OCTOBER 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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BEHIND THE SCENES

MDC On the Road: This year, like most every other event, the premiere architect’s gathering in the west, Monterey Design Conference, is virtual. What does this mean? The speakers are taking you on the road, into their spaces to talk about the design process. One thing we can promise: Whether from your sofa or from your office chair, the conference will inspire.

ANALYTICS

- **AIACA website pages viewed in past 60 days**: 59,252 (▲ from previous 5,252)
- **Most Popular article on AIACA website in past 30 days**: CalGreen Checklists
- **arcCA Digest visits for 60 days**: 1,344 (▼ from previous 294)
- **Most popular arcCA article in past 30 days**: Building Christ the Light
- **Climate Action Webinar attendees**: 617 (▼ from previous 502)
- **Most attended Climate Action Webinar**: Portland Limestone Cement
- **Trending Articles**
  - Sponsored Legislation Update from AIA California
  - Energy Use Intensity (EUI)

SOCIAL MEDIA

- Twitter: 5,616 followers (▲ from previous 14 @aiacalif)
- Instagram: 2,487 followers (▲ from previous 30 @aiacalif)
- Facebook: 389 reached in past 28 days (▲ from previous 253 @aiacalif)
- LinkedIn: 1,167 followers (▲ from previous 29 @aiacalif)