

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 those 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?

During my time as Chair of the Equity and the Future of Architecture Committee (EQFA) we created clarity around the organization's equity-centered goals. We looked critically at the agency of AIA at an organization, member, and system level. Where can we have an impact? What are our objectives? How will we measure success? This framework has been invaluable to creating a shared roadmap and has since been used as a model to clarify the AIA's Climate Action work. A logical next step would be to layer in AIA's tiered ecosystem so that we can work together instead of independently, mobilizing our expertise at the national, state, and chapter levels.

2. Value of Design

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

Architecture is perceived as mysterious and complicated. In my work facilitating community engagement and co-creation experiences I spend most of my time creating an environment of knowledge sharing. Indigenous wisdom is provided by residents and vested stakeholders while complicated codes, design, and building knowledge is translated by Architects. The more time we spend meeting people where they are in shared dialog the better they understand our role.

A great example would be AIA New Jersey's Mayor's Exchange. This annual initiative dispatches AIA members across the state to meet with Mayors; presenting architects as partners in community issues.

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 business of architecture is rapidly evolving. We have to look beyond the horizon and ensure AIA remains a vibrant and valuable resource to members. That means supporting individuals and firms in creating prosperous businesses. AIA has been building practice-

based resources for decades but we have an opportunity to shift focus toward business literacy, diversification of services, and even unpacking years of stigma related to antitrust.

In Chicago, AIA partnered with Goldman Sachs 10,000 Small Business to create Transform; a series of classes focused on skill building for the business of architecture.

4. Encourage Engagement: The Member's 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 member's voice is valued and included.

The lifeblood of the AIA is its members. In my conversation with leaders across AIA's networks connectivity continues to be a theme left unanswered. That cannot continue. We each contribute, learn, and absorb information differently. Our current engagement philosophy should mirror the modality and different forms of communication and contribution that our members engage with each day. If something stays static for too long it risks irrelevance.

5. Practice

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

I think the answer to "how" comes when we have a clearer culture of listening that defines "what". What resources do members need that AIA can uniquely provide? How do members wish to engage or interact with resources? There is probably a gradient of answers to each of those questions.

AIA has no shortage of reports that offer deep expertise but they are often lost in convoluted website navigation and "sit on a shelf". These are missed opportunities for action and access.

I don't know about you but when I have a practice-based question I either Google it or ask a friend. If that is how most questions are being answered, how does AIA become a critical link in that process of inquiry? We should meet members in their daily workflows of inquiry, challenge, and advancement.