

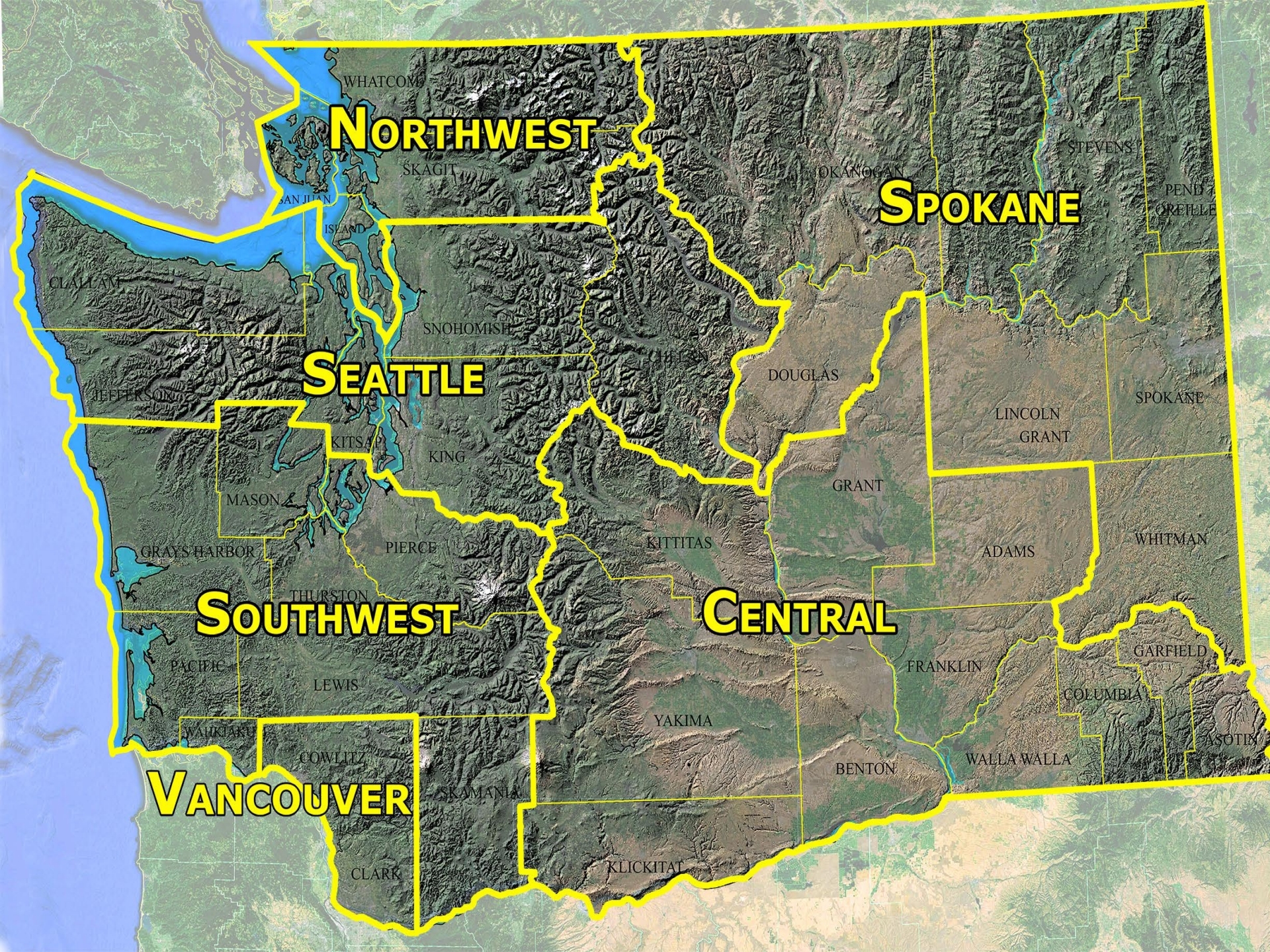


Component
Restructuring:
AIA in Washington State

Lisa Richmond

AIA Seattle

an **AIA** leadership event



NORTHWEST

SPOKANE

SEATTLE

SOUTHWEST

CENTRAL

VANCOUVER

AIA Washington Council 2015

6 chapters

Largest = 2,000 members

Smallest = 30 members

80% of members in the largest chapter



2017

an **AIA** leadership event



AIA Washington Council 2015

17 board members

Equal reps from each chapter

Separate executive team



an **AIA** leadership event



Member Experience 2015

AIA Seattle programs, communication, advocacy

AIA Wa Council programs, communication, advocacy

AIA Northwest Pacific programs, communication

AIA National programs, communication, advocacy



an **AIA** leadership event



Leader Experience 2015

One individual =

AIA Seattle President

AIA Washington Council Board Member

AIA Northwest and Pacific Region Board Member

Represents chapter at Grassroots, Annual Meeting, Big Sib



2017

an **AIA** leadership event



Challenges

Ineffective advocacy

Duplication

Market confusion

Over-communication

Leader burnout

Inconsistency

Waste



2017

an **AIA** leadership event



Goals of Restructuring

Effective advocacy

Clear mission

Reduced dues

Streamline

Consistent member experience

Relieve leadership burden

State gets dedicated leadership



2017

an **AIA** leadership event



Process

Grant

Facilitated discussion

Task force

Negotiation

Board discussion

Annual meeting and vote

Continued adjustment



2017

an **AIA** leadership event



Big Moves: State

Focused mission

Consolidation

Smaller board

Dedicated leadership

Government Affairs Council

Relocation

Shared staffing

Lower dues



2017

an **AIA** leadership event

Big Moves: Seattle

Advocate Director

Section formation

Steering committee

Board position

Separate budget



2017

an **AIA** leadership event



Revenue

10% to state

Remainder by population



2017

an **AIA** leadership event

AIA in Washington State, 2016

4 chapters

Largest = 2,300 members

Smallest = 50 members

80% of members in the largest chapter



2017

an **AIA** leadership event



AIA Washington Council 2016

8 member Board of Directors

4 Seattle

2 Southwest

1 Spokane

1 Central

Executive team elected from within the board



2017

an **AIA** leadership event



Member Experience 2016

Seattle = programs, communication, advocacy

State = advocacy

Region = programs

National = programs, communication, advocacy



2017

an **AIA** leadership event



Leader Experience 2016

Dedicated state board members

Local board focuses on local issues



an **AIA** leadership event



Growing pains

Spokane and Central Washington

Government Affairs Committee

Staffing

Executive roles on board



2017

an **AIA** leadership event



Benefits

Easier to understand

More consistent service

Lower dues

More effective advocacy

Consensus decision making

Closer relationships



2017

an **AIA** leadership event

