

# Strategic Plan for AIA Middle Tennessee 2019 - 2021



## Mission Statement:

We exist to serve and support our members and advance the profession of architecture.

## Vision Statement:

We aspire to become an inclusive community of architects that advocates for the highest quality of life by shaping the built environment.

## Goals

### MEMBER ENGAGEMENT

Provide an increasingly robust platform for members to recognize and participate in AIA MidTN activities, events, and initiatives:

### KNOWLEDGE DELIVERY

Promote design excellence through knowledge development, delivery, dissemination, and environmental stewardship:

### PUBLIC OUTREACH

Serve as the collective voice of architects and the architecture profession to community, public, and legislative audiences:

### ORGANIZATIONAL MERIT

Exhibit and practice business approaches and operational processes that are models of organizational excellence:

## Strategies

### Emerging Professionals

Nurture this crucial segment of the profession – students, associates, and young architects – through targeted outreach and programs.

### Value of Membership

Become a valued, relevant, and essential professional society that all architects aspire to join, support, and promote.

### Engaging beyond Nashville

Offer creative opportunities for members beyond the component's core service area to be served and supported.

### Knowledge Communities

Enrich and expand current Knowledge Communities by offering groups the opportunity to gather by project or practice type.

### Continuing Education

Serve as the primary knowledge resource for members, offering more original professional development opportunities for members.

### University Relations

Nurture a contributory relationship with the architecture program that is in initial candidacy for accreditation at Belmont University.

### MidTN Architectural Foundation

Offer support, as mutually agreed upon, to the Board of Trustees of the Middle TN Architectural Foundation in the formation of the Nashville Center for Architecture & Design

### Government Advocacy

Elevate the stature of the component and its members as advocates for legislation that advances the profession of architecture.

### Voice of the Profession

Become a more powerful voice for architects and architecture, as well as the community resource on behalf of the architectural profession.

### Financial Sustainability

Operate accounting and financial functions of the component in accordance with outstanding business practice models.

### Leadership

Participate in the Tennessee AIA Leadership Network (TALN) to meet AIA accreditation requirements, with an ultimate goal of better serving members.

### Organizational Culture

Foster a supportive, nurturing, and constructive culture among the Board of Directors, committees, and staff team.