

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.



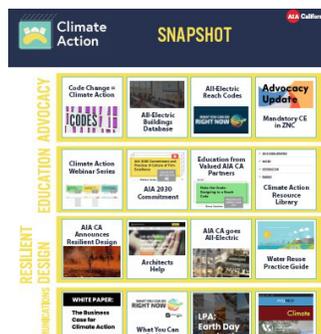
GOAL #4: PRACTICE

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.



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

AICA website pages viewed in past 60 days

52,381

Most Popular article on AICA website in last 30 days

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arcCA Digest visits for 60 days

1330

Most popular arcCA article in last 30 days

[arcCA 01.4: H2O CA](#)

Climate Action Webinar attendees

705

Most attended Climate Action Webinar

[Concrete Innovations](#)

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SOCIAL MEDIA

Twitter

5,577
followers

Instagram

2,420
followers

Facebook

261
reached from
6-23-21 to
7-23-21