



## AIA Candidate Questionnaire

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**Candidate for Secretary 2025-26**

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### 1. PRIORITY ISSUES

**AIA has taken bold steps to move the organization forward and address both environmental and social responsibility. How can AIA most effectively balance these major initiatives at the national level? What role do you see each level of AIA taking to provide resources to help architects be better prepared to help clients and communities across the country? And what support can AIA provide to components to ensure a coordinated approach?**

At the national level the AIA can provide the infrastructure that fosters collaboration among the components and with national. Based on consultation with components and members, national should create overarching frameworks and guidelines. This includes promoting best practice at an organizational level, but also at the individual firm level. Knowledge sharing and coordination is critical, and this is where national can make the largest contribution. It is critical that national policies are constructed with the input of components, and as Secretary I will endeavor to build this infrastructure that facilitates a 'bottom-up' process.

### 2. VALUE OF DESIGN

**What can AIA do to help members communicate the value of design to clients, communities, and the public at large?**

The AIA at the national, state, and local level is the outward face of the profession. The AIA can leverage this position to communicate the value of design through its design awards programs and actively promoting these through media channels; by sharing and promoting case studies of successful projects emphasizing the role that design plays in achieving and exceeding client's expectations; by emphasizing the value that design gives to the general public as this is an important 'soft' component of influence. In the absence of a monthly magazine, national can create a public-facing blog or web presence that highlights member's excellent design work with sufficient metrics to prove the value of design to the public and to our future clients.

In parallel, national can advocate for placing architects in key advisory positions in local and regional government, with the current initiative to have a Chief Architect advising mayors being an excellent initiative. The AIA can further advocate for the value of design in procurement procedures with the continued advocacy of Quality Based Selection (QBS), and the AIA can develop QBS metrics that can be used by client agencies, both public and private.

### **3. THE ECONOMY**

**As we head into uncertain times, the economy will undoubtedly influence the profession's health and welfare. What role(s), programs and activities should national AIA initiate to support AIA Components and the individual member?**

The AIA can advocate for government investment in infrastructure, sustainable development, and affordable housing as means to stimulate the economy when the private sector wanes. Working with the State components, toolkits can be developed to assist state and local components to advocate for this public investment at a local level.

There is a supply shortage within the profession to fulfil the future demand for services. The AIA needs to help make the profession more attractive as a career choice for young people. Through advocating the value of design, the AIA can help increase remuneration to members. Delivering projects requires a complex set of skills of which design is one component. The AIA can do more in recognizing and rewarding the technical and managerial aspects of practice to help avoid the mid-career 'brain drain' out of the profession.

For members who are unemployed the AIA can offer a fixed amount of continuing education at no cost and can organize a framework for grassroots creation of workshops and seminars aimed at increasing the skills, knowledge, and employability of unemployed members.

### **4. ENCOURAGING ENGAGEMENT: THE MEMBERS' VOICE**

**How can AIA create better opportunities for members to engage with the organization at all levels without duplicating efforts? And how can the organization evolve culturally to ensure the members' voice is valued and included?**

The strength of the AIA is from the grassroots and there is tremendous expertise and ability. My goal is to channel this expertise and bring it to the benefit of the profession and the AIA. The fundamental attitude is one of 'bottom-up' rather than 'top-down' and creating structures to enable this to happen.

Communication and transparency are key, and here I think the Secretary can play a key role. I'd like to see regularly scheduled townhall meetings, say every 2-3 months, delivered virtually, where all members can participate and that current issues are discussed. In the case where bylaws resolutions are developed by national, these should be explored with components and the membership before they are finalized. I would also like to see regular communication, perhaps in the form of a short and succinct weekly email that describes issues currently being addressed and considered by the AIA. Also, as Secretary, I believe in an 'open door' and my email and phone number are available (and noted at the top of this form) to components and members if they wish to raise an issue.

### **5. PRACTICE**

**How can AIA improve coordination across the organization to better prepare, package, curate resources to support architectural practice at all scales?**

The strength of the AIA is the grassroots. What is missing is the infrastructure to share knowledge and best practice among the members and firms. The Knowledge Communities (KCs) are a good start, but their knowledge is not widely disseminated. Being cognizant of individual commercial advantage I believe we can create a knowledge network to bring the strength of the grassroots to the fore. In the first instance I think we can build upon the Knowledge Communities to curate their expertise within this infrastructure, and then I think we can expand this in a Wikipedia manner where members can add information, with perhaps designated oversight from the KCs.

For specific issues that require a short-term involvement, I see the opportunity for National to create a series of task forces, perhaps in partnership with selected State components depending on the issue. The idea would be to draw upon the talent and knowledge embedded with the grassroots and to apply this. This then reinforces the perceived value of architects and architecture as the AIA is demonstrating real thought leadership on relevant societal issues.