2020 - 2022 Strategic Plan

Goal #1: Membership | Promote the Value of AIA Membership / Engage the Architectural Community
- Outreach to schools / engage next generation of architects
- Support local components to provide valuable member benefits, programs and grow membership
- Support mentorship opportunities
- Communicate to the membership / Increase member awareness about the value of the AIA
- Conduct awards programs
- Promote equity, diversity, and inclusion within the profession

Goal #2: Advocacy | Protect the Profession from Harmful Legislation, Promote Beneficial Legislation and Improved Public Safety and Environmental Programs
- Monitor legislation that impacts the profession
- Liaison with State Agencies that impact how architects practice
- Further develop and grow the Citizen Architect Program
- Improve public safety by promoting the work of licensed architects
- Participate in the building code development process
- Work with allied organizations and cultivate partnerships in State, County and local governments
- Promote CALC PAC

Goal #3: Licensure | Promote the Value of Architects
- Promote licensed architects as a valued member of the design, construction, and planning Team, and as design problem solvers across professions
- Represent the profession to the California Architects Board

Goal #4: Practice | Prepare Architects to Successfully Practice into the Future
- Make resources available that support architects to do business in California and lead sound environmental decision making
- Provide education programs for the membership
- Prepare architects to sustain their practices and employment through changing economies

Goal #5: Environment | Be the Credible Voice for Design in the Built Environment
- Promote architects as stewards of the environment
- Promote and assist in the development of ideas to address California’s housing crisis
- Engage and assist in disaster relief

Approved by Board of Directors 07.12.19