April 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.
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LITTLE SIGNS WITH BIG MEANINGS

This title swiped from a comment on AIA California’s Instagram page means so much more than the five simple words convey. It was literal, but it is also figurative. Small movements towards engaging members and the public, outreach efforts to partner with those who are also advocating for a cleaner, greener, socially just world, are happening. Below are the numbers and clickable links to see who is visiting which page and with what frequency, but when comments such as Instagram User, reneebuntingthe2nd, reach us, we feel the power of connection.

ANALYTICS

AIACA website pages viewed in past 60 days
99,661

Most Popular article on AIACA website in last 30 days
Do Architects Have Covid-19 Vaccination Priority

arcCA Digest visits for 60 days
2475

Most popular arcCA article
Twentyfourseven: Carolina Woo, FAIA

Climate Action Webinar attendees
670

Most attended Climate Action Webinar
Top 10 Ways to Reduce Concrete’s Carbon Footprint

Most popular Relevance article for the last 30 days
LPA Receives AIA California’s Top Honor for Architecture Firm

SOCIAL MEDIA

Twitter
5,585 followers

Instagram
2,369 followers

Facebook
200 reached from 3-13-21 to 4-10-21