

AIA Repositioning & Component Changes Dave Crawford, EVP AIA North Carolina

No Noticeable Changes, But Better Service





AIA ADVANCEMENT STATEMENT

"Together we agree that the time is now to change the way we think and behave in order to become a more valued, relevant **profession.** The AIA will focus its priorities to elevate public awareness, advocate for the profession and expand and share knowledge. Bold, visionary leadership is urgently needed to ensure a prosperous future and to inspire architects to create a better world for all people—through architecture."

-[Adopted by AIA Board of Directors, 2013]



TIMELINE of REPOSITIONING

2013 – AIA National Board Restructuring

2014 – National Development of Core Member Services

2015 – State & Local MOU and Development of Service Delivery

2016 – Accreditation & Component Structure Repositioning



2017 – Full Implementation of New Structure & Service Delivery MOU

TIMELINE of REPOSITIONING

2013 – AIA National Board Restructuring



Primary Element of Repositioning

Provide a Valuable and <u>Consistent</u>

Experience for All Members

















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MEMBER CORE SERVICES MATRIX AIA NORTH CAROLINA REPOSITIONING

Core Services			Components							
		Services	AIA NC	AIA CLT	AJA TRI	AIA AVL	AIA WSM	AIA PMT	AIA WIL	AIA EST
		nber nmunications								
	A	Promote AIA Products	1	1	✓	✓	1	1	1	AIA NO
1	В	Contribute content to AIA digital platform*	1	1	1	1	1	1	1	AIA NO
	С	Follow Brand Guidelines	1	1	1	1	1	1	1	AIA NO
E	du	cation			AU					
	A	Offer at least 18 CES credits, 12 being HSW*	1	1	1	1	1	1	AIA NC	AIA NO
2	В	Provide career info and mentoring for EP's	1	1	1	1	1	1	1	AIA NO
A	dv	ocate								
	A	State legislative agenda	1	AIA NC	AIA NO	AIA NO				
	В	Advocacy strategy that works's with state framework	1	1	1	1	1	AIA NC	AIA NC	AIA NO
3	С	Advocate to state legislature, licensing board, other agencies	1	AIA NC	1	1				
	С	Engage local government agencies and building officials	1	1	1	✓	1	✓	1	1
P	ub	lic Awareness								
	A	Use/adapt public awareness campaign	1	1	1	1	1	1	1	1
1	В	Publicize outstanding member projects & service	1	1	✓	1	1	1	1	1
	С	Engage public via communications and programs	1	1	1	1	1	1	1	1

Member Communications

2 Education 3

Advocacy

4 **Public Awareness**

Promote the

value of design

and the role of

architects

Governance

5

Membership

6

records in AIA

Finances & Operations

Promote value of ATA membership ***

Promote AIA resources to members ***

Support AIA brand

Ensure access to 18 credits per year of ce ***

Ensure quality continuina education ***

Offer IDP & ARE support to EPs for licensure and career development ***

Maintain CES transcripts ***

Offer any AIA member. regardless of component, an opportunity to participate in CF

Advance AIA legislative priorities ***

members to

advocate for

themselves

and their

profession

*** Engage regulatory Recoanize members' entities *** desian Empower excellence

> *** Engage with local community

Comply with federal and state laws *** Mitigate risk

*** Keep local. state and national strategic plans up to date and

> *** Develop visionary leaders to

alianed

serve at local, state and national levels: participate in leadership conference

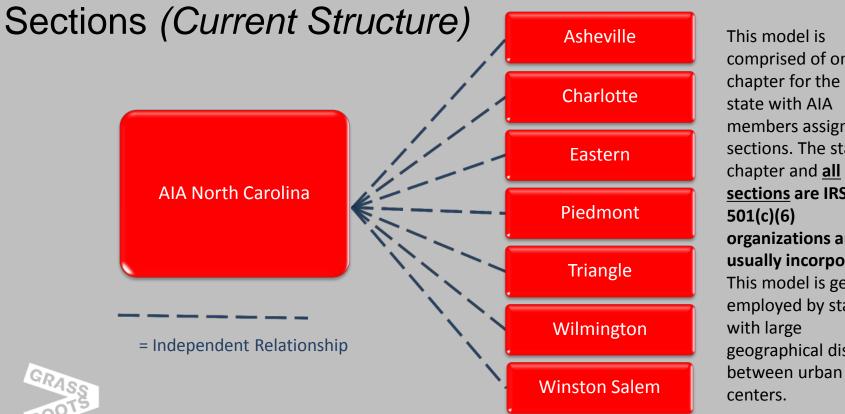
Actively recruit Conduct and retain secure, members transparent *** and timely Maintain financial member practices ***

database Offer touch *** points (phone, Engage website, email. members in etc.) to fellowship/co members and mmunity the public ***

> Participate in AIA volunteer and component staff and volunteer training opportunities

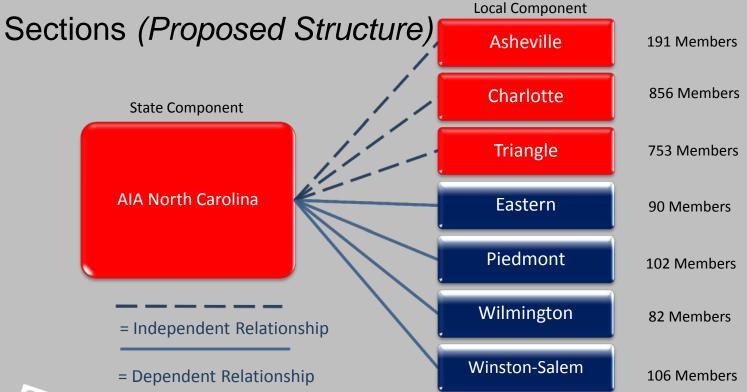


Model 1 A: Statewide Chapter with 7 Mandatory



This model is comprised of one chapter for the entire state with AIA members assigned to sections. The state chapter and all sections are IRS 501(c)(6) organizations and are usually incorporated. This model is generally employed by states with large geographical distances

Model 2: Statewide Chapter with Mandatory & Volunteer





This model is comprised of one chapter for the entire state with AIA members assigned to sections. The state chapter and <u>some</u> <u>sections</u> are <u>IRS 501(c)(6)</u> <u>organizations</u> and <u>are usually incorporated</u>. This model is generally employed by states with large geographical distances between urban centers.



Member ID: 30108426 Invoice No: 2009172002

Date Mailed: 11/06/2015 Membership Year: 2016

Payment Due Date: 01/15/2016

2016 Architect Membership Dues Renewal Invoice

For questions concerning your membership dues, contact:	-

Local dues: Tanja Bean at (919)387-7454 / tbean@aiatriangle.org Tanja Bean at (919)387-7454 / tbean@aiatriangle.org National dues: The AIA at 1-800-242-3837 / memberrenewal@aia.org

Primary Contact Information

Member: David L. Liberatore, AIA

Address: 115 Lochwood West Dr Cary, NC 27518-9742

dlibbyl404@gmail.com (919)830-8243

Phone:

Six Ways to Renew Your Membership Today

1. Online By Electronic Pay by electronic check at Check Payment www.aia.org/renew

2. Online By Credit/Debit Pay by credit/debit card at **Card Payment** www.aia.org/renew

3. By Phone 800-242-3837 (option 2)

202-626-7547 5. By Mail The American Institute of

> Architects c/o PO Box 64185

Baltimore, MD 21264-4185 www.aia.org/renew

6. Dues Installment Program

4. By Fax

Your Architect Dues

National: The American Institute of Architects \$260.00

AIA North Carolina \$387.00 Local: AIA Triangle \$115.00

2016 Individual Dues Total: \$762.00 2015 Balance Due: \$0.00

Individual Dues Balance:

\$762.00

These are currently your Knowledge Communities selections. Please update your Knowledge Communities at http://www.aia.org/kc/manage

Current: COTE, PM, PD, PA, ACAD, CCA, CAE

Knowledge Communities Information:

I attest that I am licensed to practice architecture in a U.S. jurisdiction.

(Check here to confirm)

The tax-deductible percentage of your 2016 AIA membership

Local: 100% State: 95% National: 85%

National Taxpayer Identification Number: 53-002-5930

For additional information, please see the reverse side of the invoice.

Payment Method			Memb	er ID: 30108426	5 Invoice No: 2	2009172002
I will be paying by:	I. Company Check	2. Personal C	Check	3. Company Credit C	ard 4. Personal Credit	t Card
Card Information (Please print clea	rly)		☐ Visa	☐ MasterCard	American Express	Discover
Name on Card:						
Account Number:				Expiration Date: _		
Signature:				Authorized amount	\$	
Signature:				Authorized amount	\$	



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Local dues: State dues: National due	Tanja Bean at (919)387-7454 / tbean@aiatriangle.org Tanja Bean at (919)387-7454 / tbean@aiatriangle.org The AIA at 1-800-242-3837 / memberrenewal@aia.org	Online By Electronic Check Payment	Pay by electronic check www.aia.org/renew	k at		
Member:		Online By Credit/Debit Card Payment By Phone	Pay by credit/debit card at www.aia.org/renew 800-242-3837 (option 2)			
Address:	II5 Lochwood West Dr Cary, NC 27518-9742	By Fax By Mail	202-626-7547 The American Institute	of		
E-mail: Phone:	dlibbyl404@gmail.com (919)830-8243		Architects c/o PO Box 64185 Baltimore, MD 21264	4185		
T HOHE.	(313/333 02-13	Dues Installment Program	www.aia.org/renew			
		Your Architect Dues National: The American I State: AIA North Care		\$260.00 \$502.00		
		2016 Individual Dues Tota 2015 Balance Due: Individual Dues Balance:	(A)	\$762.00 \$0.00 \$762.00		
These are cu	Communities Information: rrently your Knowledge Communities selections. te your Knowledge Communities at http://www.aia.org/kc/manage	I attest that I am licensed to practice architecture in a U.S. jurisdiction. (Check here to confirm)				
	TE, PM, PD, PA, ACAD, CCA, CAE	The tax-deductible percedues	entage of your 2016 AIA men	mbership		
		Local: 100% State	95% National: 8	15%		
		National Taxpayer Ident For additional information	ification Number: 53-00	2-5930 de of the		

Payment Method			er ID: 30108426	Invoice No: 2	2009172002
I will be paying by:	1. Company Check	2. Personal Check	3. Company Credit 0	Card 4. Personal Credi	it Card
Card Information (Please print of	clearly)	□ Visa	MasterCard	American Express	Discover
Name on Card:					
Account Number:			Expiration Date: _		
Signature:			Authorized amount	: \$	

invoice.



No Noticeable Changes But Better Service



SERVICES AIANC CAN PROVIDE & SUPPORT

1	2	3	4	5	6	7
Member Communications	Education	Advocate	Public Awareness	Governance	Membership	Finances & Operations
Web site hosting & management	Emerging Professional support	Advance AIA legislative priorities	Provide technical and staff support for awards	Annual tax filings	Maintain member records in AIA database	Give access to online registration and
*** Consistent AIA	***	***	programs	*** D&O and event	***	better accounting
branding, messaging and	Ensuring 18 CEUs to every	Engage regulatory		insurance	Coordinate Fellows activity	***
advertising across all component web platforms	member through OWLS & annaul conference	entities		*** Strategic planning coordination		Financially assist with staff and volunteer training opportunities







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Consistent AIA				D&O and event		accounting
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Mandatory & Volunteer Services

	Mandatory	Voluntary
Activities	May carry out any activities allowed by Institute bylaws.	May carry out any activities allowed by Institute bylaws.
Bylaws	Must have bylaws approved by the Institute.	Need not have bylaws approved by the Institute.
Core Member Service	Must deliver Core Member Services.	Need not deliver Core Member Services. (Delivery ensured by State.)
Dues	May charge dues.	May not charge dues. (Funding from State.)
Governance	Must elect officers and board.	Need not elect officers and board.
Membership	Assigned. Need at least 100 members to establish a new chapter.	Voluntary. Need at least 10 members to establish a new section.
Staff	Members must have access to staff (may be through partner).	May be staffed or unstaffed.
National Resource Allocation	Eligible. Distributed based on membership size and statewide Member Service Agreement.	Ineligible. (State would share with section.)
Accreditation	Requires annual or trienneal accreditation from National AIA.	No accreditation required. (Members guaranteed core service by State.)





AIA Repositioning & Component Changes

Thank You!



For More Information, Please Feel Free to Contact David Crawford 919-833-6656 dcrawford@aianc.org