



Session B4: Member Engagement, Recruitment & Retention

Gina Calabro, Hon. AIA CT, NOMA, Steve
Broadwater, Tiffany Jolly, Mike Skiados, MBA, CAE

AIA Connecticut and AIA National

Agenda

Elements of
engagement

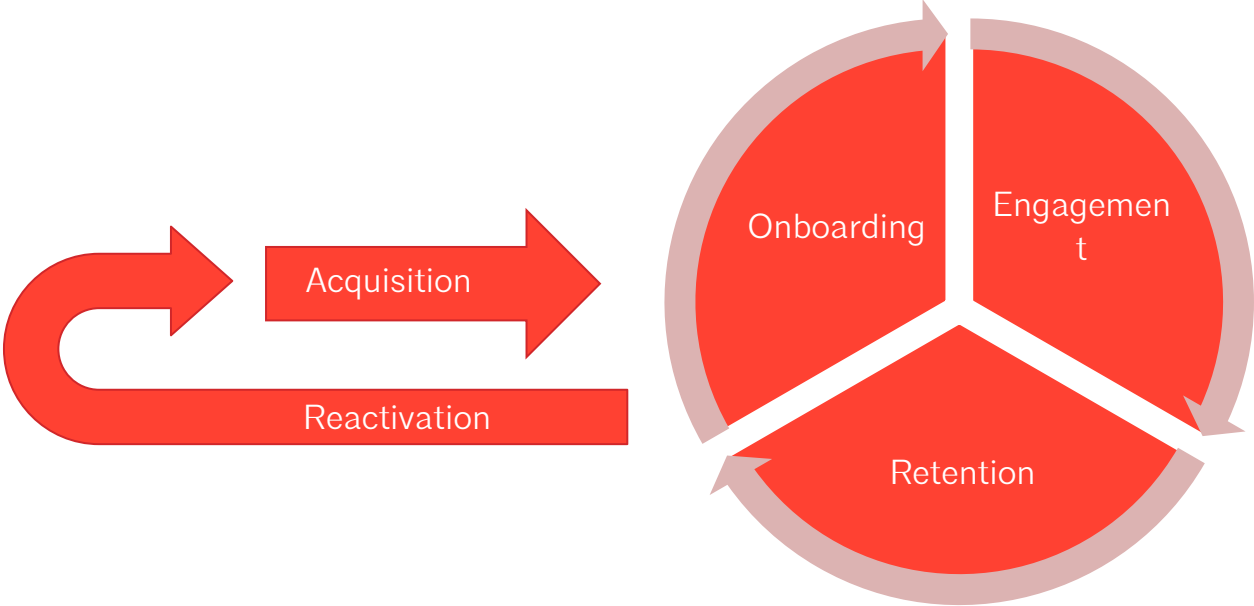
Enhancing
member
experiences

Alignment at
the tiers

Data and
analytics

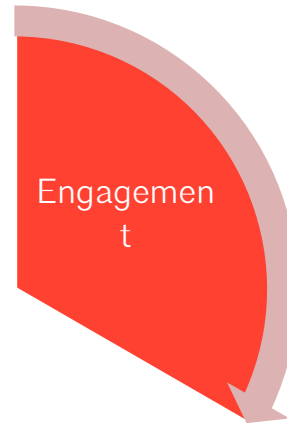
Next steps

Membership lifecycle



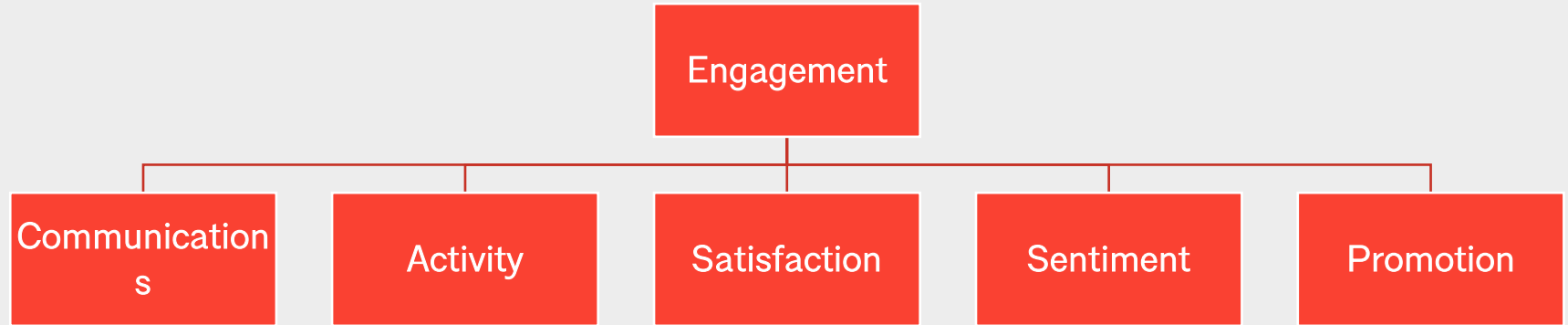
Where is your component's strength?

But what is engagement?

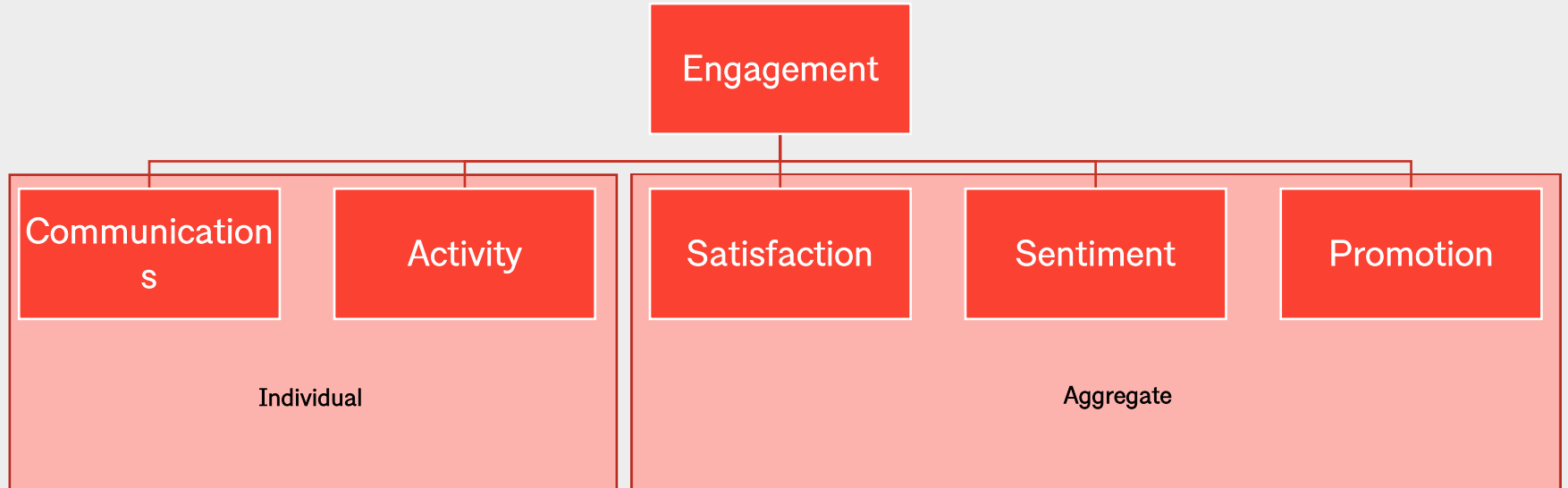




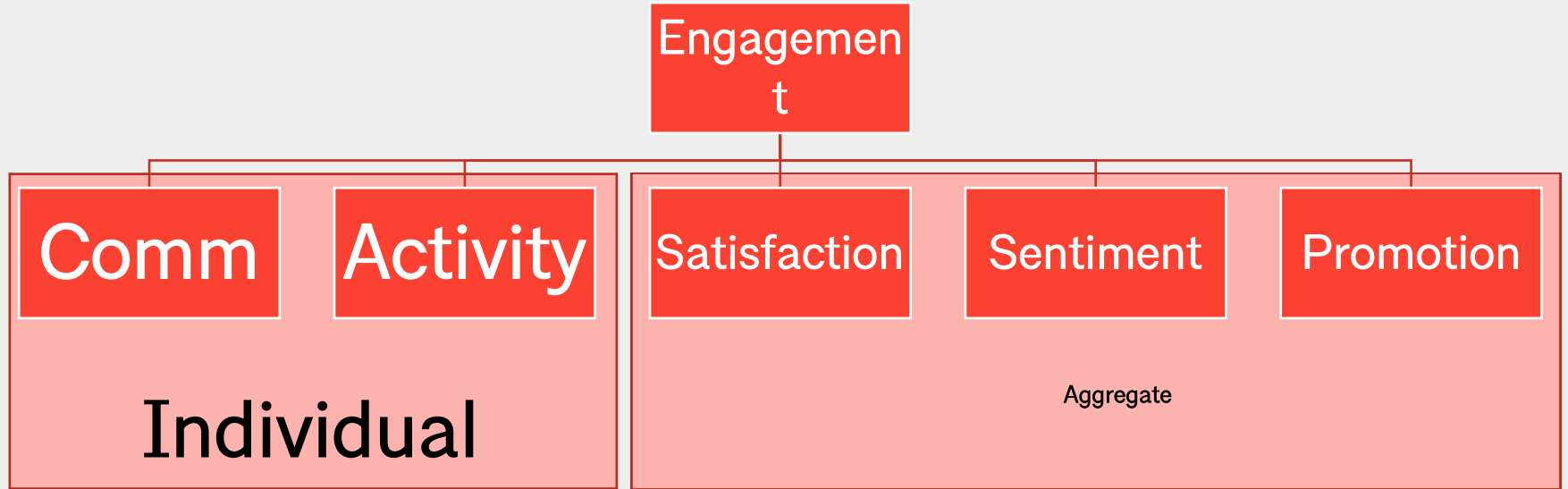
ENGAGEMENT AT AIA DEFINITION



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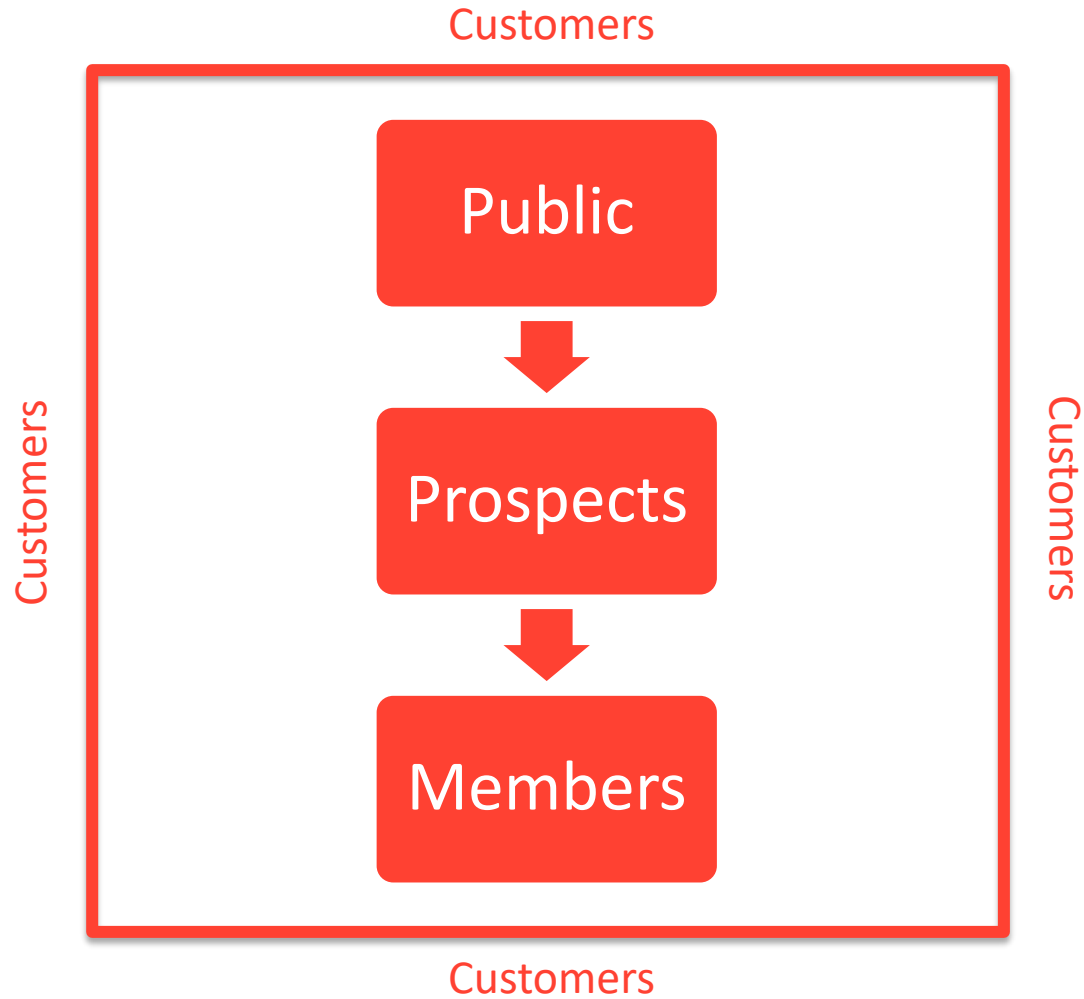


ENGAGEMENT AT AIA DEFINITION



MEMBER AND VOLUNTEER ENGAGEMENT

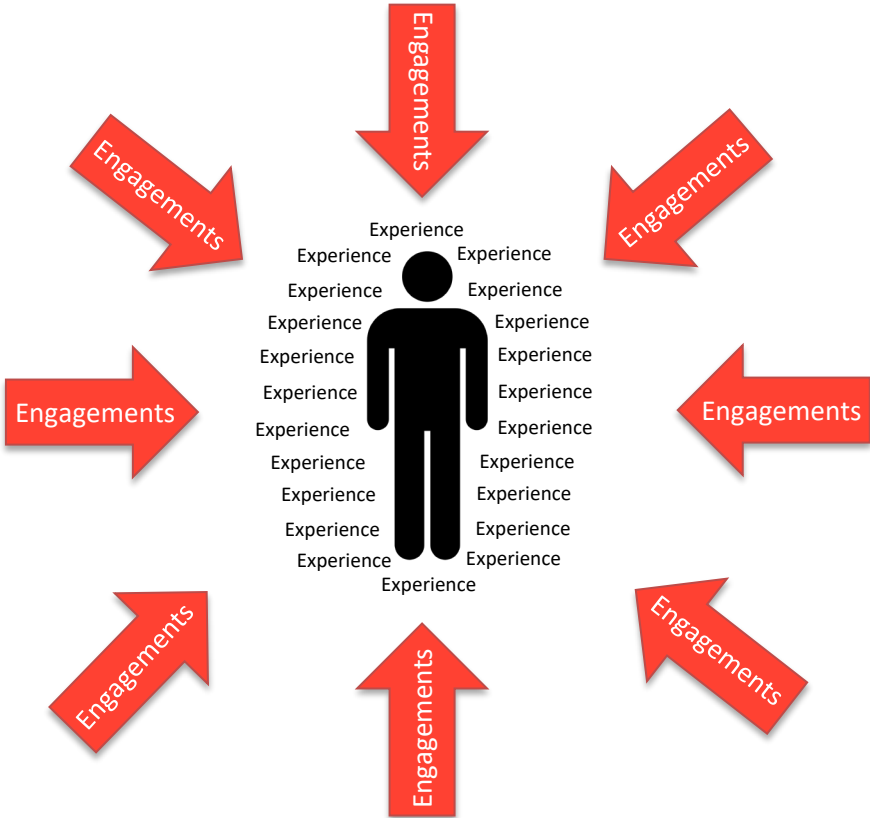
Volunteer management and development	More diverse set of volunteers
Define Engagement	Develop agreed upon definition
Audiences	Right categories and codify
Modern membership models	Government and firm models, create value
Dues standardization	Simpler, less than 5,000 possible dues rates



AIA National

AIA Local

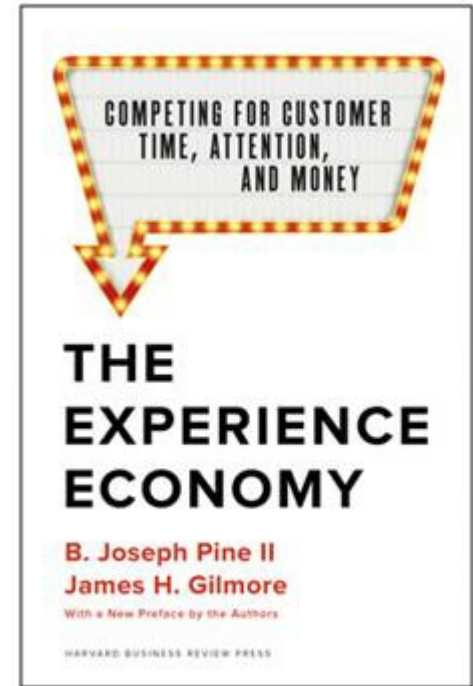
AIA State



Customer experience frameworks

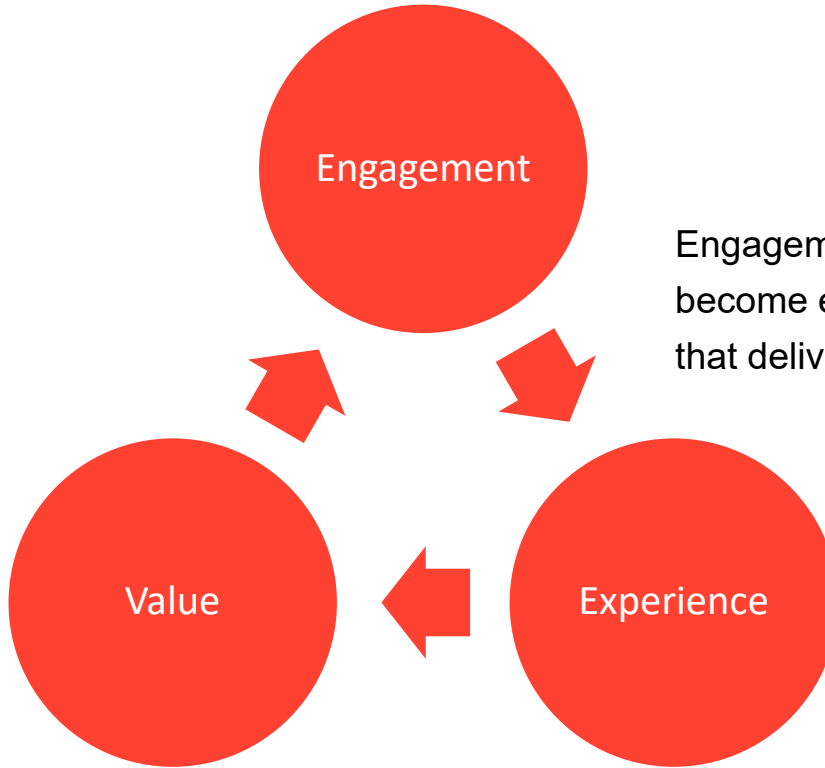
- B. Joseph Pine II is a cofounder of Strategic Horizons LLP, a lecturer at Columbia's School of Professional Studies, and a coauthor of *The Experience Economy* (HBR Press, 2019).

"...consider charging for the value of the transformation that an experience offers. Goods and services...are no longer enough. Experiences and transformations are the basis for future economic growth."





Through that valued experience more engagements are sought out.

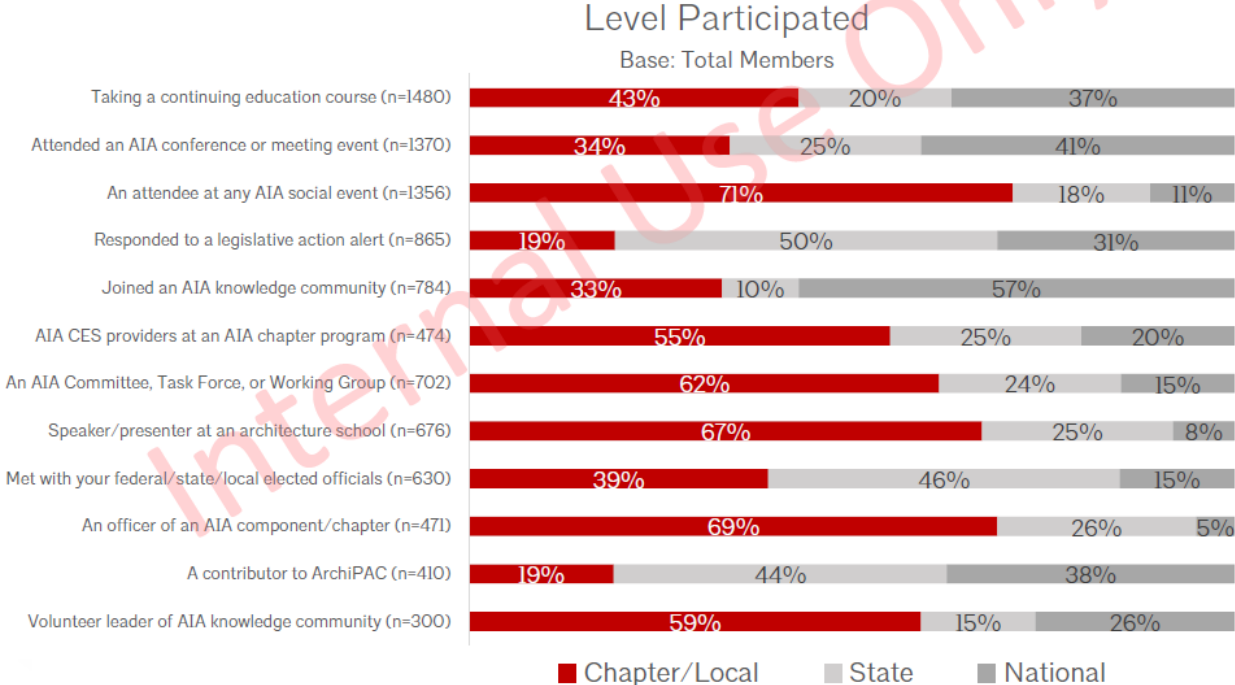


Engagements become experiences that deliver value.

Does anyone have an example of an experience you delivered that drove value at your component?

Level Participated

For the majority of activities, members are engaged on a local level. The exceptions, legislative action alerts, and contributions to ArchiPac, tend to happen at a state level, while joining knowledge communities is typically a national activity.



For these activities in which you have been or currently are involved, at what level do you participate MOST in this activity?

Top member experiences

National

Digital
Platforms

State

State Policy

Local

Programming
& Social
Events

National

Digital Platforms

Knowledge Communities

Conference

Federal Policy

Continuing Education

Leadership

Member & Provider Support

Onboarding

State

State Policy

Continuing Education

Volunteering

Meeting Events

Member Support

Local

Programming & Social Events

Volunteering

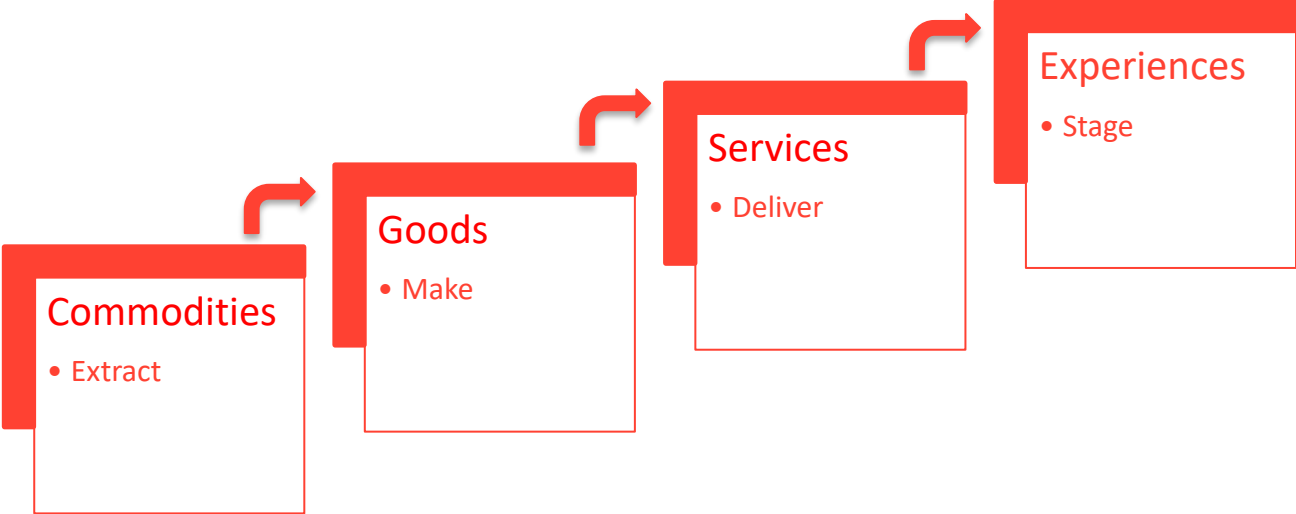
Leadership

Onboarding

Continuing Education

Member Support

Experience Economy: Moving toward experiences





Enhancing member experiences

National

Build customer-centric, member-first, digital experiences

State

Scaling personal interactions through legislative policy and localized support

Local

Focus on 1-to-1 personal interactions as memorable and unique as possible

Enhancing member experiences

Opportunities
at each tier:

National

Create more human-to-human interactions through strategic outreach and centering on the “Everyday Member”

Enhancing member experiences

Opportunities
at each tier:

State

We'd like
to hear
from
you!

Local

We'd like
to hear
from
you!

Supporting each other



Onboarding follow-up

Prospect List feedback

Permission for MVO

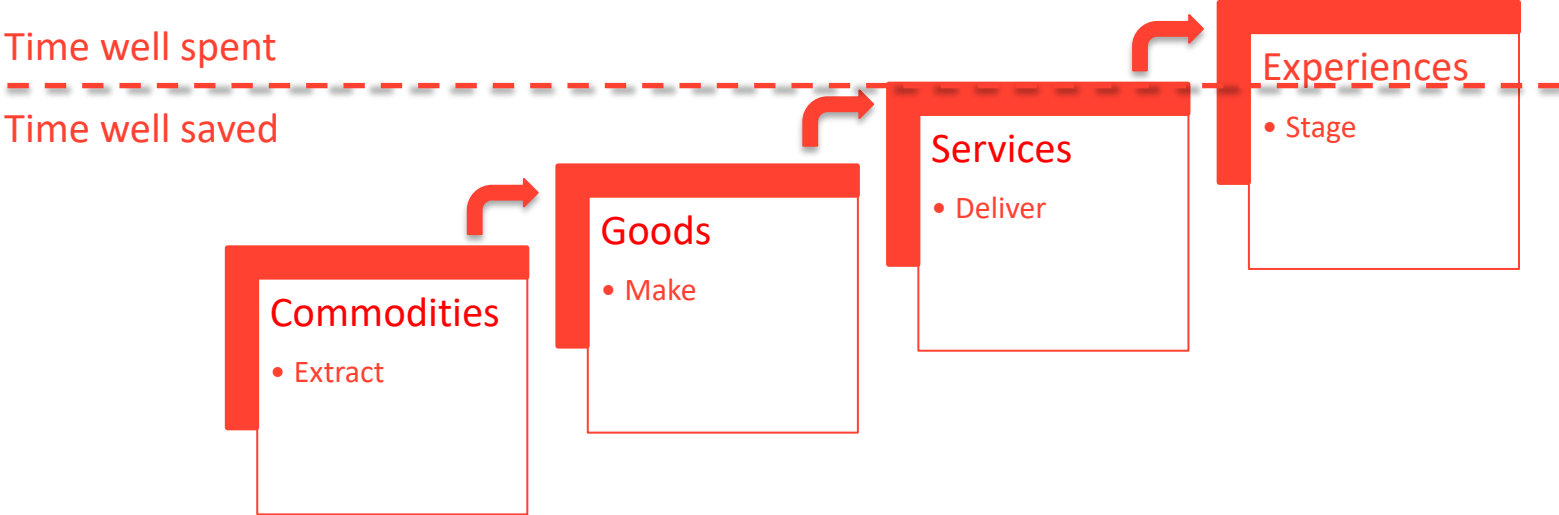
Component Update

Component Connect

Brandfolder Assets

CACE Message Boards

Experience Economy: Staging experiences



A photograph of Tony Hsieh, CEO of Zappos, smiling and holding a large white box. The box has text on it, including 'DELIVERING Happiness' and 'A PATH TO PROFITS, PASSION, AND PURPOSE'. The background is a plain light blue wall.

One of
Fortune
Magazine's
25 Best
Companies
to Work for

DELIVERING
Happiness

A PATH TO PROFITS,
PASSION, AND PURPOSE

Zappos
.com
POWERED *by* SERVICE™

TONY HSIEH
CEO, Zappos.com

Zappos
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“Our philosophy is delivering happiness to customers and employees. People may not remember exactly what you did or what you said, but they always remember how you made them feel.”

What does a new member's experience at your component look (or feel) like during their first year?

Welcome to AIA!

The American Institute of Architects <hello@the
To: Broadwater, Steve

Wed 7/20/2022 9:33 AM

We're glad you're here!

Welcome to AIA, a community of more than 94,000 designers, builders, dreamers, and leaders, all working together to design a better world. You're on your way to a new network of...

Start with AIA's most popular benefits!

The American Institute of Architects <hello@the
To: Broadwater, Steve

Wed 7/27/2022 12:02 PM

It starts with the A'list

Start taking advantage of your AIA membership with the A'list—a collection of our most popular...

Never miss out!

The American Institute of Architects <hello@the
To: Broadwater, Steve

Wed 8/3/2022 12:02 PM

Never miss out

Like, Love, Learn, throughout the day the latest news, projects, and more.

Meet your career coach

The American Institute of Architects <hello@the
To: Broadwater, Steve

Have the career you want

Say goodbye to your partner at every step.

Get licensed

The American Institute of Architects <hello@the
To: Broadwater, Steve

Wed 8/17/2022 12:03 PM

What will you learn today?

Award-winning projects. Passive house design. Secrets of citizen architects.

AIA connects you—online and in person—with world-class courses taught by industry pioneers and leaders doing superlative, groundbreaking work.

Build skills, solve business challenges, or unpack the latest standards and innovations, all while earning HSWs and AIA LUs toward your annual requirements.

AIAU: Crowd-tested, architect-approved courses

Rigorously curated courses and certificate programs delivered online, anytime, anywhere. Browse the latest AIAU courses from 300+ expert instructors on in-demand topics.

AIA Course Catalog: The largest catalog of courses that meets architects' licensing requirements

Search thousands of accredited courses, presented by approved AIA CE providers like local chapters, product manufacturers, industry influencers, and more.

AIA Conference on Architecture: 300+ Live sessions

Earn your HSW, GBCI, RIBA, and AIA LU credits from big-name speakers and leading architects, firms, and building product manufacturers. Four days, 300+ CE sessions, local architecture tours, and much more.

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AIA's membership team is ready to answer questions about your member...

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- Access
- Master
- Keep
- Track

Explore more

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- Read profiles of AIA Citizen Architects >

AIA Leadership Summit



Onboarding E-mails

Action research & reports

The American Institute of Architects <hello@the
To: Broadwater, Steve

Wed 8/24/2022 12:03 PM

Flagship research & indispensable insights

Staying ahead starts with staying informed. Our **Flagship research** and reports, and firm

Embrace change in your practice

The American Institute of Architects <hello@the
To: Broadwater, Steve

Wed 8/31/2022 12:03 PM

Build for tomorrow

daunting changes that transform our economic challenges and the public to have a zero-carbon built

Tackle urgent issues

The American Institute of Architects <hello@the
To: Broadwater, Steve

Wed 9/7/2022 12:03 PM

Get ready to raise your voice

your voice, and national

missions, AIA's leaders, and the public to have a zero-carbon built

provide research, tools, and support in our practices and

Member exclusives

AIA members enjoy exclusive savings including events, reports, and more. Discover savings.

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Get discounts, exclusive member offers through the AIA Trust.

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Honor architectural excellence

The American Institute of Architects <hello@the
To: Broadwater, Steve

Wed 9/21/2022 12:04 PM

Honor excellence

From early successes to crowning career achievements, AIA recognizes, celebrates, and supports potential and success at every step along your professional path.

Rewarding architectural achievement

AIA's local and national awards are among the most prestigious in the industry and recognize personal successes and professional accomplishments.

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Access to funding

AIA supports today's innovators and tomorrow's leaders. Find grants, scholarships, and fellowships that celebrate, inspire, and support your achievement and potential.

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AIA's membership team is ready to answer questions about your member...

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Insurance & risk management discounts

Get discounts, exclusive member offers through the AIA Trust.

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Access to funding

AIA supports today's innovators and tomorrow's leaders. Find grants, scholarships, and fellowships that celebrate, inspire, and support your achievement and potential.

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Discover grants & fellowships >

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- Read profiles of AIA Citizen Architects >

We're here to help!

AIA's membership team is ready to answer questions about your member...

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2

3

4

5

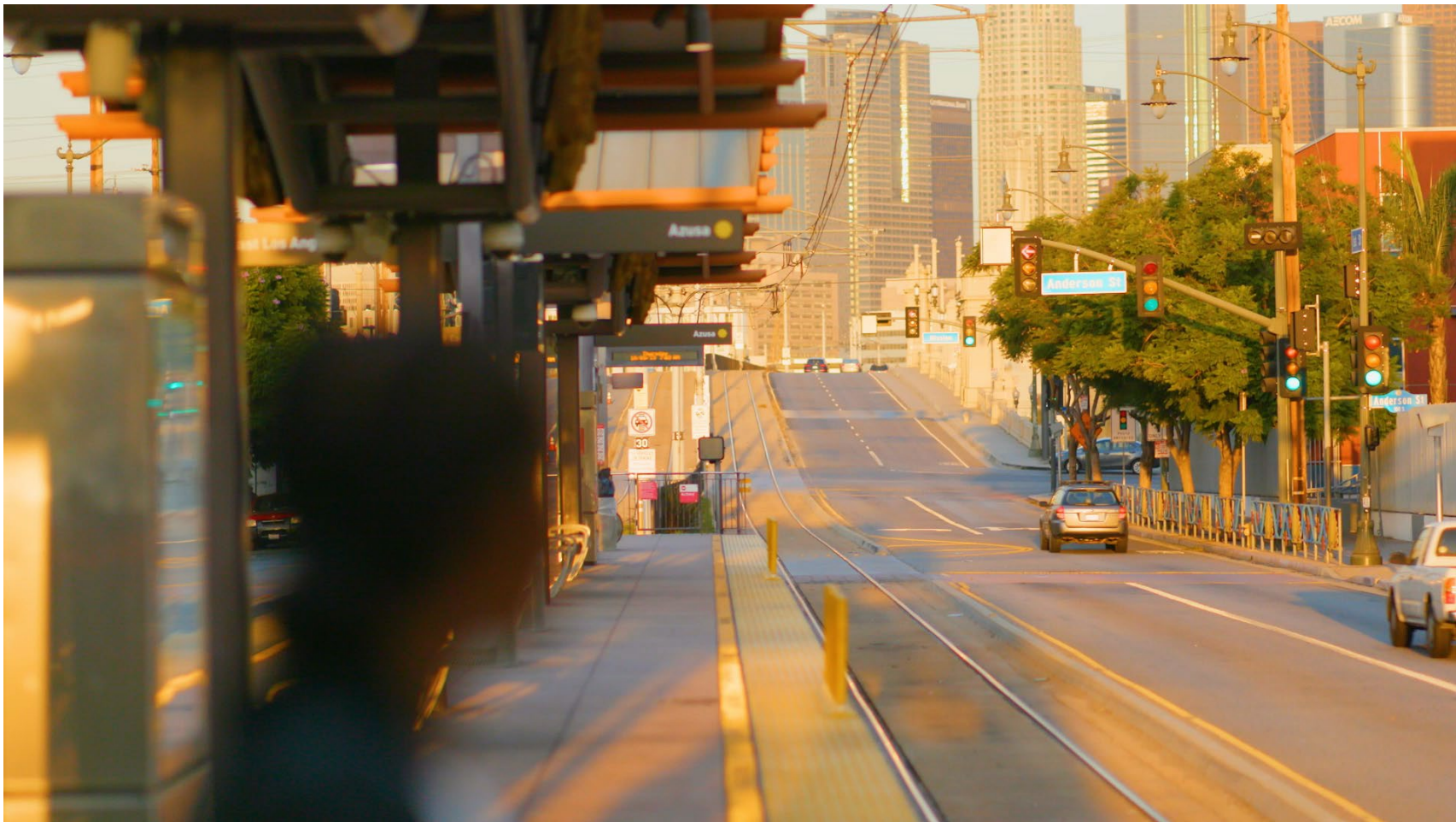
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6





AIA
Leadership Summit

Component Recruitment & Retention Outreach

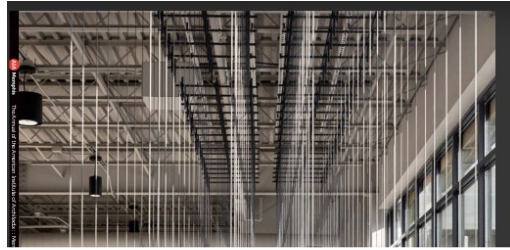
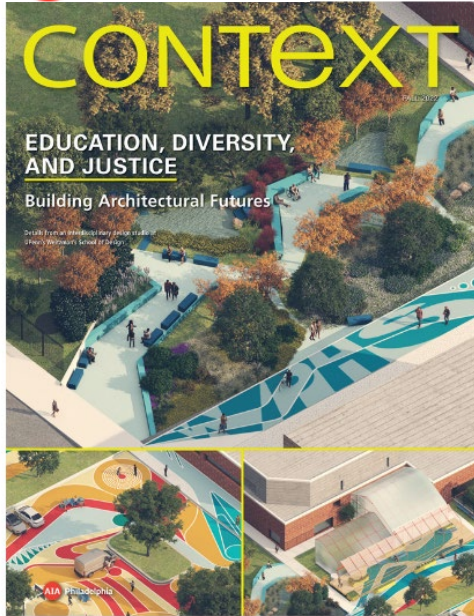


Direct Mail / E-mails



Recruitment & Retention Outreach

AIA Philadelphia



Magazines



AIA Memphis

AIA Connecticut



AIA Connecticut Member News

PICKARD CHILTON ANNOUNCES THREE NEW PRINCIPALS



Pickard Chilton, an award-winning architecture studio, announces the promotion of three Associate Principals to the position of Principal: Stephen Harris, Michael Hensley, and Adrinne Nelson (previously Pickard, Williams, Chilton, and Anthony Markese as Principals of the 25-year-old studio).

"We share a passion for design and creating architecture that helps build community and to exceptionally serve our clients to achieve their vision. Our new Principals bring a renewed commitment to their work, leading the studio to new heights of creative collaboration, innovation," William Chilton said.

"We explore innovation in all we do and reinventing ourselves. Michael and Adrinne as principals of the studio is an important step in our evolution," said Jon Pickard.

Pickard Chilton is the design architect for more than 1.4 billion sq ft (130 million sq m) of mixed-use and other developments across the U.S. and around the world.

Anthony Markese, "With this expansion in leadership, we formalize the leadership collaboration that has

developed in recent years and will continue for the foreseeable future."

STEPHEN HARRIS, AIA, is a design team leader dedicated to building new areas of strength for the firm, including recent projects and has long contributed to the studio's residential and business development initiatives.

MICHAEL HENSELEY, AIA, LEED AP BD+C, WELL AP, is passionate about the intersection of architecture, people and communities to improve the human experience. His leadership at Pickard Chilton emphasizes the integration of technology in design and the holistic synthesis of sustainability and wellness throughout the studio portfolio.

ADRINNE NELSON, AIA, AIA, is a design team leader who oversees Pickard Chilton's portfolio through innovation new markets including live/leisure, timber and interior architecture that creates optimal experiences for occupants. She is passionate about buildings designed from the inside-out with an attention to detail and understanding of the human scale.

FAIRFIELD NONPROFIT SERVING THOSE WITH DISABILITIES TO EXPAND FACILITY



Over 100 people gathered for the ribbon cutting of the new 20,000 sq ft expansion of the Center for Special Needs, which will serve 21 to 32 children with various types of disabilities. Most importantly, the new facility provides an individualized, one-on-one program for each of the people it serves.

The nonprofit moved to its current Fairlee Drive location in 2007 and added the adult program in 2015. The site of the facility is no longer big enough.

The expanded facility will have room for a hydroponic garden and a commercial kitchen. The space will allow them to serve 150 children, but they added the space to make it more inclusive.

The project "will allow for more space and better programming." Weir said the project will support over 40 students and adult participants in two programs, one of which is the "Sant

ANTINOZZI ASSOCIATES ARCHITECTURE & INTERIORS

AIA Leadership Summit

Recruitment & Retention Outreach



Current News



Thiel Design Group (formerly Courtney Harper + Partners Architects)

Over the past 30 years, Courtney Harper + Partners Architects has established a solid reputation for design quality, and the firm continues to embody the passionate belief that: It's not a project. It's a purpose. Courtney Harper re-assumed ownership and continued growth including a new name and true self and unique



Civic Vision Award - Susan Rogers

The AIA Houston Civic Vision Award honors an individual who has significantly improved the quality of life in Houston through influence on the built environment. University of Houston College Gerald D. Hines College of Architecture and Design professor Susan Rogers had an enormous impact on our city.



Architecture MN is at the end of its run, and what a

Website & Newsletters

AIAVT News



AIAVT Welcomes Two New Board Members for 2023

NEWS | JANUARY 4, 2023

AIAVT Welcomes Paula Herr and Andres Gutierrez



Tom Bachman Wins 2022 John Dale Award



Newly Licensed Architects

- | | |
|-------------------|---------------------|
| Mats Ahlstrom | Lydia Karocik |
| Carolyn Berg | Michael Krieger |
| Derek Buell | Peter Larson |
| Bryan Burke | Huazhou Liu |
| Lisa Canfield | Thomas Mahoney |
| Amy Carbone | Paul M. Miller |
| Nickolas Castillo | Yi Ren |
| Lindsay Conkol | Clark Sabula |
| Adam Corwin | Christina Sabula |
| Trey Denton | Ryan Sampson |
| Vince DeStefano | Jeffrey K. Sandberg |
| Chelsea Dwyer | Peter Scott |
| Ochuko Ewararayo | Hedi Slama |
| Paul Fatkins | Phillip Sour |
| Mark Hansen | Micah Stidham |
| Wesley Hiett | Rosel Thompson |
| Nithya Jebaraj | William Tucker |
| Christian Joosse | Lauren Turnage |
| Karen Juricic | |

New and Reinstated Members

- | | | |
|-------------------------------------|-------------------------------------|------------------------------|
| Salma Abdelrahman, Assoc. AIA | Kayla Crossheim, AIA | Jennifer Rufener, Assoc. AIA |
| Latifa Alagah, Assoc. AIA | Hannah Hotchkiss, Assoc. AIA | Kevin Schwilzwater, AIA |
| Joseph Baker, Assoc. AIA | Charles Ireland, Assoc. AIA | Eric Schultz, Assoc. AIA |
| Kurt Beres, AIA | Jeff Risk, Assoc. AIA | Michael Schwartz, Assoc. AIA |
| Ashlyn Bering, Assoc. AIA | Christian Joosse, AIA | Steven Schwoppe, AIA |
| Morgan Blaney, Assoc. AIA | Karen Juricic, AIA | Bryce Shinary, AIA |
| Brianna Brown, Assoc. AIA | Gisela Kanzelmeier, AIA | Tyler Simpson, Assoc. AIA |
| Tyler Brozovic, AIA | Clara Knicht, Assoc. AIA | Charity Sims, Assoc. AIA |
| Andrew Burk, Assoc. AIA | Ben Kollmann, Assoc. AIA | Eric Smith, Assoc. AIA |
| Laurent Calero, Assoc. AIA | David Krupp, Assoc. AIA | Jennifer Son, AIA |
| Oscar Cantrache-Cabrera, Assoc. AIA | Aspen Kuck, Assoc. AIA | David Spurling, AIA |
| Lisa Canfield, Assoc. AIA | Connor Lindsay, Assoc. AIA | Aleah Spilinger, Assoc. AIA |
| Kareneth Chester, AIA | Holly Loe, Assoc. AIA | Amanda Thomas, Assoc. AIA |
| Jack Collins, Assoc. AIA | Virgil Mabry, Assoc. AIA | Starnuel Tibbe, Assoc. AIA |
| Devon Duch, Assoc. AIA | Amy Mattingly, Assoc. AIA | Lauren Turnage, AIA |
| Mussa El Zein, Assoc. AIA | Jennifer McAdam, AIA | Austin Vetter, Assoc. AIA |
| Laura Eldsour, Assoc. AIA | Jhett McDonald, Assoc. AIA | Yabing Wang, Assoc. AIA |
| Kylie Elliott, Assoc. AIA | Nicholas O'Brien, Assoc. AIA | Tyler Webb, Assoc. AIA |
| Ochuko Ewararayo, AIA | Jose Osanya, Assoc. AIA | Sadie Webb, Assoc. AIA |
| Paul Falkins, AIA | Etienne Otero, Assoc. AIA | Zach Zworoski, Assoc. AIA |
| Nathan Fields, Assoc. AIA | Benjamin Pacheco Robles, Assoc. AIA | |
| Jennifer Fuller, AIA | Fontyne Paglin, Assoc. AIA | |
| Rusk Gardner, AIA | Michael Pagnow, AIA | |
| Geoffrey Gay, AIA | Megan Paltner, Assoc. AIA | |
| Scott Geibler, Assoc. AIA | Razan Rabahi, Assoc. AIA | |
| Ashley Griffin, Assoc. AIA | Yi Ren, AIA | |

Transfer-In Members:
Maxwell Hentosh, Assoc. AIA
Dusty Lake, AIA



Recruitment & Retention Outreach



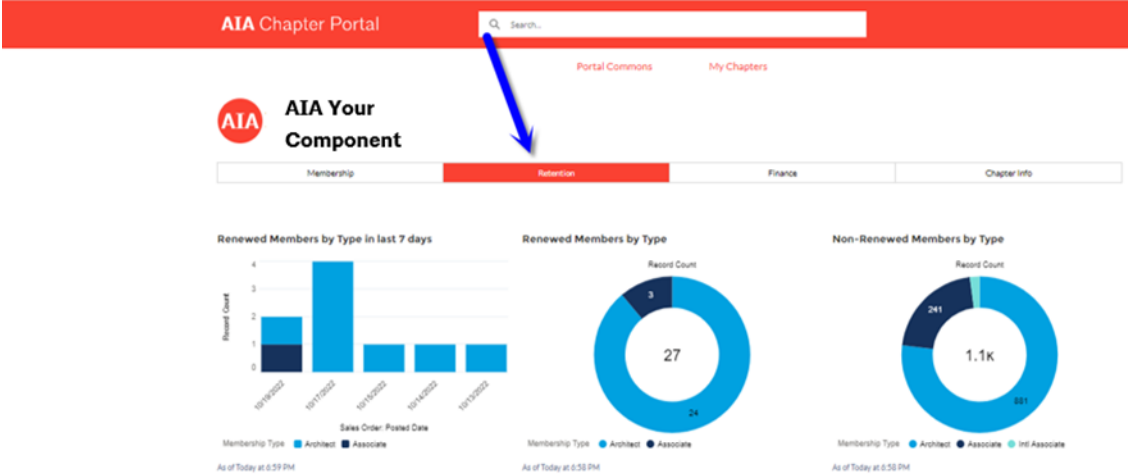
Blogs, Videos & Recordings



Data and analytics

Component Portal

Retention



Renewed Members [Search] [Export]

Total Records: 27

ID	First Name	Last Name	Membership Type	Company	Address	City	State	Zip	Phone	Email
1	John	Smith	Architect	ABC Architecture + Planning	123 Main St	New York	NY	10001	212-555-1234	john.smith@abc.com
2	Jane	Smith	Associate	ABC Architecture + Planning	123 Main St	New York	NY	10001	212-555-1234	jane.smith@abc.com
3	Michael	Smith	Architect	XYZ Engineering & Design	456 Park Ave	New York	NY	10017	212-555-5678	michael.smith@xyz.com
4	Christina	Smith	Associate	XYZ Engineering & Design	456 Park Ave	New York	NY	10017	212-555-5678	christina.smith@xyz.com
5	William	Smith	Architect	DEF Consulting	789 Broadway	New York	NY	10013	212-555-9012	william.smith@def.com
6	Matthew	Smith	Associate	DEF Consulting	789 Broadway	New York	NY	10013	212-555-9012	matthew.smith@def.com
7	Christopher	Smith	Architect	GHI Interiors	321 Wall St	New York	NY	10005	212-555-3456	chris.smith@ghi.com



Questions?

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