



Ignites

CACE Annual Meeting 2023



Today's Line Up

- David Southerland, AIA Georgia & AIA Atlanta
- Leigh Eisen, AIA San Diego
- Tom Spray, AIA Santa Fe
- Rebecca Johnson, AIA Philadelphia
- Carlos Fernandez, AIA Nevada & AIA Las Vegas

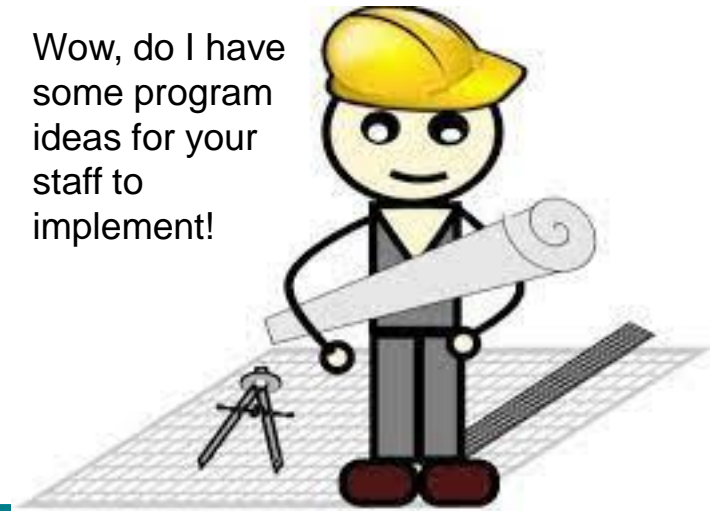
David Southerland



Reining in Member-driven Scope Creep

Through board/staff collaboration (and before it drowns your staff)

Wow, do I have some program ideas for your staff to implement!



OVERVIEW

At end of 2022 AIA Atlanta was operating >44 "programs"

- Presidential "priorities" that never died
- Unilateral expansion of existing programs by committees
- Enthusiastic younger members who ran with new ideas, outside of a planning process
- This situation overburdened staff from sheer program volume, and disappearing committees as membership became overwhelmed themselves with firm work in an unprecedented economy.

Staff Ultimatum: “We are overwhelmed and need to cut back on programs. Or else.”

How can this be done with full buy-in from the Board?

STEP 1: OUT-OF-TOWN STAFF RETREAT TO REVIEW CURRENT SITUATION

	PROGRAM NAME	Staff Recommendation and Comments	Staff/Committee Lead	\$\$\$ Red/Black/Breakeven	Volunteer Engagement	Member Attendance	Member Value/Priority	Staff Resources
4	CE - Procrastination Day	Can this be offered in a virtual format outside of Atlanta, or on demand?	LR	Black	Low	Medium	High	Medium
5	Public - Educating Public Officials on Architecture	Rated 4 th most important chapter activity by member survey	DS	Red	Low	Low	High	Low
6	Awareness - Open House Atlanta	Cannot do this event without partners, and original partners are not currently interested. Find new ones? (ADC, NOMA, ASLA)?	DS	Red	Medium	High	High	High
7	Awareness - ABC Architecture Insert	Atlanta Biz Chronicle has found it difficult to sell ads, and architecture firms almost never buy. But content is powerful.	DS	Red	Low	N/A	High	Medium
8	Networking - NOMA Joint Event	YES!	MB	Black	Low	High	Low	Medium
9	Networking - Other Events (LGBTQ)	Its new and promising, keep developing it.	MB	Break Even	Medium	Medium	Low	Low
10	Networking - Summer Social	YES!	MB	Black	Low	High	Medium	Medium
11	Other - AAH	Kill it, and market AIA South Carolina's efforts on this.	AIA SC	N/A	Low	Low	Low	Low
12	Other - Design for Aging	Kill it and wait for another member champion.	???	N/A	Low	Low	Low	Low
13	Other - SORTAA	YES!	MB	Break Even	Low	Medium	Low	Low
14	Membership - Firm Presentations	YES!!!	David and Emily	Break Even	Low	Medium	Medium	Low

Then we sent this document to board members, and asked them to assign an overall value to each program.

STEP 2: FORCE THE BOARD TO “LEARN” ALL OF OUR PROGRAMS

2022 AIA Atlanta Programs Inventory (board prepared)

BOARD MEMBERS: LLOYD FRANK WRIGHT AND HAZA DEED

Aspire XP Conference: This is a conference organized jointly by AIA SC, NC, Georgia and AIA Atlanta. AIA Tennessee and AIA Kentucky participate some years. It is trying to reinvent what a conference about architecture can be, and has an unusual format utilizing Ted-talk style presentations followed by more intimate interactive chats with speakers – held across multiple venues in the city. It has been in Asheville in person in 2019 and 2022, and was held virtually in 2020 and 2021. It has attracted 400-600 people each year and is growing.

Awareness – Open House Atlanta: This event occurs in more than 40 cities around the world, but has suffered during COVID, as public buildings sought to restrict public access. The idea is to open up unique, design-focused commercial and institutional spaces to the public: architecture firm offices, luxury boxes at sports arenas, rooftops of iconic buildings, etc. AIA did this from 2017-2019, and saw up to 10,000 visits to more than 50 sites across the city.

After setting the parameters of a Strategic Planning session with Presidents, Board members were placed in pairs and assigned 2-4 Programs, which were not part of their existing portfolios – and had to summarize the programs, learn the history, and then make presentations at Session, provide thoughts/recommendations and a clear statement of whether the pair would keep the Program.

STEP 3: FORCE THE BOARD MEMBERS TO TAKE A STAND ON EVERY PROGRAM

	Original Board Rating	Total Votes	YES!	NO!!	Maybe We Should Kill It...	% of YES!	% to Definitely Kill	% to Kill or Consider It
Other - Design for Aging	2.1	14	0	14	0	0%	100%	100%
Other - SORTAA	2.5	6	3	0	3	50%	0%	50%
Membership - Firm Presentations	3.4	5	4	0	1	80%	0%	20%
Awareness - Build Something Great Gala	4.2	13	13	0	0	100%	0%	0%
Awareness - Honor Awards	4.2	8	7	0	1	88%	0%	13%

- Each board member had to vote to "kill" at least 5 programs, and "consider killing" another 5. This was painful to watch in real time.
- Each board member could only vote to protect (YES!) 10 total programs

Leigh Eisen

Elevating Your Awards Program

Generate Non-Dues Revenue for Your Component & Throw a Killer Party: Tips, Tricks & Insider Baseball

CELEBRATING DESIGN EXCELLENCE IN SAN DIEGO



2023 | A Record Year

New Awards Categories

Record Submissions: 126

Record Awards: 30

Record Ticket Sales: 452

Record Revenue!

(= More Attendees)

BY THE NUMBERS

Revenue

- Tickets: \$29,164
- Submissions: \$22,950
- Sponsorship: \$82,110

Expenses

- Venue, Bar, Food, Printed materials, Entertainment: \$44,913

Net Profit: \$91,410.90



CELEBRATING DESIGN EXCELLENCE

- Cultivate Custom Experiences
 - Creative opportunities activate your sponsors' engagement and create memorable experiences for attendees
- Craft an Engaging Presentation
 - Video content
 - Production quality
 - Charismatic emcees
- Create a Memorable Celebration of Design
 - Custom DA branding
 - Create a fun theme
 - Invite people to connect and engage
 - Extend the celebration year-round
 - Project tours & spotlights; panels & talks



SPONSORSHIP

Engaging Potential Sponsors

- Visual identity incorporated on all marketing materials
- Logo and messaging featured on the official Design Awards microsite, social media platforms, and digital communications
- Video messaging/advertisements on promotional videos and on-screen during the ceremony
- Logo/branding displayed prominently at the venue, including signage, step-and-repeat and “gobo” lighting



SPONSORSHIP

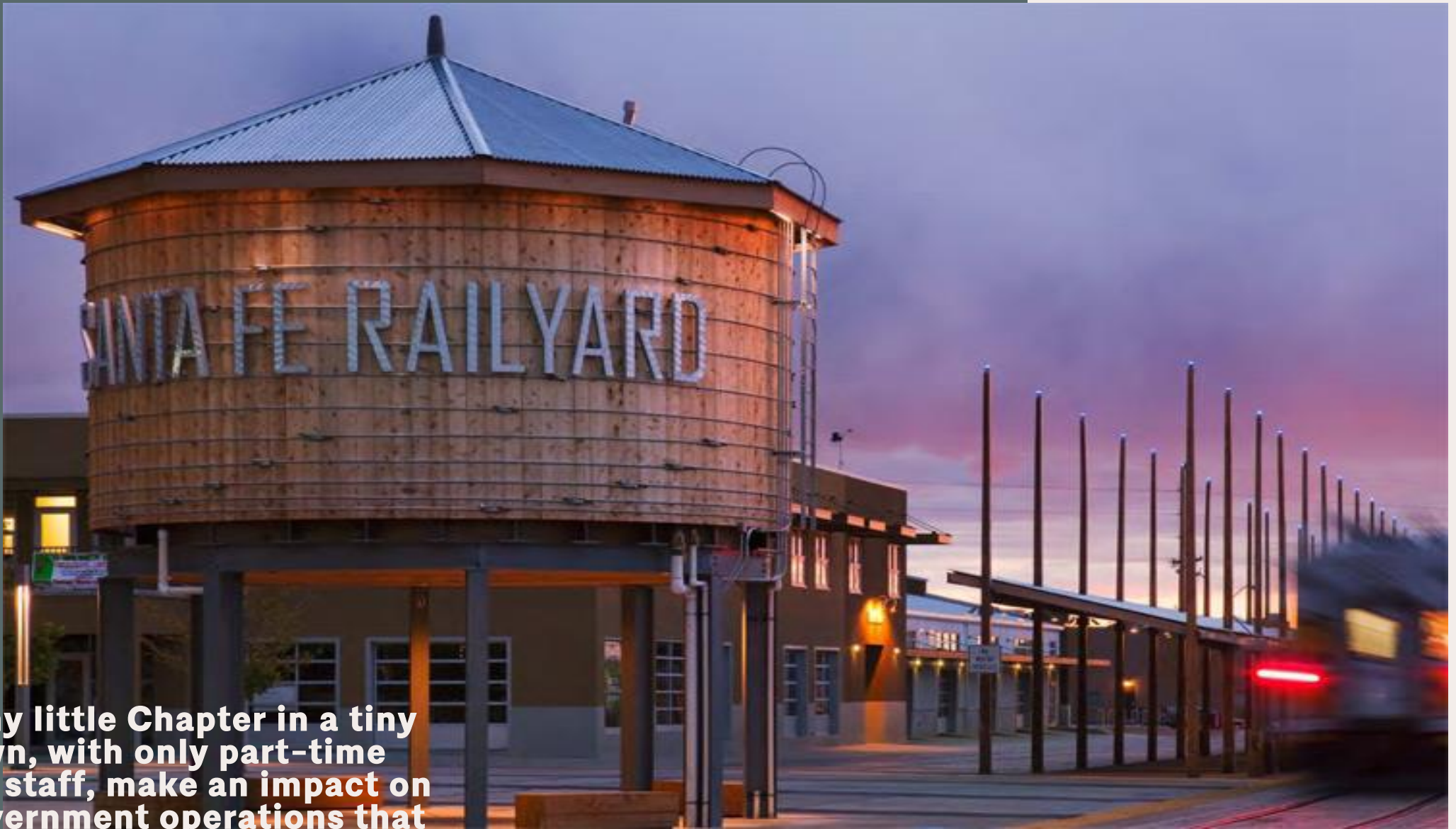
Custom Branding Opportunities



Thank you!



Tom Spray



Can a tiny little Chapter in a tiny little town, with only part-time contract staff, make an impact on local government operations that affect the entire local design and construction industry?

CACE Annual Meeting

08/05/2023

Respond to a Problem

Continuing issues (over multiple decades) with the efficiency/timeliness/attitude of the City of Santa Fe Planning and Land Use Department. Permitting and inspections were the main issues.

Organize!

The Santa Fe Chapter, the SF Homebuilders Association, the NM Roofing Contractors Association, the SF Realtors Association joined to form the **Land Use Working Group** and gave focus to the problem.

Where Did We Start?

Quantifying the problem. Turn anecdotes into hard data by surveying the stakeholders of the Department.

Researching other states and municipalities. What do they do about similar problems?





Then What?

Share the feedback with the members of the Group, the leadership of the Department, the City administration, and public unions. Offer to help.

Develop a Two Track Strategy

1. Advocate for an increase in the financial resources of the Department.
2. Promote an alternative to the entire City process

THIRD PARTY PLAN CHECK

Used by dozens of states and municipalities, but not used in Santa Fe.

Work with the Department to create a way forward with this as an option for designers, builders, homeowners, all stakeholders.



What Happened?

- The Department proposed a **four-year \$1,200,000 contract** to use a Third Party to review plans for large-scale projects.

Then What?

- This is the City administration's idea, but City Council must approve the expenditure.
- The Group advocates to the Council for support, both in committee sessions and individual meetings with Councilors.



Outcome: Contract approved by the Council unanimously.

Implementation: Currently in process.

Continuing Goal: to make Third Party Plan Check available for any type of permit or inspection



Key takeaways

Focus on a very specific goal; do not get distracted by other issues

Find allies, develop clout

Develop hard data to make the case

Work with everyone; no permanent enemies

Patience and Persistence

Rebecca Johnson



Engaging Higher Education to Create Culture Shift

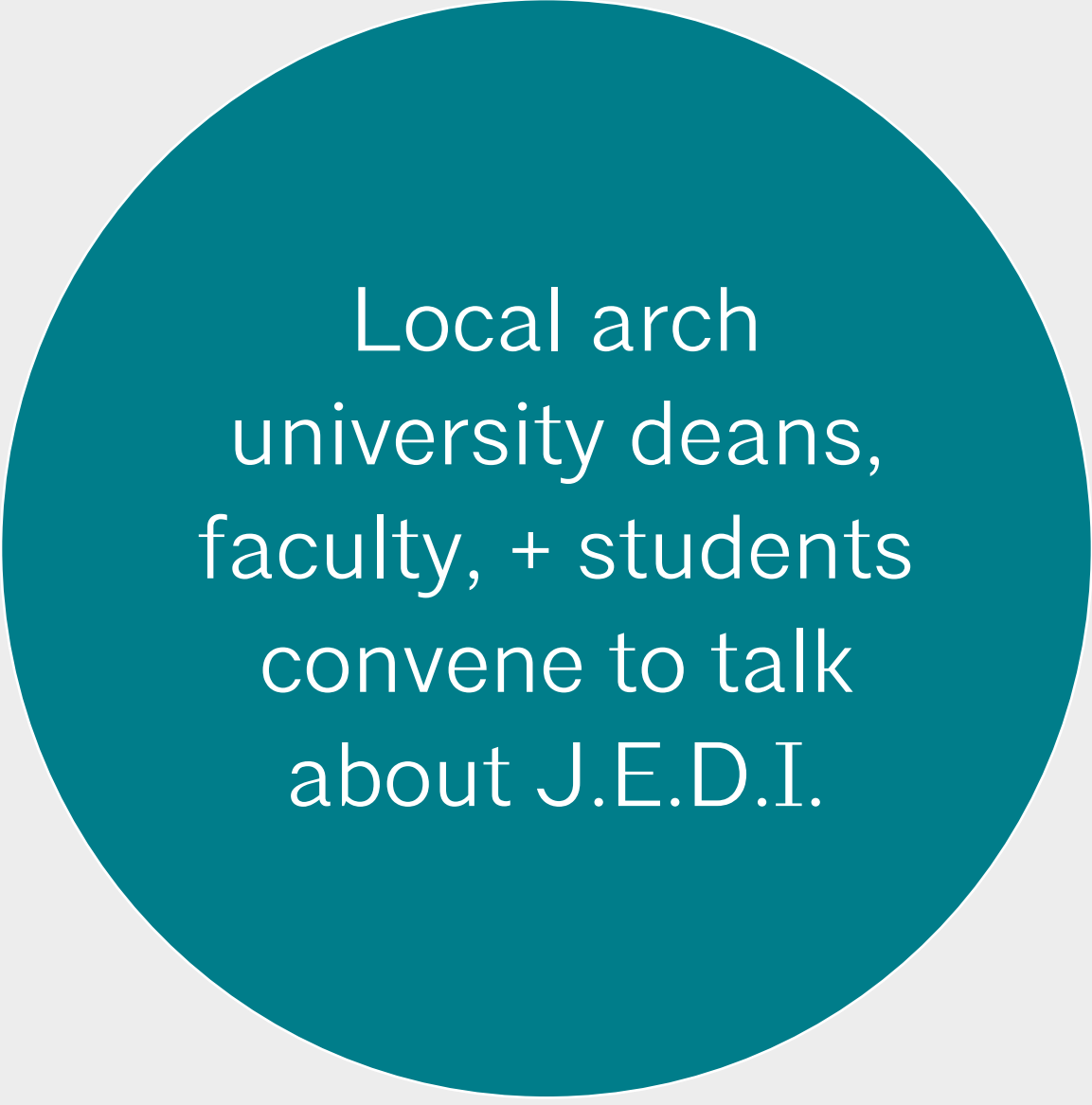
Justice Alliance in Design Education (JADE) Philadelphia

Rebecca E. Johnson

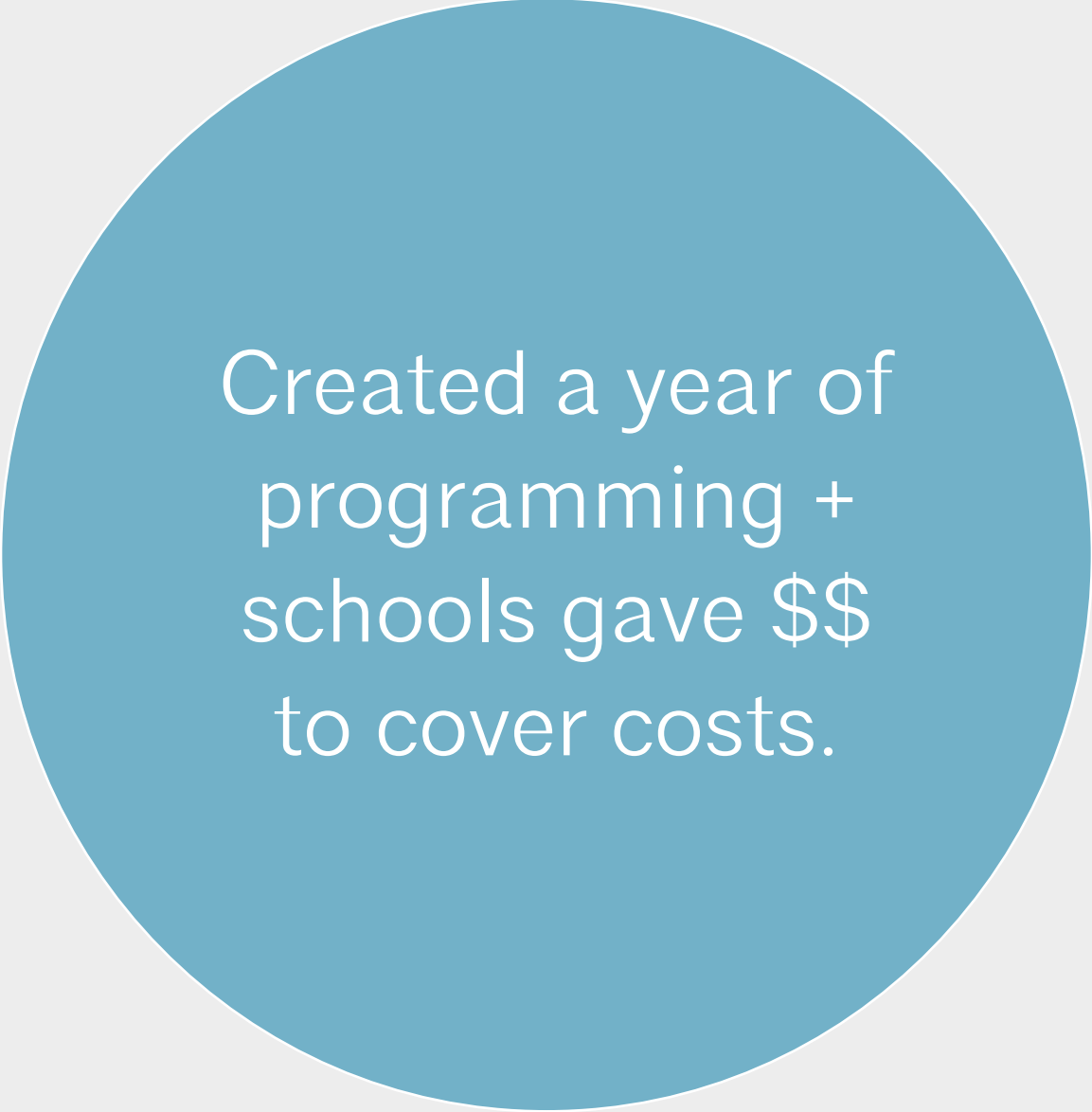
Executive Director, AIA Philadelphia

A large, solid red circle is centered on a white background. Inside the circle, the text "Board Director of Education position" is written in a white, sans-serif font, centered both horizontally and vertically.

Board
Director of
Education
position

A large teal circle is centered on a light gray background. Inside the circle, white text is arranged in five lines, centered horizontally.

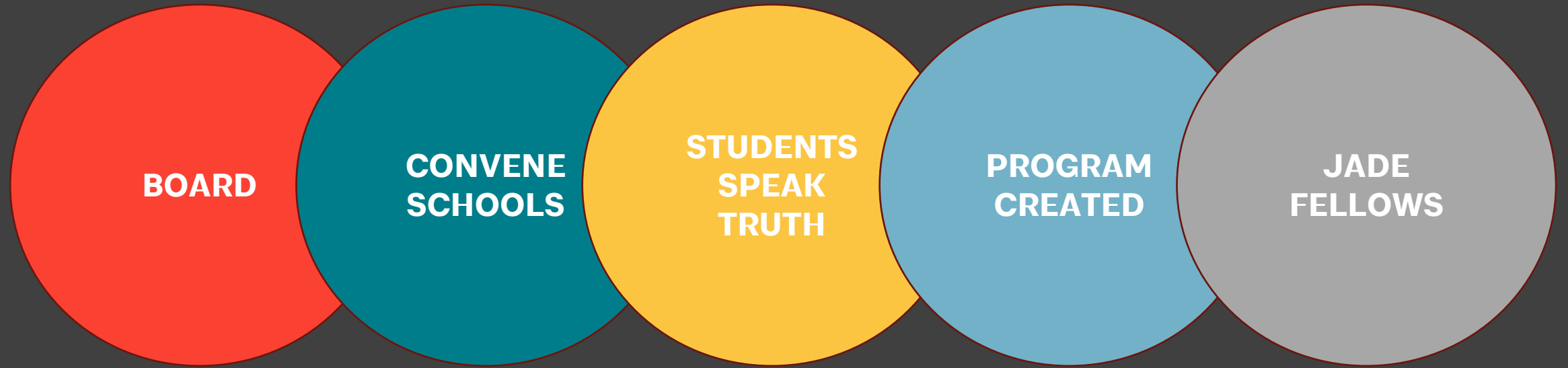
Local arch
university deans,
faculty, + students
convene to talk
about J.E.D.I.



Created a year of
programming +
schools gave \$\$
to cover costs.



Our Center is
home of JADE +
Launching
Summer
Fellowship in
2024!



Thank you.

Carlos Fernandez



Harnessing AI Power for Non-Profit Excellence

Carlos D. Fernandez

AIA Nevada | AIA Las Vegas

OVERVIEW

- Understanding AI & GPT
- Applications of AI in AIA
- Getting Started
- Resources

ONLY 28% OF NON-PROFITS
HAVE IMPLEMENTED OR
EXPERIMENTED WITH AI

-AAAC

AI In Advancement Advisory Council

- AI – Artificial Intelligence
 - Machine Learning | Mimics Human Intelligence
 - Growing Influence Across All Industries
- GPT – Generative Pre-trained Transformer
 - Generate Human-Like Text
 - Analyze Vast Amount of Data + Provide Insight
 - Automate Repetitive Tasks

PROFESSIONALS SPEND AN
AVERAGE OF 28% OF THEIR
DAY ON WORKDAY EMAIL

-Inc

- **Content Creation**

- Communication
- Newsletters
- Social Media

- **Data/Content Analysis**

- Program Success
- Policy Summaries

- **Member Services**

- Chatbot for FAQ's

- **Operations**

- Timeline Creation
- Notes to Deliverables
- Event Execution

- **GPT Tools**

- Claude II
- ChatGPT
- Google Bard
- Microsoft Bing

- **Prompt Creations**

- **Fundraising:** “Create a persuasive fundraising email for the AIA Golf Tournament”
- **Content:** “Write a blog post on the benefits of electrification and the relevance to the AEC industry”
- **Event Descriptions:** “Write an event description for the AIA Product Show”
- **Event Planning:** “Create a checklist for planning our AIA Design Awards Gala”

AI IS HERE TO ASSIST YOU, NOT
REPLACE YOU!

Presentation created with the help of AI

Thank you.

RESOURCES

- <https://gravyty.s3.amazonaws.com/2019aaacstateofaiinadvancement.pdf>
- <https://www.inc.com/minda-zetlin/adding-one-sentence-to-every-email-can-give-you-hours-of-free-time-according-to-adam-grant.html>
- <https://bard.google.com/>
- <https://claude.ai>
- <https://chat.openai.com/>
- <https://www.bing.com>

Thank you.