



GOAL: Increase Public Awareness

Objectives/Actions:

Identify, promote, and enhance strategic partnerships between members, their clients, and other contributors to the built environment

- Recognize member leadership in community boards and committees
- Expand and enhance opportunities where the public can experience and interact with architects and architecture in their communities
- Identify and participate in community events and public opportunities
- Promote the architect's commitment to designing and building resilient buildings

GOAL: Meaningful Engagement with Membership

Objectives/Actions:

Advance knowledge and expertise

- Identify and provide market-driven, timely, relevant, concise, and accessible knowledge, using all appropriate delivery systems
- Joint Contractors/Architects involvement
- Explore distance learning as an opportunity to incorporate into Professional Development
- Host events and/or training specifically for emerging professionals
- Poll the membership to determine what membership wants to learn and use that information in Professional Development planning

Increase membership

- Expand allied and associate membership
- Host an open house with a bring a friend/colleague theme for potential members.
- Identify an outreach action plan for lapsed members

Increase the involvement of the current membership

- Expand participation in Design Award submissions
- Increase member attendance at events
- Participate in the networking events of similar professional organizations, such as Engineers, Realtors, General Contractors, and/or Home Builders.
- Expand social opportunities for networking (fishing/shooting/golf) events.
- Create Architecture Week events around the state (Festival Charleston, Italian Heritage Clarksburg, Makerfaire/HMA 50 Gropious Huntington, Mountaineer Week Morgantown)
- Arrange for charter transportation or carpooling to bring people to events from farther distances.
- Leverage technology to increase participation

Mission Statement: Improving the Quality of Life Through Architecture

Vision: Develop the value of the profession through support of members, education of the public and communities and advocate for codes and regulations that govern the quality of the built environment

Strategic Goals:

- Increase Public Awareness
- Meaningful Engagement with Membership
- Advocate for the Profession

Engage with Emerging Professionals/Young Architects

- Allocate position(s) on the Board for emerging professionals/young architects.
- Assess the percentage of the current membership that is an emerging professional and use that information to host a discussion on how to better integrate the voice of the emerging professional at AIA WV
- Ways to better connect with young architects (happy hours, study groups, mentorship program, job board, leadership development, weekend activities - ziplining, white water rafting, etc.)
- Identify the number of people who are pursuing licensure in the state (23 Licensure Candidates reporting hours, 13 active test takers from NCARB by the Numbers 2019)

Ensure stability and future viability of AIA WV

- Continue financial oversight annual committee and recommendations
- Review the By-Laws of the organization for relevancy and consistency within the document, consistency with applicable AIA Bylaws, and improved clarity
- Increase Region of the Virginias joint meetings and communications
- Evaluate current committees and restructure/create relevant committees and designate chairs
- Improve resiliency efforts and training of membership
- Continue the commitment to broadening equity, diversity, and inclusion to create a stronger profession
- Support accreditation of architecture programs in West Virginia

GOAL: Advocate for the Profession

Objectives/Actions:

Initiate and enable results-oriented advocacy with government and industry at the state, local, and national levels, speaking with a clear, consistent voice

- Support of legislative lobbyist
 - Partner with and support legislation for professional engineer association and construction industry when applicable
 - Review lobbyist contract annually
- Continue engagement with AIA Government Advocacy Team
- Identify events to participate in and events to invite elected officials to attend
- Advance federal, state, and local legislation and regulations that advance the architect's role in the design of the built environment including the development, adoption and enforcement of comprehensive and coordinated building codes that mandate energy efficient design and construction
- Continue to monitor status of QBS and any changes to process in state legislation.

2019-2025 STRATEGIC PLAN

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