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