February 2021: Snapshot

MISSION: AIA California, in collaboration with local components, is dedicated to serving its members, advancing the value of architects, and improving the quality of the built environment.

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 valued 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.
February 2021: Snapshot

MISSION: AIA California, in collaboration with local components, is dedicated to serving its members, advancing the value of architects, and improving the quality of the built environment.

ANALYTICS

AIACA website visits in past 60 days: 51,331
Climate Action Webinar attendees: 325
Most Popular article on AIACA website in last 30 days: 2019 CALGreen Checklists
arcCA Digest visits for 60 days: 1660
Most popular arcCA article: Twentyfourseven: Carolina Woo, FAIA

SOCIAL MEDIA

Twitter followers: 5,558
Instagram followers: 2,326
Facebook reached from 1-1-21 to 2-22-21: 467

RELEVANCE OPEN RATES

Most popular article for the last 30 days: Edward Mazria wins 2021 Gold Medal
Open Rate for last 30 days: 47%