

Grassroots 2019

LEAD (leadership exploration and development) sessions

* Indicates workshops of benefit to newly elected officers

Thursday, March 7, 1-2:30pm

People

Session A1: Speak Like a Pro* (1.5 LUs)

Note: This workshop will be repeated at 2:30-4pm.

The ability to communicate with both professionalism and passion is a requirement for today's leader. Whether speaking to a client group, city council, or planning commission, your presence and style affects your impact on the audience. "Speak Like a Pro" will help you build both your competence and your confidence as a presenter and make your speeches come alive. The session is designed for both intermediate and more experienced presenters who want to sharpen their skills in a hands-on experiential session. A number of audience members will have the opportunity to give brief speeches and get practical ideas on making them more polished, professional and powerful.

Learning objectives:

- Use of techniques that never fail to ignite an audience and use of your passion to be more powerful in any presentation situation.
- Design stories that illustrate your point and activities that engage your audience.
- Create dynamic openings and action-oriented closings that keep the audience focused on you and your message.
- Demonstrate professional knowledge and expertise to any audience without overuse of jargon and terminology.

Purpose

Session A2: Influencing from within: Refashioning the City Architect in Local Governance, Boards and Commissions* (1.5 LUs)

Of the top 100 cities in America, by population, at one point in time 28 of them had the formal position of "City Architect". Today that number is down to just 16. Positive influence cannot be implemented without a seat at the table. The solution is the re-introduction of the role of the City Architect at the city, county and state levels which can profoundly shape urban design visions, community education, form and space oriented zoning changes, development standards and building processes. Learn how you can reintroduce the City Architect in a meaningful way and engage in community activities and issues. Hear

about the new AIA resources created for communities of all sizes. These resources will identify best practices already in place within communities across the country. It will also provide diverse methods to account for varying governance models at the local level.

Learning objectives:

- Understand the potential impact of the City Architect and the benefits of influence through local advocacy leadership.
- Identify available resources and models.
- Improve member participation in legislative grassroots efforts.
- Develop an active plan for sharing advocacy information at the local level.

Session A3: Social Justice: Designing Communities for Equity (1.5 HSW)

Communities around the world face injustice. It is time to work together to design a solution! The 2018 Design Justice Summit focused on how to bridge the concepts of social justice and design best practices to effect social change. Working together, 24 social impact architects, designers, and planners developed realistic solutions that will create innovative, progressive change and achieve design equity in communities of any size. The panelists will share their stories of how they are shaping communities toward equality.

Learning objectives:

- Develop an understanding of the Design Justice Movement model, theories of social change, and how to work alongside community-led efforts for systemic change.
- Increase awareness of structural inequity and how it manifests in design practice, policies, and institutions that deeply impact communities.
- Discuss Design Justice opportunities and challenges taking place at the national and local levels.
- Explore how to facilitate a Design Justice framework into current efforts.

Session A4: Association Law and Ethics Made Easy: Even if You're not Interested in the Law, It's Interested in You* (1.5 LUs)

In these turbulent times, nonprofit officers, directors, and staff face remarkable legal and ethical challenges. What role should you play in the day-to-day operation of the organization? What are the legal and ethical risks, and how do you protect against them? What happens when you get claims of discrimination or harassment? This session will help you think about these things in a new way and prepare you for the challenges you are sure to encounter.

Learning objectives:

- Summarize basic legal and ethical issues that nonprofits face every day.
- Determine how to anticipate, avoid, and address legal and ethical problems.

- Examine special issues – discrimination, harassment, antitrust, and others.
- Explore practical tips and techniques for managing legal risks and responsibilities and avoiding ethics violations.

Partnerships

Session A5: The Future of Architecture Education (1.5 LUs)

Since its founding in 1857, the American Institute of Architects has been dedicated to educating present and future architects in “the artistic, scientific, and practical efficiency of the profession.” We were later joined in this mission by the American Institute of Architecture Students (AIAS); the Association of Collegiate Schools of Architecture (ACSA) and the National Architectural Accrediting Board (NAAB). Each organization represents different groups responsible for the education, training, and practice of architects. In response to rapid changes in the profession, the academy and society, these organizations have fortified their relationships with each other to identify and address the significant issues that impact the future of architecture education. The presenters will provide a brief overview of their purpose and discuss how they are working together to strengthen the connection between studio culture and practice environment.

Learning objectives:

- Discuss the roles and responsibilities of each organization.
- Identify shared objectives.
- Outline opportunities for collaboration.
- Engage component leaders in a dialogue about architecture education.

Session A6: Components as CE Providers* (1.5 LUs)

This session will address current and emerging issues related to the AIA Continuing Education system, mandatory continuing education, and continuing professional development and the impact of these issues on AIA component operations. As we focus on improving and elevating AIA continuing education, AIA has worked with NCARB to redefine Health, Safety and Welfare (HSW) credits and has instituted new standards for continuing education.

Learning objectives:

- Identify current and emerging challenges of continuing education.
- Examine resources that will provide direction to improving continuing education programs.
- Discuss how to submit quality programs.
- Demonstrate a tool that will identify the continuing education needs of most of your members.

People

Session B1: Speak Like a Pro* (1.5 LUs)

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Session B2: Membership Marketing: What Does It Tell Us?* (1.5 LUs)

If you know the correct way to market to current and potential members, you can get to the root of membership engagement and retention. Membership marketing umbrellas many ideas of marketing including brand awareness, community engagement, recruitment strategies and more. Members of the AIA membership and marketing departments will discuss the membership marketing plan that enhanced its marketing efforts including member categories, types of membership plans, audience, and more.

Learning objectives:

- Elements of an effective plan.
- Types of membership campaigns.
- Understanding the audience.
- Identify tools and resources.

Purpose

Session B3: Managing Cultural Differences in the Workplace (1.5 HSW)

Diversity, Inclusion, and Engagement supports and strengthens a chapter, firm and community-wide culture that embraces and celebrates all people, regardless of age, culture, ethnicity, gender identity, language, physical ability, race, religion, sexual orientation, size, or socioeconomic status. Inclusion is paramount. Diversity ensures outside the box thinking and the Inclusion of many voices – amongst our chapter members, firms, and communities. People who feel included are more engaged and Engagement creates a sense of pride, ownership, and accountability. To ensure these principles are prevalent in all aspects of our work, hear from leaders whose organizations have devised and implemented a strategy to build and sustain a culture that celebrates human differences.

Learning objectives:

- Examine the need in the architecture profession for addressing diversity and inclusion.
- Discuss successfully implemented initiatives that promote equity, diversity, and inclusion as core values in chapters, firms and communities.
- Explore strategies for leveraging the leadership of chapters, firms and communities.
- Identify approaches for engaging communities.

Session B4: Managing for Results: Effective Strategic Planning* (1.5 LUs)

Long and short-range planning prevents personal agendas and outside factors from driving AIA chapters and decision making. It also helps to access your organization's strengths and weaknesses, identifies present and future member needs, and gives a sense of satisfaction when important component goals are reached during your term in office. How do you develop a plan that focuses on engagement, accountability and results? This workshop will examine how the process flows, the key elements of a plan and the strategic analysis. Participants will come away with an understanding of how to create a portfolio centric, team-based collaborative entity.

Learning objectives:

- Discuss how to develop a three-year strategic plan for non-profit organizations, process options.
- Examine how to overcome obstacles to changing an organization.
- Summarize tips and techniques on how to implement conflict resolution in a changing work environment.
- Become aware of how to determine priorities.

Partnerships

Session B5: The Role of Architects in Disaster Assistance (1.5 HSW)

The past years of disasters have been devastating. A major natural disaster occurs, on average, 10 times a year, with minor disasters striking as frequently as once a week. These include floods, tidal waves, tornadoes, ice storms, fires, landslides, hurricanes, and earthquakes, and the damage can range from a few uprooted trees to the near-obliteration of entire communities. In the aftermath, architects

immediately contemplate how best to participate in the recovery and rebuilding. The questions are: How can the AIA and its members' best be of use and how can advance preparation by components increase members' impact on recovery? Hear stories from three members who have participated in disaster relief and the roles they played.

Learning objectives:

- Hear innovative practices for communicating with staff, members, firms, and the media during disaster times so you can fully understand the magnitude of impact and be able to address it.
- Become aware of what it takes to train and mobilize member volunteers to participate in disaster response and recovery.
- Be able to develop and enhance your State's Disaster Assistance Program so you are prepared, ready, and able when disaster strikes.
- Understand how to prepare a business continuity plan for your component to maintain operations when you and your members are needed most.

Session B6: Generating Non-Dues Revenue Streams* (1.5 LUs)

For any membership organization, raising non-dues revenue is essential. How do you meet members' needs and the chapter's financial sustainability? Chapters that identify creative ways to change its business model will often be rewarded with a significant impact on their bottom line. Successful non-dues revenue activities bring money into the association and give members' valuable add-on that they can't get anywhere else, reinforcing the importance of their memberships. Learn new ideas and options that will give sponsors a bit more value for their dollars. Presenters will demonstrate how to organize and coordinate fundraising efforts to have maximum impact with minimum effort. Sponsors will also share trade secrets for raising funds more efficiently.

Learning objectives:

- Explore revenue-sharing strategies.
- Recognize potential program options.
- Examine methodologies in identifying potential sponsors.
- Learn what sponsors are looking for.

Friday, March 8, 8:45-10:15am

People

Session C1: Financial Responsibility & Risk Awareness* (1.5LUs)

Sound financial management is essential to the effective operation of every component. A role of the board is to increase and protect the assets. Beyond the unique aspects of nonprofit financial literacy is a

need to be alert to potential risks. This presentation will cover sound financial budgeting and reporting, internal policies, IRS Form 990, and possible risks that can damage a component's health such as liability, copyright infringement, antitrust violations, and more.

Learning objectives:

- Summarize sound financial processes, necessary record keeping, and internal control documents.
- Discuss processes for developing policies.
- Identify strategies for tips and protecting the organization against risks.
- Understand the purpose of IRS Form 990 and how to comply.

Purpose

Session C2: What You Should Know About Harassment (1.5 LUs)

Harassment and bullying persist in the workplace and in other settings today, in many forms. To create a safe and inclusive environment requires a multifaceted approach to implement policies, educate staff and guests, and provide reliable procedures for victims of harassment to seek help. Join this candid conversation with our panelists as they discuss the legal definitions and boundaries, investigations, strategies for changing workplace culture, and the roles and responsibilities of component officers, directors, members, and executives under the AIA Model Harassment Policy.

Learning objectives:

- Become aware of the legal aspects of harassment.
- Discuss the role of component officers.
- Explore how to promote a harassment-free work environment.
- Create policies and procedures using the AIA Model Harassment Policy as a guide.

Session C3: Introducing... The New Guides for Equitable Practice* (1.5 HSW)

Equity may be defined as a state in which all people, regardless of their socioeconomic, racial, or ethnic grouping, have fair and just access to the resources and opportunities necessary to thrive in their daily work and professional aspirations. The Guides for Equitable Practice are a vital part of AIA's long-term commitment to ensure the profession of architecture is as diverse as the nation we serve. Join in an engaging discussion of the what, why and how the profession can lead in the facilitation of equitable workplaces and practices.

Learning objectives:

- Understand the meaning and importance of equitable practice.
- Identify equitable best practices in the workplace.

- Define and examine intercultural competence and its impact on the workforce.
- Discuss strategies for to promote compensation equity and fairness.

Partnerships

Session C4: Proven Leadership Results: the Christopher Kelley Leadership Development Program (CKLDP) (1.5 LUs)

The CKLDP was developed by the AIA|DC Chapter in 2013 to provide the Chapter and its members with a program that would nurture, train, and inspire the next generation of Institute, firm, and community leaders. Today the CKLDP has expanded to seven national or state components successfully delivering the 9-month program annually. Hear from alumni of the program on how their participation has created leaders within their chapters, how firm leaders have become engaged, and how the community has become a bigger advocate of the Institute. Alumni will provide examples of their chapter's successful initiation of the program, demonstrate the financial model, share how the program has impacted their career, and explain how chapter leaders assure a successful transition of emerging professionals to lead the program year after year.

Learning objectives:

- Recognize and advocate for the role of advanced architectural education toward developing leadership skills essential to firm/business, and personal growth opportunities.
- Strategically analyze the role of leadership training and how personal skills can be harnessed or developed to advance one's career and/or extend the reach of one's contributions within the industry.
- Demonstrate how a successful partnership with emerging professionals can lead to the engagement of chapter members.
- Summarize how to provide a consistent leadership program that delivers relevant content to engage, enhance and elevate emerging professionals' contributions to practice, the community and the Institute.

Session C5: 2030 Firm Commitment* (1.5 LUs)

The AIA [2030 Commitment](#), born out of the [2030 Challenge](#), was created as a framework to help firms achieve the vision that all new buildings, developments, and major renovations be carbon-neutral by the year 2030. The mission is to support the 2030 Challenge and transform the practice of architecture in a way that is holistic, firm-wide, project based and data-driven. By prioritizing energy performance, you can easily work toward carbon neutral buildings, and developments and major renovations by 2030. Through the 2030 Commitment, you can elevate your practice, save clients money, and combat the effects of the global climate change. Hear how three firms are doing just that.

Learning objectives:

- Discuss the 2030 Design Data Exchange (DDx) and its usage.
- Discuss processes and innovative sustainable design strategies.
- Share resources and experiences.
- Gain insights from peers.