Proposed 2022 - 2024 Strategic Plan

Membership | Promote the Value of AIA Membership / Engage the Architectural Community/ Support the Chapters
- Engage next generation of architects through outreach to schools.
- Support local components to provide valuable member benefits, programs and grow membership
- Promote membership statewide through collaborative strategies, with and for chapters
- Support mentorship opportunities

Communicate with the membership with the objective of increasing awareness about the value of the AIA
- Conduct awards programs

Expand membership educational programs to address changing technologies and industry practices

Advocacy | Protect the Profession from Harmful Legislation, Promote Beneficial Legislation and Improved Public Safety and Environmental Programs
- Develop, monitor, sponsor and support pro-active and reactive statewide legislative initiatives
- Improve engagement with SFM, DSA, OSHPD, BSCC & other state agencies by using the subject matter member experts to promote & advance shared interest
- Support Architects in public service
- Improve public safety by promoting the work of licensed architects
- Participate in the building code development process
- Work with allied organizations and cultivate partnerships in State, County and local governments
- Promote CALC PAC

Licensure | Promote the Value of Architects
- Promote licensed architects as a valued member of the design, construction, and planning Team, and as design problem solvers across professions
- Represent the profession to the California Architects Board

Final 2022-'24 Strategic Plan
Advocate for licensure preparatory programs at architectural education institutions
Promote firm tools for development of affordable and sustainable paths to licensure
Celebrate individuals who have recently been licensed

Practice | Prepare Architects to Successfully Practice into the Future
Make resources available that support architects to do business in California and lead sound environmental decision making
Provide education programs for the membership
Prepare architects to sustain their practices and employment through changing economies
Develop practice strategies and tools for long-term career development for firms to retain staff in traditional design practice at all levels experience
Promote the value of non-traditional career paths

Environment | Be the Credible Voice for Design in the Built Environment
Promote architects as stewards of the environment
Continue to develop advocacy, educational and communications tools and programs for architects and the public to advance climate action priorities
Promote and assist in the development of ideas to address California’s housing crisis
Engage and assist in disaster relief
Support development and maintenance of resilient communities through planning and education to minimize the effects of natural disasters
Participate in the development of policies that a community can adopt to improve resiliency.
Develop guidelines, innovative solutions and recommendations on how to build resilient housing and non-residential buildings.
Encourage the reuse of existing buildings

Equity, Diversity and Inclusion | Champion a culture of equity, diversity and inclusion to create an equitable community for everyone within the architectural profession
Gather information on the state of the profession and develop ideas for AIA CA and Firms to increase broad diversity
Develop and implement proactive outreach to schools and universities to achieve greater diversity architectural education
• Share, promote and actively coach for adoption of model programs for equity, diversity and inclusion in design practice and related private and public sector architectural careers

• Work with NOMA, NOMAS, AIAS, ACE, AAAE to find ways to increase diverse membership in the AIA CA