

The AIA 2015 Repositioning Plan

AIA Dallas' Recommendation for Swift and Effective Change!

The Findings

"It's more than three letters after your name." That's the first eight words of the new and inspirational [AIA manifesto](#). It's also a subliminal acknowledgement that members currently perceive their AIA as little more than those three simple letters.

The Goal

The AIA can become a truly visionary organization of members that inspire one another, our clients, and our public policy makers to effect positive change in our world. We can better evangelize our profession's creative capabilities. Architects create great value, drive positive change, are visionary leaders, and we shape the future. It's a noble profession -- we need a noble organization to foster its ideas and inspiration.

The Speed

The membership opinion survey conducted by LaPlaca Cohen and Pentagram, with its whopping 31,000 respondents, clearly unveiled that membership dissatisfaction is ubiquitous and little value is perceived. The AIA is selling albums when the world is buying singles. We must transform this organization now and not let this opportunity stagnate in a mire of endless studies. We need to enact swift and effective change.

The Magnitude

The organization needs to be revamped to a degree that when it re-emerges from its current state that it's clear and obvious to every member that it is new, improved, and significantly more relevant. It needs a transformative shift toward an organization that will be embraced by our young professionals, and one that is fit to address the complex needs of our future.

The Simplification

The AIA has a window of opportunity to focus on what it wants to do well and to reallocate resources to where the greatest member value is provided. When General Motors reorganized in 2010, the legacy automaker jettisoned brands like Pontiac, Oldsmobile, Saturn, and Hummer to focus on quality versus quantity. It's time for the AIA to make these same tough choices. We need to prioritize programming, reassess member service resources, implement leadership and practice training, increase member diversity, reassess our organizational tiers, improve our communication strategy, and more.

The AIA 2015 Plan

In a nutshell, the above is our take on the repositioning survey. Below is a simple five point action plan that AIA Dallas recommends be completed by January 1, 2015. We refer to this as the AIA 2015 Plan.

- A. By 2015, reduce the Institute's priorities to the four items below**
- B. By 2015, reduce the size of the Board of Directors by two-thirds**
- C. By 2015 restructure national staff to achieve the four priorities**
- D. By 2015 reduce, simplify and holistically standardize dues**
- E. By 2015 each component should have a strategic plan**

National Priorities

- A. Vision and Inspiration
 - 1) Establish the overall vision for the organization
 - 2) Enhance and expand the AIA brand nationally and globally
- B. Communication
 - 1) AIA should be the premier creator, aggregator and distributor of market intelligence and practice guides available to members only.
 - 2) AIA should also have its own publication showcasing the profession and its members to the industry and general public
 - 3) AIA should continue to publish and develop contracts
 - 4) Membership database, records, and billing
 - 5) Communication and Website
 - 6) Clearinghouse for component's best practices
 - 7) AIA National Awards
- C. Advocacy
 - 1) AIA should focus on federal advocacy
 - 2) AIA should advocate at the federal agency level regarding the procurement of professional services
- D. Licensure and Continuing Education
 - 1) AIA should be the primary organization for the path to licensure (as an alternative to the current dominance of NCARB)
 - 2) AIA should provide the overarching curriculum for continuing education (but not the delivery)
 - 3) National Convention as a premier CEU and member network opportunity

State/Regional Component Priorities

- A. Vision and Inspiration
 - 1) Implement the organization's vision
 - 2) Enhance and expand the AIA brand within the State/Region
- B. Communication
 - 1) Publications
 - 2) Social Media/ Website
 - 3) AIA State Design Awards
- C. Advocacy
 - 1) State/Regional advocacy
 - 2) Expand advocacy to State Agencies
- D. Foster Networking and Member Engagement
 - 1) State Convention as a premier CEU and member network opportunity

Local Component Priorities

- A. Inspire and Empower
 - 1) Implement the organization's vision
 - 2) Practice and Leadership Training
 - 3) High Quality Continuing Education
- B. Communication
 - 4) Publications
 - 5) Social Media/ Website
 - 6) AIA Local Design Awards
- C. Advocacy
 - 1) Municipal advocacy
 - 2) Expand advocacy to Local Agencies
- D. Foster Networking and Member Engagement
 - 1) Emerging Leaders
 - 2) Minority Groups
 - 3) Practice Types and Sizes