

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

- 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