# Increasing Component Partnership with AIA

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|---|---|
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**AIA Leadership Summit**

# Moderator

**Rusty Bienvenue**
Executive Director, AIA Houston

# Leveraging our Component Network:

The AIA supports and partners with 205 state and local components to strengthen our shared mission goals.

# Collaborating for positive impacts

- AIA is committed to partnering with components on a variety of opportunities, including:

  - EDI support

  - Knowledge & Practice

  - Sustainability

  - Advocacy

  - Governance & Volunteer Development

  - Association Management

# Today's Session

- Learn about resources that support AIA's mission, vision, and strategic plan
- Communicate resources that strengthen member value
- Increase opportunities for partnership
- Share information and ideas on the impact of the AIA initiatives in your chapter

**AIA**
**Leadership Summit**

# What is partnership?

AIA and components seamlessly working together toward our shared goals, which benefit our members and the design profession.

- Examples of current partnerships?

- What are the benefits of AIA National and components partnering?

# Who we are



**Corey Clayborne, FAIA, CAE**
Senior Vice President
Knowledge & Practice

**Renée Byng Yancey**
Chief External EDI Officer
Executive Office

**Kevin D. Watkins, CAE**
Senior Vice President
Membership & Component
Engagement

Support NOMA & Identity-based Orgs

Member & volunteer engagement

AIAU

Component support

Digital marketing

AIA.org

WLS

ABI & other research

Climate action & EDI TOC

Member support center

HBCU visits & internship

Join & renew

Media & public affairs

Executive comms

CES

Creative storytelling

30+ member groups

Guides for Equitable Practice

Support for Architectural Alliances

## AIA

### AIA Strategic Plan 2021-2025

**MISSION**
Inspire and empower architects to improve society and transform the world.

**VISION**
Drive positive change through the power of design and focused activism.

**CORE VALUES**
Impactful, transformative, visionary, equitable, inclusive, innovative

**GOALS**
- Climate action for human and ecological health
- Advance racial, ethnic, and gender equity

### Strategies

**MOBILIZE FOR IMPACT**
Focus and align programs, services, structures, and resources to develop innovative solutions to the world's most pressing challenges.

**EDUCATE AND PREPARE**
Equip members for success: Transform architecture education, expand access to the profession, cultivate a learning culture, and develop leadership.

**ADVANCE KNOWLEDGE**
Knowledge is our currency. Generate, curate, and disseminate knowledge required for success.

**BROADEN THE TENT**
Collaborate with design, construction, and community stakeholders. Organize and activate grassroots advocates.

### Imperatives

**EMPHASIZE**
**Climate action:** Build impact by focusing on climate action and positioning architects as community leaders to drive widescale adoption of practical design solutions that will rapidly address and mitigate the impacts of climate change.

**Justice:** Work to eradicate racial and gender inequity within [... ] ment and profession, and dismantle barriers [... ] er reflect the society we serve.

[...] architects' presence [...] paring them to serve as [...] ders, and change agents [...] ions to society's most

**CATALYZE**
**Equity:** Foster equity, diversity, and a sense of belonging within the profession, and advance the health, safety and welfare of our communities through design and advocacy for lasting solutions in our built environments.

**REVOLUTIONIZE**
**Research and technology:** Leverage emerging technologies and social science to accelerate architecture's progression [...] knowledge-driven discipline and evidence-based, transformati[...] solutions. Harness an intra/entrepreneurial start-up mentality [...] foster rapid innovation.

**Architectural education:** Make architectural education more responsive to emerging trends, more inclusive of underserved audiences, and more oriented toward the future role of the architect.

How will we know we have been successful in 2025?

What does "success" look like?

Aspiration $\longrightarrow$ **Action**

Youth + K-12 Engagement | Architecture School | EP Workforce | Firms + Firm Leadership | AIA Membership | AIA National Leadership

# ORGANIZATION FOCUS

**AIA National Leadership**

**AIA Membership**

Expand equity-focused professional development & growth opportunities

# MEMBER FOCUS

**Firms + Firm Leadership**

**EP Workforce**

Solidify intra-organizational EDI practices and policies

# SYSTEMS FOCUS

**Architecture School**

**Youth + K–12 Engagement**

Guide members and partners in supporting early exposure to profession and transition endeavors

# Equity, Diversity & Inclusion Overview

- **Dismantle barriers within all AIA systems**: governance, honors and awards, internal policies, vendor selection, hiring/retention, and any business practice that intentionally or unintentionally contributes to injustice and exclusion (policies, practices, and programs).

- **Expand inclusiveness and diversity within the profession through K-12 and higher education** engagements and advocating for effective pathways into the profession. Expand the participation of racially and ethnically diverse populations, women, and other underrepresented groups.

- **Conduct training, enhance education** and knowledge dissemination, and increase the number of high-quality new resources for the Board, staff, volunteers, and members.

- **Develop stronger connections to bridge workforce, climate action, and equitable communities' priorities** in alignment with the 2021-2025 Strategic Plan.
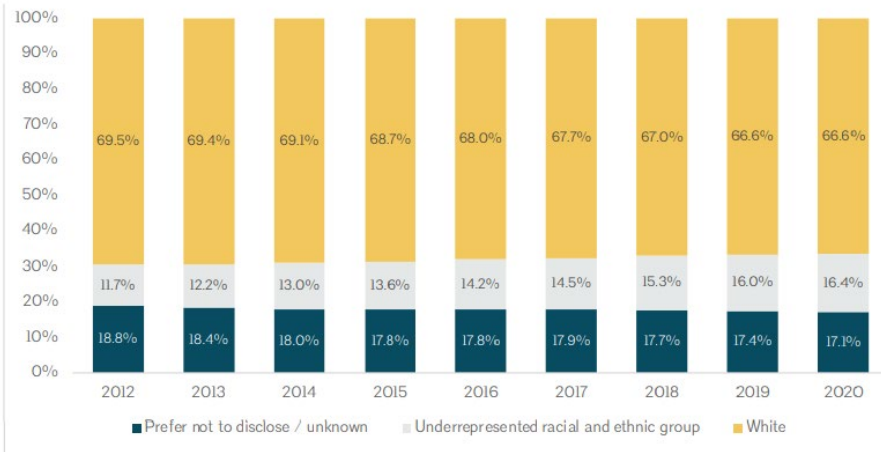
# Equity, Diversity & Inclusion Partnership Opportunities

- **Reach out and Engage with Schools of Architecture** - they need your members and firms for juries,teaching, mentors and more.

- **Obtain Component Matching Grants:** AIA matches scholarships for students up to $1,000 provided by an AIA component to a NAAB-accredited programs (undergraduate and graduate). AIA will match up to $500 for a student enrolled at a technical or community college architecture program.

- **Educate members on the Guides for Equitable Practice,** which provide key insights to help individuals, firms, and other organizations build equity in architecture.

- **Align and engage component EDI committees** with the work of Equity and the Future of Architecture Committee.
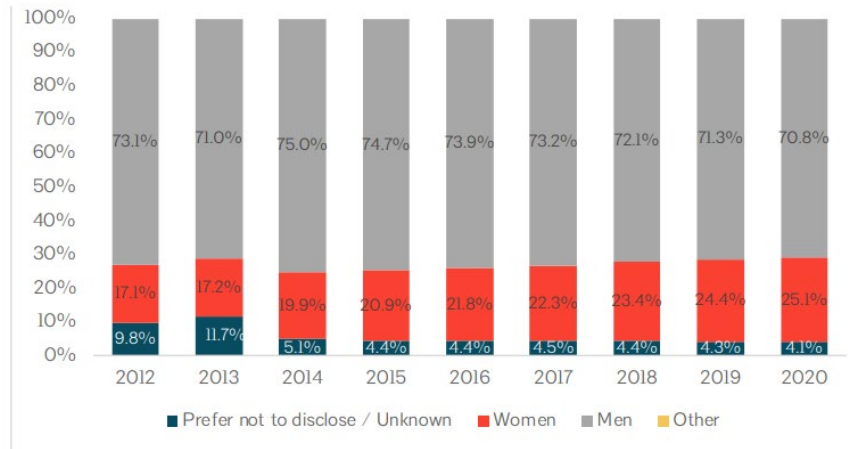
# Membership Demographics Report 2020

> RACE AND/OR ETHNICITY: ALL MEMBERS

| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|---|---|
| White | 69.5% | 69.4% | 69.1% | 68.7% | 68.0% | 67.7% | 67.0% | 66.6% | 66.6% |
| Underrepresented racial and ethnic group | 11.7% | 12.2% | 13.0% | 13.6% | 14.2% | 14.5% | 15.3% | 16.0% | 16.4% |
| Prefer not to disclose / unknown | 18.8% | 18.4% | 18.0% | 17.8% | 17.8% | 17.9% | 17.7% | 17.4% | 17.1% |

> GENDER: ALL MEMBERS

| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|---|---|---|---|---|---|---|---|---|---|
| Men | 73.1% | 71.0% | 75.0% | 74.7% | 73.9% | 73.2% | 72.1% | 71.3% | 70.8% |
| Women | 17.1% | 17.2% | 19.9% | 20.9% | 21.8% | 22.3% | 23.4% | 24.4% | 25.1% |
| Prefer not to disclose / Unknown | 9.8% | 11.7% | 5.1% | 4.4% | 4.4% | 4.5% | 4.4% | 4.3% | 4.1% |

DESIGN

FIRM

PROFESSIONAL

# Knowledge & Practice Overview

- **Design Excellence:** design of space and buildings that contribute to a zero-carbon, equitable, resilient, and healthy built environment.

- **Firm Excellence:** regardless of organizational size, we provide industry research and business resources to facilitate firm prosperity.

- **Professional Excellence:** regardless of career stage, we provide the education, resources, and peer networks that are needed for our members to be the best architects and designers in the profession.

- **Knowledge Communities (KC):** offers members opportunities to members to explore key topics, professional functions, and personal identities alongside other design professionals.

- **Continuing Education Services:** with over 3,000 partners, we offer over 1.35M learning units annually to further the work and careers of AIA members.

# Knowledge & Practice Partnership Opportunities

## Research & Practice

- Market & Economic Research
  - ✓ABI
  - ✓Firm Survey
- Architectural Research
  - ✓Upjohn Grants
- Career Pathways & EDI Strategies
  - ✓WLS
  - ✓Guides for Equitable Practice
  - ✓Academic engagement
- Professional practice
  - ✓Best practices

## Sustainability & Resilience

- Framework for Design Excellence
- 2030 Commitment
- Architecture & Design Materials Pledge
- Disaster Assistance Program
- Content development
- Staff & member SME

## Professional Development & Resources

- CES Provider Network
- AIAU
- Revenue share opportunities for AIA Components

## Knowledge Communities & Resources

- 21 Knowledge Communities supporting:
  - ✓9 award programs
  - ✓10,000+ hours of CEUs
  - ✓15 in-person/virtual conferences
  - ✓10 publications
  - ✓3-5 research programs
  - ✓12+ programs for emerging professionals
  - ✓60+ relationships with allied organizations

**AIA Leadership Summit**

RECRUIT & RETAIN

ENGAGEMENT

SERVICE

# Membership & Component Engagement

- **Membership Growth:** focus on growing AIA's diverse membership and develop strategies that exceed the needs of AIA's member community through innovative engagement and retention strategies.

- **Member Value & Engagement:** provides members with tools and resources to support their professional needs and interests.

- **Component Engagement:** establish initiatives that facilitate communication, connectivity across the component network, leadership development, and component operational excellence.

- **Component Strategy:** standardized programming and support services to components that elevate their capacity to grow membership, engage stakeholders,  and deliver cutting-edge programs and events.

- **Member Support:** supports over 80,000 member impressions via phone, email, and chat.

# Membership & Component Engagement Partnership Opportunities

- **Participate in Member Value Outreach (MVO) and Member Engagement Outreach (MEO)** outbound call programs to drive member retention and satisfaction.

- **Attend AIA Leadership Summit,** the premier AIA component leadership development event held each winter.

- **CACE Annual Meeting**: provides staffed components with professional development on membership and operational trends, as well as provides valuable networking opportunities.

- **AIA Staff Expertise**: Access a dedicated team of Component Relations Professionals to help drive business excellence and alignment for your AIA Chapter.

- **Participate in year-round education programming** for components focused on Core Member Services, accreditation, advocacy, member recruitment and retention, EDI, and more.

- **Attend virtual Component Board Orientation** offered later in 2023. (new)

# Next to Lead

Strengthen the current and future workforce through career resources and leadership development programs.

How can AIA partner with your component?

How can we better calibrate our support?

Q&A

Thank you.