

# AIA Denver 2009-2014 Strategic Plan | Mission, Goals and Tactics

Developed by the AIA Denver Strategic Planning Committee, using the strategic plans of AIA National and AIA Colorado as a foundation. Adopted May 7, 2009

## Demonstrate Value to Members

- Identify local benefits
- Communicate value to members
- Highlight available resources

## Create Diversity

- Define diversity and needs
- Connect through an organized effort

## Engage Young Professionals

- Identify areas of focus and attention
- Enhance alliance with UCD
- Develop an evolving mentoring program

## Provide Member Opportunities

- Provide effective business and networking programs
- Provide members with opportunities germane to their special interests
- Provide a variety of educational and learning opportunities

## Create Member Experience

- Create an environment that encourages learning and supports and inspires members
- Encourage camaraderie and engage members through dialogue
- Keep the importance of excellent design at the forefront
- Provide external volunteer and partnership opportunities

## Advocate Architects as Leaders

- Be process leaders in project delivery
- Provide avenues for members to become Citizen Architects

## Deliver Knowledge

- Provide resources and tools for supporting members in their practices
- Partner with allied organizations to share and enhance resources
- Optimize communication tools

## Promote Sustainability

- Seek opportunities to partner with community members and allied organizations
- Implement sustainable practices (Walk the Walk)
- Provide opportunities for sustainable research, education and outreach

## Promote Excellence in Design

- Recognize members for exemplary work
- Demonstrate that good design is sustainable

**Demonstrate Value to Members** - To retain members and increase membership.

**Create Diversity** - Through a long-term effort focused on education, recruitment, retention and advancement of all groups.

**Engage Young Professionals** - Invest in emerging professionals by creating an environment that is able to engage, involve, promote and learn from the changing interests of young professionals.

**Provide Member Opportunities** - Provide effective resources and networking for business development and educational opportunities.

**Create Member Experience** - Raise the bar for professional members through design, inspiration, creativity and camaraderie.

## Member

Increase Member Value

**Ensure Budget Stewardship** - Be responsible for organizational success through financial security and responsiveness.

**Devise an Improved Structure** - Provide an organizational structure with clarity of purpose, plan and communication.

**Foster a Responsive Culture** - Encourage a flexible, responsive, inclusive and transparent culture for the membership, through the actions of the staff, leadership and organization.

**Be the Voice of the Profession** - Be sure the voice of the leadership is that of the membership, so that decisions can be informed by and represent our diverse constituency.

## AIA

Optimize Organizational Performance

COMMUNICATION

## Mission

The voice of the profession of architecture, AIA Denver inspires and champions its members as leaders in the design of the built environment.

CULTURE

PROJECT DELIVERY

SUSTAINABILITY

## Profession

Be Leaders in Architecture

## Society

Serve as the Credible Voice

**Advocate Architects as Leaders** - Enable architects to be leaders in the process that shapes the built environment.

**Deliver Knowledge** - Provide members with tools, research and educational opportunities to navigate the needs of today and tomorrow.

**Promote Sustainability** - Provide tools, resources and research to be committed leaders in the built environment.

**Promote Excellence in Design** - Elevate the importance of design as value-added to clients and the quality of the built environment.

**Invest in the Local Community** - Be involved community members as advocates for the profession and leaders in best practice.

**Raise Public Awareness of the Profession** - Be recognized as the voice of our profession through influence and engagement.

**Demonstrate the Value of Quality Design** - Demonstrate the value and appreciation of an AIA architect, quality of design, ethics and service to the community.

**Be Stewards of the Built Environment** - Be recognized as an expert resource.

## Ensure Budget Stewardship

Develop policy to streamline spending decisions

Diversify revenues through multiple and sustainable sources

Identify and manage strategic budgets

Maintain and assess reserves on an annual basis

## Devise an Improved Structure

Create framework for staff, board and committees to engage, challenge, inspire and encourage partnership

Provide structure to empower committees to support the vision of AIA Denver

## Foster a Responsive Culture

Review and update bylaws

Provide a framework for smarter, quicker response

Create transparency through a communication plan

## Be the Voice of the Profession

Proactively champion member issues

## Invest in the Local Community

Support our communities through our collective professional knowledge

Provide service to the community

## Raise Public Awareness of the Profession

Engage the public through communication

Improve the position and influence of architects

Be the recognizable resource for the community

## Demonstrate the Value of Quality Design

Advocate value of quality design and services

Communicate heightened value of AIA professionals

Provide exposure for the accomplishments of our members and the organization

## Be Stewards of the Built Environment

Define our approach to stewardship

Be proactive in influencing decisions that relate to the built environment

Develop relationships with decision makers in the built environment