

1. PRIORITY ISSUES

Many aspects of our work including environmental and social responsibilities are intertwined and we should not think of them as mutually exclusive. It is also evident that the impacts of climate change are felt hardest by lower socio-economic communities, be it excessive urban heat or flooding. Architects need to step in and lead conversations around these issues at all scales, from building to urban to regional.

I am a strong proponent of **empowering** our community with knowledge. With fast changing realities around us, be it climate, technology or human behavior, architects must have the knowledge not only to address these changes but lead the conversation. We must **engage** with all external stakeholders, leaders and partners to address these issues. We should **lead** the conversation with political leadership and so let's make Kimberly Dowdell's proposal to add a Chief Architect in every mayor's office a reality.

Internally, we need to work on greatly improving the communication channels between national and local components. A lack of clear two-way communications may be causing local chapters to feel disconnected and unheard. The solution lies modifying organizational structure and developing a communication plan. If it requires to add more board members, then that should be taken into consideration.

2. VALUE OF DESIGN

Beauty is more than skin deep. The value of designs we create are not limited to their visual appeal, but also add economic, social, environmental and other intangible benefits and values for the users and clients. Going back to my proposal for empowering our community, I strongly believe that that should be the core of this membership organization. We need to find ways to enhance knowledge share and education for our membership from within the group that already holds a great wealth of knowledge.

3. THE ECONOMY

The economic environment is always in a flux, and lately has been more volatile. In addition to the typical market swings, we may see major changes coming due to impact of technologies, specifically AI. We ought to be discussing potential changes now (not tomorrow) and preparing our membership to adapt to incoming potentially drastic changes.

AIA National should constantly be investing resources (time, money or just member volunteers) to gather intelligence on projected changes and preparing our communities with potential solutions to perceived challenges. It may mean preparing the community to take on new building typologies or providing support to expand service offerings that can be economically sustainable even through troubled times.

4. ENCOURAGING ENGAGEMENT: THE MEMBERS' VOICE

With over 200 chapters nationally and internationally, it is not an easy task to manage engagement in a unified way. But, placing priorities and providing greater support to local chapters through programming assistance, funding when needed or partnership opportunities allows even smaller chapters to provided content and engage with local members. The more AIA can give its community in terms of knowledge programs and social connections, the more memberships it will attract.

5. PRACTICE

A focus is needed to ensure we are providing appropriate resources and content to our membership in a timely manner. We should also be leveraging technology (primarily our website for now) to help make it easy for members to find what they are looking for. A few years ago, I had worked with a group of peers to produce the [Climate Action Business Playbook](#), designed to be a reference resource for practices of all scales on addressing climate change. This is a wonderful resource for the membership, but unfortunately, links to those pages on AIA's website have not worked in months. Such issues must be addressed first.

While the AIA currently has a number of resources including knowledge share of various topics on our website, we need to curate additional topics in response to asks and needs from the local components. This will require continued clear communications between national and local chapters to facilitate programs and deliver them back to local communities.

AIA's strength is its own membership and the expertise that exists within. We need to leverage that strength in the most efficient way and provide the right tools to the entire membership to be able to flourish.