

**AIA BLUE RIDGE CHAPTER
STRATEGIC PLAN**

2002-2012

(Draft #1 – November 16, 2001)

GOAL #1: PROMOTE ARCHITECTURAL EXCELLENCE

To provide for education and recognition at all levels of the profession

A) Promote Partnership with Virginia Tech that identifies educational resources

ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Create a list of available resources <ul style="list-style-type: none"> • Accessibility to shops, facilities, resources, etc • Website linkages <i>Expand goal to include how list will be shared and where information will reside</i>		Fall, 2002
2) Access to knowledge bases <ul style="list-style-type: none"> • Libraries • Faculty and Professional expertise • Lecture Series • Roundtables • Juries <i>Need to be more specific...see note with #1 above</i>		Fall, 2002
3) Identify research needs <i>How often, with whom, by whom, what will you do after you identify them?</i>		Ongoing

B) Create opportunities and make members aware of continuing education offerings

ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Identify/create continuing Education Learning Units that are low or no cost to membership <ul style="list-style-type: none"> • Lunchtime/Supper seminars • Vendors • Membership experts • Tech Professors <i>Needs a measurement piece...how many LU's per year are you shooting for?</i>		2003
2) Promote additional VT Lecture Series <i>How often?</i>		Summer, 2002
3) Hard Hat Tours <i>Needs a measurement piece...now many?</i>		Summer, 2002

4) Visits to industry/manufacturing sites <small>Same as #3</small>		
5) Dialogues with public officials <small>About what? How does this connect to overall goal? How does this happen and what are you hoping to achieve?</small>		Summer, 2002
C) Regular recognition of peer accomplishments		
ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) "On the boards" presentations at each dinner meeting		2002
2) Bi-Annual awards (continue)		Already in place
3) Peer promotions/achievements publicized <small>How? How often?</small>		2002
4) Service Awards for AIA <small>Needs to be more specific and state how often</small>		Spring, 2003
5) VT – Disaster Relief <ul style="list-style-type: none"> • Lunch/breakfast with guest lectures for practitioners @ Roanoke • More contact with AIAS Faculty Advisor (Heather Woofter) <small>What is the goal of making the AIAS connection? Need to set some measurement goals on what you're trying to achieve and how often you make contact.</small>		
6) Special note for futures: Big Topics over next 2-3 years <ul style="list-style-type: none"> • Sustainable design • Disaster/security effects on design and construction practices • IBC/ANSI • Tension/Stress Relief measures • Nutrition on the go/at meetings/at office • Promoting good working environment 		

GOAL #2: INCREASE PUBLIC AWARENESS

To elevate understanding and appreciation of architecture, and to increase awareness of the value of the services provided by architects.

A) Community Education: Create programs on architecture and the environment for the non-professional public

ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Develop relationships with schools <i>Needs to be more specific. What does it look like when you accomplish it?</i>		2005
2) Prepare packaged shows for presentation to groups <i>How many? What types of groups? What is the purpose?</i>		2004
3) Provide articles, features, letters to editor <i>What is the goal? How often? How will you know when you've accomplished this?</i>		2002

B) Public Relations: Utilize media and marketing resources to bridge the information gap between public and architectural profession

ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Speakers to groups <i>See #2 above. Needs to be more specific.</i>		2002
2) Resource list of professional expertise <i>Expand this...for what purpose? How is it available? Who is it designed for?</i>		2002
3) Web page <i>Again, needs to be expanded. Who does it serve? What purpose does it serve?</i>		2003

GOAL #3: PROVIDE MEMBERSHIP VALUE TO ATTRACT, INVOLVE AND RETAIN MEMBERS

	PERSON RESPONSIBLE	TARGET DATE
A) Attract practicing non-members on a continuous basis		
1) Invite non-members to one meeting per year		2002
B) Recognize member peers and provide methods for public recognition		
ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Annual peer recognition “award” ceremony		2003
2) Update peer accomplishments at meetings <i>How often? In what way?</i>		2002
3) Peer recognition in newsletter and newspaper <i>How often?</i>		2003
C) Inform members of current AIA news and activities on a timely basis		
ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Use email list to summarize and announce meetings <i>More specificity...exactly what are you committing to? How often?</i>		2003
2) Convene informal “lunch” meetings (DYNASTY) <i>How often?</i>		2002
3) Coordinate/update membership list <i>How often? Once a year?</i>		2003
4) Establish a firm prophet to disseminate AIA info <i>Not sure what this means?</i>		2004
5) Regional town hall lunches – 6/year <i>May want to explain in more depth since this is not a target for this year. What is the purpose?</i>		2003
D) Inform and involve related professionals in selective AIA activities		

ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Publicize allied meeting schedule to membership/co-promote with members <small>How often?</small>		2003
2) One joint meeting /year with allies		2002
3) Invite allied organizations to select meeting		2003
4) One trade-specific meeting topic per year		2005
E) Provide opportunities for diverse groups of members to interact with each other and the building industry		
ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Mentor program for IDP and student members		2004
2) Annual meeting for social/fun activity		2002
3) Annually update vendor and allied professionals registry		2003
F) Encourage continuous participation by offering high quality programs (5% attendance Improvement per year)		
ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Give AIA Learning Units for each meeting		2002
2) Two paid speakers per year <small>What is the intention? Be more specific on the types of speakers you want to attract that meet your goal.</small>		2003
3) Six brown bag lunches per year		2003
4) Offer informal venues <small>Needs to be more specific... to do what? How often?</small>		2003
G) Recruit new members (3% increase/year)		
ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE

1) Create a financial incentive to bring in recruits (free meal)		2004
H) Raise non-dues revenues		
ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Provide 50-60% of total yearly budget <small>This is vague as to what actions to follow. May want to rewrite with some specific avenues you want to focus on.</small>		2002
2) Coordinate with other goals <small>See comments above</small>		2002

GOAL #4: LEGISLATIVE AWARENESS AND IMPACT
Provide member awareness and involvement in community and statewide governmental issues

- A) Alert members of pending issues**
B) Organize participation and involvement in political forums affecting the sustainability and quality of the profession.

ACTION ITEM	PERSON RESPONSIBLE	TARGET DATE
1) Legislative breakfast <small>For items 1, 2, 3, 6, need more specificity...what exactly are you trying to accomplish? How will you measure success?</small>		2002
2) Speakers at public hearings		2003
3) Serve on committee and boards		2004
4) Provide members with tools for lobbying efforts (letters, telephone tree, contacts)		2004
5) Alert members to pending <i>hot</i> issues		2002
6) Direct and organize participants in political forums		2003