**GOAL #1: MEMBERSHIP**
Develop the next generation of leaders in the profession, and engage members to create an architectural community.

**GOAL #2: ADVOCACY**
Represent the profession before the State Legislature and California regulatory agencies, boards and commissions; and cultivate a strong political base for architects.

**GOAL #3: LICENSURE**
Promote licensed architects as values members of the design, construction, and planning team.

**GOAL #4: PRACTICE**
Prepare architects to sustainably and successfully practice into the future.

**GOAL #5: ENVIRONMENT**
Position the profession as the credible voice for design in the built environment.