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

1. The AIA Center For Practice
2. Groups impacting emerging professionals:
    a. NAAB/NCARB/ACSA/AIAS/YAF/NAC
3. Educational Providers:
    a. AIAU
    b. AIA CES Providers
        i. State & Local Components

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

Facilitate a face-to-face meeting with Strategic Council, NAAB, NCARB Representatives: Helene Combs Dreiling, FAIA, Interim Director of NAAB, and Kristine Harding, AIA, the Immediate Past President of NCARB and the Chair of the newly-created "New Futures Task Force"; and any other key stakeholders and key constituencies of architectural education.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

1. Work with the Center For Practice to monitor and assist with bringing forth the wealth of resources available to members.
2. Work with the AIA Communications team to develop a message regarding the foundational value of business acumen to successful practice and a means to deliver that message.
3. Develop messaging to accompany AIA awards that describe the business model that provides the structure to support the award winning practice (or project).

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

(Continued from Page 1)

As we explored all of these issues we quickly came to realize the depth and breadth of knowledge and exploration of this issue both within and outside of the AIA. This realization made us ask the question why, with all of this knowledge, expertise, and effort, does this issue persist as a question of the leaders and members of the Institute? Quite simply this appears to be a communications issue. Therefore, it is our opinion that this issue requires a strategic communications initiative to compliment all the excellent work that is currently being done throughout the Institute. And, as with any communications issue, the solution must address the audience, message, and the medium. Furthermore, this message must begin at the earliest stages of one's architectural education and persist through the years when one is emerging, onto whenever the entrepreneurial bug may strike, and then be reinforced throughout one's career. We must strive to impact, in a meaningful way, not just the few who attend a conference, convention, or seminar, or those who read and explore something on the website, in social media, or in a publication. Rather, we must find a way to touch all 90,000 members of the Institute and impact them in a relevant, meaningful, and lasting way with this knowledge.

ADDITIONAL INFORMATION:

Within the Project Brief for this Working group, we identified our alignment with various Strategic Objectives. Some of those alignments may not be immediately apparent. Therefore, we provide the following explanation as to how we believe these Strategic Objectives apply to our work.

Career Pathways: Innovative Business Models can provide an opportunity to offer a choice of alternative career pathways for architects. Also, the Lifecycle of the Architect Working Group has been a group with whom the Innovative Business Models Working Group has been interacting and sharing information throughout the year. Therefore, there was a synergy between these groups and that synergy places a portion of our work in this objective.

Influence: Through innovation and enhanced business acumen, we believe we can expand the architects' power to effect change with key decision-makers.

Innovation: This is identified as a Strategic Objective for the reasons described in the synopsis of our work.

Market Leadership: Similar to influence, through innovation and enhanced business acumen, we believe we can better position the AIA and its members as the leading source for credible, reliable and accessible information for the market, or any portion thereof (think of architects positioned as a leading indicator or economic activity, etc).

Outreach: This was not identified as a Strategic Objective for this group because we believe this objective is more along the lines of a public awareness touch point with the community as opposed to AIA touch points with the members.

Policy: This was not identified as a Strategic Objective for this group because we don't think our topic directly addresses advocacy.

Relevance: As with influence and market leadership, we believe through innovation and enhanced business acumen, we can demonstrate the central role architects play in the design and construction industry.

Research: We identified this as a relevant Strategic Objective because research-based practice is an innovative business model for architects and the research-based practice model was cited in previous year's reports.

LIFE CYCLE OF AN ARCHITECT

THE CHALLENGE

To evaluate the available support and programming for all stages of an architect's lifecycle (K-12 students, emerging professionals, middle-career architects, alternative career architects, leadership, senior architects, and emeritus members) to identify any gaps for further analysis and improvement.

THE PROJECT GOAL

Evaluate the current state of support and programming at the varying stages throughout the lifecycle of an architect. Through the research and evaluation process we can identify where support or programming may be lacking for certain architect lifecycle levels and architect groups.

ALIGNMENT WITH STRATEGIC OBJECTIVES

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

SCOPE OF ACTIVITIES AND KEY MILESTONE DATES

April 2017
- Identified work goals as a group and formed key partnerships with relevant people outside of our group.
- Gathered feedback from conference attendees in Orlando and meet in person as a work group.

July / August 2017
- Gathered data as a group, researching, and exploring various topics related to our project goals.
- Identified work goals as a group and formed key partnerships with relevant people outside of our group.
- Reported to Strategic Council.
- Reported recommendations to the Board.
- Finalized work assignments for the remainder of the year.

September 2017
- Received comments from the Board.
- Refined work assignments and reached out to subject matter experts.
- Drafted report of research and recommendations.

October / November 2017
- Focused on summarizing, production and presentation of our outcomes.
- Finalized our report to AIA staff for distribution to the Board and Strategic Council for December meeting.

December 2017
- Report to Strategic Council.
- Submit final documentation and recommendations.

SC PROJECT CONVENER & MEMBERS

Ross Miller & Kristina Kotlier – Conveners
Sandy Dickenson, Steven Miller, Dave Huotari, Laura Weiss, Keshika De Saram – Members

TEAM (AIA STAFF, INSTITUTE, MEMBERSHIP)

AIA Staff – Pam Day & Anne Tyler Feldman

NAC – James Yankopoulos, Ryan Gann, Nate Hudson, Betsy Nolen

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE

1. We were able to find nothing that exists to keep Emeritus AIA members engaged in the AIA or the profession, and outside Fellowship, there is not much for senior architect members. This is a rapidly growing group of our workforce.
2. There appears to be a need for job placement programming for recently graduated Assoc. AIA members and job search/negotiation skills programming.
3. Business-specific programming, firm ownership/leadership transitioning skills are lacking and needed by AIA members.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

1. We added 3 National Associate Committee – Regional Associate Directors (NAC – RADs) and the Vice Chair of the NAC to our working group.
2. We also had Ann Casso, Hon. AIA of the AIA Trust join our last call, which was a great connection and valuable insight and information about the AIA Trust.
3. Reaching out and surveying and speaking with AIA membership at large has been positive in gathering valuable insights and information at the local level.

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

Through interviews, surveys and meta-analysis, we have aimed to evaluate the current state of support and programming at the varying stages throughout the lifecycle of an architect following either a traditional or alternative career path. Through the research and the evaluation process we have begun to identify where support or programming may be lacking for certain architect lifecycle levels and architect groups. Our findings can further be used by the Institute and the Board of Directors to take a deeper dive and develop a better understanding if further analysis is needed and/or if actions need to be taken to reevaluate targeted support or programming to fill in the gaps.

With regular group calls, we identified strategies for collecting data and surveying current programming.

Our group conducted interviews with a variety of AIA members and CACE. Data was sought in regards to the following groups: K-12 students, emerging professionals, leadership, middle career architects, alternative career members, senior architects and emeritus members and used to form our final recommendations.

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

1. Get responses from the group categories that our working group was unable to gather data from. Date: 1-2 months.
2. Develop an infographic with the results from the survey. Date: 1 – 2 months.
3. Developing a more robust survey for the AIA membership at large to respond to or to select AIA members to respond to. Date: Long-term plan.

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

1. The AIA (Institutional body)
2. The AIA membership at large
3. Future AIA membership/future architectural workforce

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

Further gathering of information from the various group categories to a more robust membership and non-membership would really be ideal to generate a more thorough and complete outlook of the profession and a better understanding of the needs of the architectural workforce when transitioning through different career stages. An AIA Committee or staff involvement in furthering this research and data gathering would be ideal to continue this work.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

1. Continue to collect feedback and data from AIA members at varying stages of their careers to form a more complete outlook of the profession and the holes that exist from different transition points in an architectural career.
2. Engage Emeritus AIA members by forming a national focus group to develop programs for senior and retired AIA members (a rapidly growing group of our workforce).
3. Develop firm/business specific programming and firm ownership/leadership transitioning skills for AIA members.

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

Sample Questions asked – discussion generated much of the feedback
How do our current members deal with Transitions? What do the need/want?

The questions were prefaced with – "*Traditionally, a lot focus and resources are concentrated to singular points in one's career, but nothing really ties all the stages of one's career together or cross-pollinates them.*" From the April Summary.

To Chapters [CACE]:
*   Do your current members ask for help from the AIA in transitioning from one career state to another?
*   How do your current members deal with professional transitions through their career?
*   Recognizing that there are many programs and initiatives for early career transitions, does your chapter offer any specific initiatives for mid-career or late-career transitioning?

To Members:
*   [Depending upon members age] Have you been through a transition point in your career where you needed assistance that the AIA could have helped with?
*   [Given that most responses were very specific] Are there general transition skills that could have helped in this circumstance but also others you may have gone through along the way?
*   Has the AIA helped you directly in professional transition through any stage of your career?

*In addition to the questions above, we gathered specific information that relates to each group topic. For example, the Leadership Category Group reached out with the questions above and gathered information about what support is available (or lacking) in regard to AIA members pursuing leadership positions within their careers.

RESPONSES BY CATEGORY GROUP:

K-12 Students:
N/A

Emerging Professionals:
See attached documents.

Leadership:
See attached documents.

Middle-Career Architects / Alternative Careers:
See attached documents.

Senior Architects / Emeritus Members:
See attached document.

LOCAL OFFICE OF THE CITY ARCHITECT INITIATIVE

Create a project name. Make it pithy and clear, perhaps even memorable

THE CHALLENGE: Politically, the influence of architects to lead and/or control design decisions, have a voice in land use policy, steward the built environment and protect the health safety and welfare of the public has waned significantly in recent decades.

Describe the need or challenge faced by the architecture profession that we are trying to address.

What evidence exists to confirm this challenge?

THE PROJECT GOAL: Political influence relates directly to leadership, advocacy and sharing expertise from within. Therefore, fostering the creation or re-establishment of city architect offices within local governments will reassert architect's historic primacy in leading the development of communities and will introduce a fresh "right-brained" problem solving perspective into the process of making complete cities.

Describe the high-level project objective or goal – what will we produce that addresses the stated challenge?

ALIGNMENT WITH STRATEGIC OBJECTIVES

> Outreach
> Influence
> Policy
> Relevance

Highlight the Strategic Objectives that this project will address.

SCOPE OF ACTIVITIES AND KEY MILESTONE DATES:

A. Research the history of city architects in the founding, planning and growth of cities across America. (fall 2016)

B. Examine current forms and models in place (fall 2016)

C. Establish a working group (including our public architect's knowledge community\PAKC and AIA architects working in government) to better understand the opportunities and challenges associated with creating new offices (spring 2017)

D. Redefine the role of the city architect in the 21st century. Why is such an office important or valuable at the local level? How can it help governance, design, communication, community engagement, the built environment? (spring 2017)

E. Forward to the board of directors for feedback and comment (Sep. 2017)

F. Work with the center of civic leadership\ccl to develop a training program for those who would like to serve at the local level (fall 2017)

G. Develop a working session with/for city architects at AIA conference 2018.

H. Produce a public outreach program targeted at local city managers, community leaders and decision makers. (winter /spring 2018)

I. Develop an implementation protocol and role and job descriptions for local governments to establish a new office of the city architect and tailor it to their needs. (winter /spring 2018)

Describe the general scope of the project in terms of key activities, outputs, and anticipated dates.

SC PROJECT CONVENER & MEMBERS

Ric. Abramson FAIA, Convener

Patrick Panetta, AIA

Matt Johnson, AIA

7. TEAM (INCLUDING AIA STAFF, INSTITUTE BODIES, MEMBERSHIP AT LARGE)

Pam Day, AIA staff liaison

- Public Architect's Knowledge Community
- Center for Civic Leadership
- CACE

Local "OFFICE OF THE CITY ARCHITECT" INITIATIVE

HOW DOES THE CONCEPT WORK?
Encourages formation of new or refashioning of existing positions in other departments to create local offices of the city architect that will influence smarter growth patterns, promote resilient neighborhoods, better community engagement, and help put into effect higher performing and more sustainable cities.

WHO IS THE TARGET AUDIENCE OR USER?
Local electeds, city managers and community advocates

DEFINE THE KEY SHIFT (CURRENT STATE VS FUTURE STATE)
CURRENT STATE: Architects have little influence over local codes, policies, and programs that involve architecture, urban design, land use or sustainable design policy.
FUTURE STATE: Internally within local governance models, architects can profoundly influence the value of design and city making policies.

WHOM DO WE NEED TO SUCCEED (INTERESTED PARTIES)
Within AIA: a dedicated working group / adhoc committee. Members willing to develop program, and members willing to train and serve in local gov't
Public Sector: Local elected, city managers. Also align with public architects already serving in city departments.
Non-profits: Partner with outside leadership and built environment advocacy groups
Private Sector: Work with pro smart growth development interests to promote the value of city architects

HOW TO MEASURE SUCCESS (KEY METRICS)
By monitoring how many offices of the city architect will be created or refashioned in local municipalities across the country.

FIRST THREE STEPS (TASKS AND DATES)
(2016)
- Research history
- Examine models

(2017)
- Establish dedicated working group/ad hoc comm.
- Redefine role of city architect today and develop 2018 AIA conference session

HOW TO ADDRESS BIGGEST CHALLENGES
1. Resistance from other departments within local gov't.
2. Local budget limitations
3. Proving value of this role/office
4. Getting architects trained and willing to serve

KEY RESOURCES NEEDED TO ADVANCE WORK
Productive working group/ ad hoc comm. With dedicated staff support

1. Support for working group /ad-hoc committee to meet
2. Initiative development expenses

ALTERNATIVE APPROACHES (EASIER, FASTER, ETC.)
Pilot new models in a few local municipalities in advance of a completed national initiative

CORE TEAM MEMBERS
Ric. Abramson, FAIA, Convener
Patrick Pannetta, AIA
Matt Johnson, AIA

LOCAL OFFICE OF THE CITY ARCHITECT INITIATIVE

AIA

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE

- Fewer than 20 of the 100 largest cities in the country have a City Architect on staff and for those that do, the role varies widely
- The role of the City Architect position can be scalable to provide impactful leadership and advocacy at all levels of government
- Governments often spend considerable dollars on outside design and policy consultants that could be utilized for in-house architectural expertise

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

- Center for Civil Leadership ("CCL")
- Public Architects Knowledge Community ("PAKC")
- Alliance for Innovation at ASU, Phoenix AZ

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

- Developed Program Concept Brief identifying issue and needs related to City Architect Initiative
- Initiated research into City Architect positions across the country
- Assembled preliminary database of contacts
- Conducted Study group open session with public in Town Hall at AIA Conference 2017| Orlando
- Prepared Board of Directors Briefing document (September 2017)
- Participated on Entre Architect podcast to discuss City Architect Initiative concepts
- Drafted AIA Architect Article for Publication
- Submitted session proposal for AIA Conference 2018| New York (in planning stages)
- Reached out to bodies outside the Institute - Connected with and first conference call with Alliance for Innovation at ASU, Phoenix AZ
- Made initial outreach with Center for Civil Leadership (CCL)
- Made Initial outreach with Public Architects Knowledge Community (PAKC)

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

- Forge relationships/alliances with outside organizations
- Develop a working group/advisory committee alongside dedicated Institute Staff to develop initiative further including job descriptions and how a City Architect might fit into diverse governance models
- Collaborate with key Institute bodies to further the idea and identify potentially interested candidates for the position

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

- City/county leadership, from elected mayors and city councils to City Managers
- Architects currently serving in roles in government agencies
- Emerging professionals who seek to have a positive influence on the built environment by shaping design, planning and development policy from within government

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

- Staff resources to research and document current city practices
- Assistance in setting up an Advisory Committee to help develop final initiative
- Board of Directors liaison to work directly with our Work Group
- Staff assistance to organize Skype or video conferencing sessions for advisory group

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

- Board of Directors facilitate formation of a joint ad-hoc committee comprised of Board Rep, SC members, CCL rep, PAKC rep and past or current city architects
- Task the Center for Practice to provide research support to unearth and document current governance models in place
- Develop a serious of city architect job descriptions for diverse scales of municipalities across the country

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

Additional Notes:

- The Institute can support steps to increase the positive influence of architects on the built environment through efforts to position architects in leadership roles in municipalities and other government agencies that develop planning, design, and development policy.

- Opportunities related to a an AIA City Architect initiative include Leadership Training for AIA architects, establishment of a Rose Architectural Fellowship-type program for AIA Emerging Professionals interested in a public-sector architectural career, a potential partnership with the Alliance for Innovation, an organization inspiring innovation to advance communities, and through a session at A'18, a public discourse on the role of architects in the development of planning policy at all levels of government.

EMERGING TECHNOLOGIES

THE CHALLENGE

We are examining how ever-changing procedures and processes impact how we practice, how we build, and how the public and our clients experience the built environment.

Describe the need or challenge faced by the architecture profession that we are trying to address.

What evidence exists to confirm this challenge?

THE PROJECT GOAL

Envision the future of emerging technology, how it impacts the built environment, and how can we advance/position the AIA so it is immersed in the discussion on how to address related, ever-changing needs.

Describe the high-level project objective or goal – what will we produce that addresses the stated challenge?

ALIGNMENT WITH STRATEGIC OBJECTIVES

☐ Career Pathways ✓ Market Leadership ✓ Outreach
✓ Influence   ☐ Policy   ✓ Research
✓ Innovation   ✓ Relevance

Highlight the Strategic Objectives that this project will address.

SCOPE OF ACTIVITIES AND KEY MILESTONE DATES

December 2016
- Brainstorm issues around Emerging Technology

March 2017
- Host discussions at AIA Grassroots Conference.

April 2017
- Host discussions with working group and conference attendees at A'17.

July 2017
- Host discussions with local component advisors and subject matter experts.
- Report to Strategic Council.

August 2017
- Finalize recommendations to the Board.

September-October 2017
- Host discussions with local component advisors and subject matter experts.

November 2017
- Finalize report to Strategic Council for December meeting.

December 2017
- Report out at Strategic Council Assembly.
- Submit final documentation.

Describe the general scope of the project in terms of key activities, outputs, and anticipated dates.

SC PROJECT CONVENER & MEMBERS

Illya Azaroff, Brian Dougherty, Chris Hudson, Donna Kacmar, Michael Lingerfelt, Yu-Ngok Lo, Jessica Sheridan (convener)

TEAM (AIA STAFF, INSTITUTE, MEMBERSHIP)

Anne Tyler, Stanford Behavioral Lab, Research KCs, Technology in Architecture Practice KC, Local Component Discussion Groups

Identify who will be accountable for overseeing project progress and providing status reports.

8. WEIGHING THE PROS & CONS

Lens 1: Practice

Pros to integrating new technology into practice:

> As practitioners, the more we integrate technology into practice, we can spend less time on production and more time on design.

> As architects, we can use virtual design to create better environments that are able to track and collect data on performance for future improvements.

Cons to integrating new technology into practice:

> By designing solely in the digital world, there is a potential for space to become scale-less.

> The more we communicate virtually, the result may be an erosion of interpersonal skills in the workplace.

Lens 2: Building & Construction Science

Pros to integrating new technology into construction practices:

> With technology providing the ability to expedite processes, a streamlined delivery may be achieved.

> With streamlined delivery comes a potential for a reduction in construction costs and construction time.

Cons to integrating new technology into construction practices:

> Technology can blur the lines between design and construction. This could create potential conflicts over ownership of documents and services.

> There is a lack of training for contractors and subconsultants in various trades. For new technology to be fully employed on a construction site, education is required.

> As more technology is implemented, expertise is lost on the job site by tradespeople.

Lens 3: The Built Environment

Pros to integrating new technology into the built environment:

> Virtual Reality can help clients visualize spaces better than drawings or renderings.

> A.I., and Gaming Technology can be used to help the public navigate through space.

Cons to integrating new technology into the built environment:

> With more technological advances, there is a potential for a lack of training and expertise of individuals who keep cities running.

> As technology streamlines processes, there could be job loss and unemployment for people working in many industries.

9. STRATEGIC IDEAS & OPPORTUNITIES / RECOMMENDATIONS

A. Educate Strategic Council on Emerging Technologies

    a. Develop reading list for councilors (see below)

    b. Invite "technologist" to speak at governance week in December 2017

    c. Develop list of productivity/meeting technologies.

    d. Use existing/emerging technologies for doing the work of council (and AIA)

    e. Connect to other emerging technologies enthusiasts within AIA staff, KCs, committees, etc.

    f. Invite technologist (such as Tom Friedman) to serve as councilor or AIA Board Public member

B. Educate AIA members on Emerging Technologies

    a. Incorporate Emerging Technology as a theme for the **AIA Conference**:

        i. Invite **keynote** speakers such as: Elon Musk, Google, Hyperloop, UNHDRC, editor of Wired magazine. NY Times or MIT tech editor

        ii. Accept/request Emerging Technology-focused **sessions**

            1. Emerging Tech 101; Intermediate; Advanced (for CEU credits)

            2. Sessions could focus on: Futurists, Uber & Autonomous Vehicles, Emerging tech in developing countries, Emerging tech in China, Robotics, Gaming technologies

        iii. Host a **3-D Print-off** on the Expo floor

        iv. Invite more tech companies to sponsor **booths on the Expo floor**

        v. Develop a better, more user-friendly **App** for the conference.

    b. Incorporate Emerging Technology as a topic for articles/posts for Architectural Record, AIA website, blog, AIAU, non-staffed chapter "road show", etc.

C. Longer Term Goals/Activities

    a. Develop an **Emerging Technology Think Tank or Incubator** comprised of AIA Groups/Committees/KCs currently engaging in this discussion. The group should test new technology before it hits the market/be the "Consumer Reports" for the industry/develop "AIA-Approved" technology

    b. Work with AIA entities that have funding for **Research Grants** to establish a means for firms to submit white papers, and obtain funding to support their work.

    c. Establish a **Symposium on Emerging Technology**. Bring together thought leaders in the industry.

    d. Work with **AIA Advocacy groups** to predict issues that will impact **regulations** when it comes to new technology.

    e. Develop **AIA Contract Documents** related to new ways of working and production methods.

    f. Conduct **Research on Cyber-Security** to better arm members with information they need to know when exploring new technology.

    g. Explore **Open Source Documentation**

    h. Host a **Database of Buildings** based on the iCloud and Library of Congress concept. (Integrate **Big Data**)

    i. Research **Start-up Culture in Design** Technology

D. Other topics that AIA can focus on (not **directly** related to emerging technologies)

    a. Develop **Technology training courses** (AIAU)

        i. Vocational training/education

        ii. For retiring craft people and artisans

        iii. Community outreach (respect for craft)

        iv. Look at the book: *Shop Class as Soul Craft*

9. STRATEGIC IDEAS & OPPORTUNITIES / RECOMMENDATIONS (CONT'D)

E.   Collect New AIA 2030 Data
- i.   Incorporate building performance data that can be collected by new technology.
- ii.   Incorporate Wellness/WELL data

10. RESOURCES

B.   Individuals/Organizations:
- c.   Stanford Behavioral Lab
- d.   Professor Chiu-SHui Chan, Ph.D., Assoc. AIA, Professor of Architecture and Human Computer Interaction Program at the Virtual Reality Applications Center
- e.   Francis Bitonti, Studio Bitonti
- f.   BASF
- g.   MIT, https://www.technologyreview.com
- h.   CMU
- i.   WFS, World Future Society, http://www.wfs.org
- j.   Wired Emerging Tech Council, https://www.wired.com/brandlab/2016/11/emerging-tech-council/

C.   Publications:
- a.   TAD Journal: http://www.tandfonline.com/toc/utad20/current
- b.   "Thank You for Being Late: An Optimist's Guide to Thriving in the Age of Accelerations," by Thomas L. Friedman
- c.   "Welcome to Your World: How the Built Environment Shapes Our Lives," by Professor Sarah Williams Goldhagen
- d.   https://gigaom.com

11. QUESTIONS FOR THE STRATEGIC COUNCIL

A.   How do we identify resources to create alliances and/or develop initiatives on Emerging Technology?

B.   How does the AIA position itself to be on the forefront of the Emerging Technology discussion?

C.   How do we get funding to get Technologists to engage with us?

D.   Where do you go for learning about Emerging Technologies?

E.   What have you learned about/used lately?

STRATEGIC COUNCIL WORKING GROUP PROJECT STATUS

Technology grants research and funding

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE
GRANTS AND SUPPORTED FUNDING BY AIA ARE FEW
AMOUNT OF AIA GRANTS IS SMALL COMPARED TO ACADEMIA AND
FOUNDATIONS
MEMBERS DO NOT KNOW WHAT QUALIFIES AS RESEARCH NOR
WHERE TO FIND OPPORTUNITIES

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

COLLEGE OF FELLOWS UPJOHN
RESEARCH AGENDA LAUNCHED THIS YEAR
NIBS, NIST

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

HAVING AS AN UPJOHN JUROR OVER THE PAST SEVERAL YEARS (ONCE AS THE CHAIR), WE RECOGNIZED THAT THE NUMBER OF APPLICATIONS AND CONTENT TO TECHNOLOGY HAS GROWN YET THE AMOUNT AVAILABLE TO GRANT WAS STAGNANT. THERE ARE UPWARDS OF 5 TO 10 SUBMISSIONS THAT WOULD GREATLY ENRICH THE BUILT ENVIRONMENT BUT IT IS ALSO UNDERSTOOD THAT ALTHOUGH A PRESTIGIOUS GRANT THAT THE FUNDING AMOUNT IS COMPARATIVELY SMALL TO RESEARCH GRANTS FROM OTHER SOURCES.

NSF GRANTS BY COMPARISON SPECIFICALLY FOR TECHNOLOGY AND INNOVATION $225,000 MAXIMUM

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

SCAN THE INSTITUTE FOR FURTHER GRANTS AND PROPOSE NEW
    GRANTS OF SIZE TO MATCH THE WORK
CONNECT WITH THE BOKNOCO AND RESEARCH AGENDA
UNDERSTAND COMMUNICATION STRATEGY ON THIS FRONT AND
    PARTNER WITH OUR MATERIAL SUPPLIERS TO EXPAND THEIR
    PARTICIPATION IN THE PROCESS UNDERSTANDING THAT IT WILL
    INCREASE THEIR EXPOSURE AS WELL.

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

COLLEGE OF FELLOWS
TECHNOLOGY KC
RESEARCH AGENDA STAFF, TAP, NIBS AND NIST
MEMBERS ENGAGED IN RESEARCH
COLLEGES AND UNIVERSITIES
SOCIETY

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

MICRO GRANTS FOR TECHNOLOGY RESEARCH SEVERAL AT 5K
ACT AS KICKSTARTER TO WORK SMARTER
COMMUNICATION OF OPPORTUNITY TO MEMBERSHIP AND KCS
GRANT WRITING ASSISTANCE OR WORKSHOPS
MEMBER PATTENING WORKSHOP 101

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

RESEARCH AGENDA BOKNOCO
UPJOHN CALL FOR ENTRIES AND OUTLINE

EMERGING TECHNOLOGIES: VR/AR

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE
1. Virtual Reality (VR) technology is being adopted by large and small firms to create immersive environments and is being used as a design tool.
2. Augmented Reality (AR) may find more application for jobsite usage and information overlays.
3. VR is most easily adopted and used in firms that already have full BIM capability.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED
Potential Collaborations:
1. AIA Large Firm Roundtable + AIA Small Firm Roundtable (large firms paired with small firms)
2. Local chapters could host VR/AR workshops, starting with AIA Houston.
3. Connections to VR/AR provider firms such as Luxigon.

PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE
Chris Hudson and Donna Kacmar met with three users of VR and AR technologies:

Joshua Smith is with Luxigon and teaches at UH and Harvard.

He goes from a 3D model (BIM, sketchup) to 3DS Max to Unreal Engine. He uses both Oculus Rift + HTC Vive viewers.

Danny Rigg is a small firm owner who uses VR and AR.

He uses Revit LT and Revit Live by Autodesk. . The low cost Revit Live software allows you to generate VR ready models that can be viewed by anyone that downloads the free Revit Live Viewer. More info here: https://www.autodesk.com/products/revit-live/overview

AJ Sustaita is with Corgan who has an in-house "media team"

They use full version Revit and Enscape plugin. They can set up a 10' x 10' space in 30 minutes for VR using their pre-packaged kit.

Potential ideas:
Hardware "kit" rental via AIA components or small firms
AIA local and/or regional offices could set up a VR space for use or rental.
On line community for software support
VR/AR Meet up Groups

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)
Have VR/AR workshop at AIA Conference (June 2018)
Develop a VR workshop for AIA Houston (February 2018)
Connect to TAMU Viz Lab (January 2018)
Develop a "kit" comparison listing hardware requirements + software options (March 2018)

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS
Large firms
Small firms
Universities, schools of architecture, students

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK
Have VR/AR workshop at AIA Conference
Survey firms to find: # users of VR, # users of Revit, etc

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME
Have VR/AR workshop at AIA Conference
Develop a "kit" comparison listing hardware requirements + software options
See if AIA Components already have VR workshops or spaces for members
Work with software suppliers to recommend small firm pricing

PROVIDE ANY ADDITIONAL PERTINENT DOCUMENTATION FOR CONSIDERATION

Info packet to include:

Required Hardware:

Computer with high performance graphic card, $1000

Oculus rift viewer, $400

Kit with cables, sensors, tripods, etc. $??

Required Software:

Sketchup

Revit LT

Revit, full version

Revit Live

Unreal Engine, free open source software

Enscape, plugin for full version of Revit

Unreal Engine is an open source platform developed for gaming industry. It is currently free for architects since we do not produce games. Future plug in, called Data Smith, will make it possible for you to have one click to go between CAD engine and VR, which may have a cost associated with it.

Future advances:

Multi person VR, how to make it social

Oculus is owned by Facebook

Expand architectural practices to include design of virtual spaces

Real-time architectural design using VR as the primary design tool

Elevated client expectations, how to manage

Connection to AI and augmented AI

("Cover" in California automates some date for design of spaces)

WHAT THREE KEY DISCOVERIES HAVE BEEN MADE

1. The AIA should be a resource for software companies introducing new products into the industry.
2. The AIA in turn should be a resource for members looking to discover new technology best suited for their needs.
3. By pooling the knowledge base of AIA members, experts engaged in emerging technology can convene to evaluate new interfaces.

WHAT THREE KEY COLLABORATIONS HAVE BEEN FOSTERED

1. Technology in Architectural Practice KC
2. Melissa Morancy, Senior Manager, AIA Knowledge Communities
3. College of Fellows

`PROVIDE A BRIEF SYNOPSIS OF WORKING GROUP ACTIVITIES TO DATE

With new technology being developed at a rapid pace, the AIA could bring together members who are pioneering new technology in their practices. The AIA Emerging Technology Think Tank will be an incubator for technology companies to test drive their products before they are on the market. By developing clear criteria, the AIA can provide members with guidance to help them select new technology that will best suit their needs in their practices. It will be the "Consumer Reports" for the architecture industry.

The AIA Emerging Technology Think Tank will be established by the Technology in Architectural Practice (TAP) Knowledge Community. TAP will bring together a cross section of members, with varying types and sizes of practices, and from diverse locations. TAP will develop a template to evaluate new products, outlining the best uses for those products and provide recommendations for practices. The goal of the template is not to promote any particular brand or type of software. Rather, it will guide architects and design professionals about the merits of the products so those members can make informed decisions about what new products to purchase for their firms.

The goal of the AIA Emerging Technology Think Tank is to be the go-to source of information about new technology. With an AIA Seal of Approval, software companies will grow to rely on the AIA evaluation criteria to help promote their products in the architecture community, and members will anticipate the reviews to make the best decisions about products for their practices.

WHAT ARE THE NEXT THREE STEPS (TASKS AND DATES)

1. Develop a template for product evaluations
2. Determine the member groups to be affiliated with the Think Tank
3. Contact technology companies and establish connections to test new products

WHO ARE THE THREE MOST IMPORTANT STAKEHOLDERS

1. Technology in Architectural Practice Knowledge Community
2. Members who are willing to volunteer time to participate
3. Technology companies

ARE THERE RESOURCES REQUESTS TO CONTINUE THE WORK

Once performance criteria is established, the AIA will need to work with the AIA Emerging Technology Think Tank to foster relationships with technology and software companies. It is anticipated that staff time will be required.

Additionally, a program will need to be developed for the roll-out of this initiative. Space on the website to host evaluations, as well as a marketing campaign will need to be established to communicate this resource to the membership.

ARE THERE SPECIFIC RECOMMENDATIONS AT THIS TIME

1. TAP KC will take over this initiative
2. Evaluation criteria needs to be developed.
3. Members need to be invited to the AIA Emerging Technology Think Tank (TAP KC to facilitate)
4. Technology companies need to be engaged in the process to ensure relevance.