

# **Goal 1: Increase the Value of Membership**

*June 18, 2009 – Board Meeting approval*

## **Objective 1A: Customize Communication Delivery Methods to the various AIA Michigan Constituencies**

**10 votes – A. Cobb, C. Mosley, R. Dumke, Marx / Layne, Sec’y. V. Saroki**

- Charge the E-Presence Task Force to review all communications options including podcasts, blogs, face book, etc. Benchmark against other successful professional organizations.
- Create a communications plan that addresses the needs and interests of all member subgroups. (ExCom, Communications Committee, Communications Consultant, 2009)
- Make allowances for print distribution to members as deemed necessary (Staff, 2010)
- Verbal and written updates by the President and the Regional Director at all meetings and post on web. Pres, Regional Director)
- Coordinate all external communications with PR Consultant (Exec. Director, Committee Chairs, Marks Layne, 2009)
- Integrate and link all communication with AIA National web site (Webmaster, Communications Taskforce, 2009)
- Survey members (Communications Taskforce, 2009)
- Distribute board meeting minutes to all chapter presidents and vice presidents and place the minutes on the web site (Secretary, 2010) Note: Sensitive portions to the minutes can be put on a private part of the web site.

## **Objective 1B: Create Focused Programs for Small Firms**

**5 votes – V. Saroki, J. Weiss, R. Skenzel, J. Ferweda, K. Fricke-Young**

- Institute a statewide Small Firm Roundtable Program for diverse members and non-members.
- Identify needs and potential activities for small firms... (ExCom, Local Chapters, J. Ferweda, V. Saroki 2010)
- Identify non-member registered architects by Chapter to be contacted as part of a communications effort and for potential inclusion in the roundtable. (Staff, 2009)

## **Objective 1C: Create Programs for Non-traditional Practitioners and Architecture Faculty**

**No votes - no volunteers**

- Institute a roundtable/focus group of faculty and non-traditional practitioners to identify concerns and ways the AIA can become engaged with these communities.
- Confirm that the number of potential members is sufficient to create and fund targeted programs. (ExCom, Joe Veryser, 2010)  
Dean’s identify appropriate faculty from each School (Deans, 2010)

## **Objective 1D: Create Linkages to other Organizational Resources**

**6 votes – B. Wood, K. Schleick, K. Fricke-Young**

- Pursue joint sponsorships of programs (Exec. Dir., 2009)
- Create a sub-committee to work with allied organizations to identify potential linkages between the organizations including electronic linkages. (Exec. Dir., Web Master, 2010)
- Link to a state and national index of services (Exec. Dir., Web Master, 2009)
- Link to Continuing Education sources (Exec. Dir., Web Master, 2009)
- Identify members who are connected to other organizations and associations (Staff, 2010)



## **Goal 2: Expand and Diversify Membership**

June 18, 2009 (Revised 01.06.10)

### **Objective 2A: Expand the Mentorship of Students**

**4 votes – G. LeRoy, J. Cebelak, M. Nickita, W. Norlin**

- Support and Expand AIA Michigan's Mentoring Program (T. Mathison, 2009)
- Meet with AIAS Chapters at each school each year (Pres. Or Vice Pres., 2010)
- Communicate with new graduates the benefits of AIA membership in particular how it can help them with licensure. (ExCom, 2010)
- Invite and encourage student attendance at the Design Retreat and other programs as appropriate (Staff, 2009)
- Distribute AIA Michigan email blasts to AIAS Presidents (Staff, 2009)
- AIA Michigan should consider supporting a lecture or some other program at each school and use the opportunity to speak about the AIA (Excom, 2011)
- Encourage education about architecture and architects at all levels of education.

### **Objective 2B: Engage Potential Professional Members**

**3 votes – no volunteers**

- Identify new registrants on a quarterly basis and invite them to participate in the AIA through a congratulatory letter from the President and ideally in a personal meeting (All Michigan Board Members, 2010).
- Give recognition to new registrants at the Design Retreat (Design Retreat Committee, 2010)
- Support the Membership Committee initiatives towards non-members (ExCom, 2009)
- Have each board member in each Chapter contact personally inactive members and see what would make them be more engaged in the organization (AIA Boards, 2009)

### **Objective 2C: Engage Potential Associate Members**

See Goal 6

**No votes – no volunteers**

### **Objective 2D: Engage Potential Affiliate Members**

**No votes – no volunteers**

- Identify new potential affiliate members on a quarterly basis and invite them to participate in the AIA through a letter from the President and ideally in a personal meeting (All Michigan Board Members, 2010).
- Give recognition to contributing Affiliates
- Support the Membership Committee initiatives towards non-members (ExCom, 2009)
- Have each board member contact personally inactive affiliate members and see what would make them be more engaged in the organization (AIA Boards, 2009)



## **Goal 3: Make the Organization Financially Sustainable**

June 18, 2009

### ***Objective 3A: Diversify Revenue Sources***

#### **8 votes – D. Roberts, K. Fricke, C. Mosley**

- Seek grant opportunities (Staff, 2010)
- Lease out 3<sup>rd</sup> Floor of Beaubien House (Staff, 2010)
- Expand sponsorships (Partner's Forum, 2009)
- Explore joint programs with allied professions (ExCom, 2010)
- Educate chapters on how to approach potential sponsors (ExDir, 2009)
- Expand continuing education opportunities (ExCom, 2010)
- Explore charging for more social/networking programs (ExCom, 2009)
- Explore reduced rate employee benefit programs, Trust-Mark (Ex. Dir.,Staff, 2009)

### ***Objective 3B: Utilize Resources More Efficiently***

#### **4 votes – D. Kuefner**

- Limit number of Board Meetings through electronic deliberations and discussions (ExCom, 2010)
- Institute annual or biannual sunset review of all programs and activities based upon a cost-benefit analysis of staff time and value received (ExCom, Committees, 2009) Need charge, criteria and process (annual plans) for sunset reviews.
- Regularly benchmark AIA Michigan revenue and expenses against other similar sized AIA chapters or regions as well as successful non profit organizations. (ExCom, 2010)
- Evaluate staff roles and responsibilities and determine missing key expertise that might provide greater value. Coordinate with 4B below (ExCom, 2010)
- Explore having electronic Board meetings (ExCom, 2011)



## **Goal 4: Create a Leadership Transition Plan**

June 18, 2009

### ***Objective 4A: Diversify and Reconstitute Board***

#### **2 votes – no volunteers**

- Expand the Board to include educational, public and allied professional members (ExCom, 2010)
- Make every board meeting assessable by teleconference or video conferencing (ExCom, 2011)
- Have an open Board meeting each year for all members through teleconference, chat room or other techniques (ExCom, 2011)
- More clearly define expectations and roles of Board members and widely disseminate this information (ExCom, 2010)
- Make ExCom and Board decision making process more transparent (ExCom, 2009)
- Consider making the leadership retreat more like grass roots i.e. best practices, how to be a leader or board member (ExCom, 2010)

### ***Objective 4B: Plan for Executive Director Transition***

#### **6 votes – D. Kneffner, F. Butters, P. Dickens, R. Dumke**

- Define the future job description for the Executive Director (ExCom, 2009)
- Determine transition plan and schedule with the Executive Director (ExCom, Exec. Dir., 2009)
- Benchmark Executive Director search with AIA Chicago or other similar chapter searches. (ExCom, 2009)
- Check process from national for EVP for transitions. Also MSAE, ASAE, AIA National, etc.

## ***Goal 5: Be the Authoritative Source on the Built Environment***

### ***Objective 5A: Become a Resource for Government and the Public***

#### **13 votes – R. Campbell, R. Daverman, T. Burns, A. Cobb**

- Better utilize the lobbyist and media consultants for expanding media coverage (ExCom, Lobbyist, PR Consultants, 2009)
- Aggressively pursue members for media materials (Communications Committee, 2009)
- Establish a sub-committee and process for engaging in public policy advocacy (ExCom, 2010) Glen LeRoy challenge--
- Set aside Board time for discussing policy issues and taking clear and definitive stands on local and national issues (ExCom, 2010)
- Encourage members into public roles (ExCom, 2011)
- The organization should support the AIA 2030 initiative as “green” experts (ExCom, 2011)
- Outline a strategy to make the Beaubien House as exemplar example of a green building (ExCom, 2011)



## **Goal 6: Engage Emerging Professionals**

June 18, 2009

### ***Objective 6A: Create and Support Emerging Professional Programs***

#### **4 votes – no volunteers**

See Objective 1A above.

- Continue to support the mentorship program (see Objective 2A above}
- Actively encourage licensure (ExCom, 2009)
- Support the Government Affairs Committee to change the Licensing Law to allow graduates to the ARE exams concurrent with completing their IDP requirements (ExCom, Gov't Affairs, 2009)
- Support ARE exam preparation efforts such as study programs/groups/seminars (Emer. Prof. Committee, 2009)
- Be a source of information for IDP/ARE and general licensing issues (ExCom, 2010)
- Recognition of new licensees (see Obj. 2B above)
- Create and support new programs as appropriate for Emerging Professionals and re-examine existing programs for cost and relevance to younger members. (ExCom, 2010)
- Encourage networking between younger and older members through programs or other social events (ExCom, 2009)
- Support emerging professionals programs financially

### ***Objective 6B: Communicate Effectively with Emerging Professionals***

#### **3 votes – S. Smith**

- Coordinate with Obj. 1A above and assure that students, associates and recently licensed professionals are being reached with news, events and other communications. (Emerg. Prof. Committee, Staff, 2009)

### ***Objective 6C: Mentor Emerging Professionals into AIA Leadership Positions***

#### **2 votes – C. Pozolo**

- Reach out to draw younger members into standing committees and volunteer positions (coordinate with Goal 4)
- Encourage firms to sponsor Associate Membership in firms (Membership Committee, 2009)

