



# AIA Long Beach/South Bay

## **VISION:**

*Driving positive change through the power of design in our community.*

## **MISSION:**

*The American Institute of Architects Long Beach/South Bay is the local voice of the profession and is dedicated to serving and inspiring its members and the public through education, advocacy, and design excellence.*

## **Target/Stakeholders:**

1. Licensed Architects
2. Designers
3. Those on the Path to Licensure

## **5 Year Strategic Plan**

### **5 Year Goals Established by the Board of Directors, January 2018:**

- Increase Membership to more than 300+
- 50/50 Programs located inside/outside of LB
- Local, state & national advocacy agenda
- Defined mentorship program
- Architecture Open House

## **OBJECTIVES:**

### **Professional Development**

***By 2023, we have a branded, robust, memorable and noteworthy Professional Development program that meets the needs of our members.***

Strategies on how we will get there:

- A. Provide a minimum of 18 CEU opportunities
- B. Provide opportunities that broaden ones' professional perspective
- C. Provide construction tours
- D. Be the gateway to state and national resources in AIA
- E. Support the local architectural community by maintain a job board

## **Membership Engagement**

***By 2023, we have retained and recruited over 300 members comprised of actively engaged volunteers supporting the local community of architects.***

Strategies on how we will get there:

- A. Provide social programs
- B. Provide A.R.E. support
- C. Offer recruitment programs
- D. Celebrate volunteers through recognition
- E. Inspire members through established Special Interest Groups

## **Advocacy**

***By 2023, we are recognized as the authority on architecture and design thinking.***

Strategies on how we will get there:

- A. Celebrate the value of design through award programs
- B. Inform the community on current design topics and the value of the architect and architecture
- C. Be a voice in government relations through established an Advocacy Committee
- D. Partner with allied professional associations to share knowledge
  - a. USGBC
  - b. Historical societies
  - c. Navy Trust
  - d. Planning groups

## **Measurements of Our Success**

In addition to meeting our stated goals, our members are:

- ✓ Happy and active
- ✓ Renewing membership dues on an annual basis
- ✓ Pass tests = get licensed
- ✓ Refer new members and allied partners