

COMMITTEE STATUS REPORT

COMMUNICATIONS ADVISORY COMMITTEE

COMMITTEE CHARGE

The purpose of this committee is to identify emerging trends in practice, facilitate and broadcast communication about the wide range of topics that are relevant to today's practice of architecture in all its various forms. The committee will be comprised of a diverse group that represents both the variety of architectural practices in terms of firm size and practice type from throughout the state.

OVERARCHING GOALS/OUTCOMES FOR 2023

1. Create and maintain relationships with outside agencies, firms, non-members and the public
2. Expand member awareness of programs, and member benefits
3. Increase public awareness of the value of architecture

STATUS SUMMARY / RECOMMENDATIONS

Committee is considering avenues to expand committee membership that extends communications reach throughout Chapters across the state and increases access to latest best practices.

OPERATING PLAN OVERVIEW

STRATEGIC PLAN	OPERATING PLAN OBJECTIVE	% DONE	DATE OF COMPLETION	DRIVER
Engagement	Expand public awareness through proactive media outreach to increase exposure to architects and the profession ----- <i>Propose Site Navigation that include Nav topics for public Create BHM that connect w public. Share on social platforms that are externally facing</i>	50%		Tibby Rothman
Engagement	Utilize digital marketing to promote the value of architects and architecture in response to the climate emergency	50%		Climate Action Cttee/Tibby/Cam

Engagement	Produce and publish weekly newsletter, Relevance	60%		Tibby/Cam Pietralunga
Engagement	Increase quality of editorial content through partnerships and a curated approach - <i>arcCA Digest</i>	50%		Tim Culvahouse
Engagement	Develop quality/thematic editorial content and enhance website platform to increase member engagement ----- <i>create topics that are compelling and fulfill multiple strategic plan pillars concurrently</i>	50%		Tibby Rothman Cam Pietralunga
Engagement	Develop social media campaigns to highlight member contributions and drive engagement	55%		Tibby Rothman/ Cam Pietralunga
Engagement	Disseminate information to members via e-blasts	60%		Tibby Rothman/ Cam Pietralunga
Engagement	Publish Requests for Qualifications (RFQs) for public projects	55		Cam Pietralunga
Governance	Manage and support Communications Advisory Committee	55%		Tibby Rothman/
Governance	Manage and support Editorial Committee	55%		Tibby Rothman

ADDITIONAL PROJECTS & TASKS

PROJECT OR TASK		% DONE	COMPLETION DATE	DRIVER
Comms Infrastructure	Refine Website Navigation for new Website	95%		Tibby Rothman
Comms Infrastructure	Create Logos and graphics for AIA CA Programs	60%		Cam Pietralunga

COMMITTEE CONTACTS

ROLE	NAME	E-MAIL
VP of Communications & Public Relations	Anne Cotter, AIA	anne.cotter@zgf.com
Staff Liaison	Tibby Rothman, Hon. AIA LA	trothman@aiacalifornia.org

REPORT DATE

PREPARED BY



February 23, 2023

Tibby Rothman, Hon. AIA LA