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.