

2009 - 2011 AIA Middle Tennessee Strategic Plan | Mission, Goals, and Strategies

Emerging Professionals (7)

- Involve FAIA members to serve as mentors to emerging leaders, offering advice and counsel as needed
- Survey young professionals to determine their needs for activities, tours, and education.
- Collaborate with young leader programs in other trade associations.
- Create a Emerging Professionals operating manual so the programs can be carried on by successive EP leaders.
- Utilize the AIA EP regional liaison.

Member Benefits and Services (2)

- Promote the AIA brand and three levels of member benefits and services.
- Continue to offer quality customer service through the staff and leadership.
- Identify any gaps in serving member firms (i.e. small firms, speciality firms), to ensure their needs are understood and being met.
- Re-establish board-staff brown bag lunch to targeted firms.

Affiliate/Corporate Partner Relations (3)

- Expand participation to more affiliate members.
- Expand Corporate Partners program.

Continuing Education (9)

- Plan programs well in advance to maximize attendance, sponsorship, etc. (one year calendar).
- Use the continuing education committee to assist staff.
- Invest in software to encourage on-line registration for events.
- Plan education that does not rely on sponsorships to break even but consistently produces excess income from each event.

Design Center (14)

- Appoint task force to study feasibility, timeline and necessary steps to fund and undertake the building effort.
- Determine impact on leases and other organizations' rental payments.
- Develop foundation for fund raising and ownership purposes.

Knowledge Communities (10):

- Develop knowledge communities that meet member needs (i.e. integrated practice, sustainability, practice management, healthcare, etc.)
- Ensure member awareness of the knowledge community opportunities.
- Promote self-governance (reduce reliance on staff) to plan meetings, create articles, posting information on knowledge community pages of the website, etc.

Website (4):

- Manage the website to serve as a valued member resource for knowledge, forms, articles, etc.
- Hire technical staff or outsource website management.

AIA Contract Documents (11):

- Work with AIA National to provide education on the use of the electronic documents software.
- Educate members and the industry on new family of documents and benefits of using them.

Promote Sustainability in the Built Environment (8):

- Collaborate with other organizations to achieve goals of AIA sustainability position statement.
- Be a resource to state and local government on implementation of sustainability goals.

Emerging Professionals (7): Provide assistance to Young Architects Forum in creating a plan that meets the needs of developing young professionals and promotes leadership.

Member Benefits and Services (2): Increase member value.

Affiliate/Corporate Partner Relations (3): Maintain relations with affiliate members and corporate partners.

Continuing Education (9): Provide quality on topics that advance members continuing education requirements.

Design Center (14): Study feasibility for initiating an effort to own and manage a centralized design center to house the component, offer shared resources/services, classroom space, and headquarters to allied organizations in the building and design industry.

Financial Stability (1): Continue growth of the chapter's financial resources.

Volunteer Leadership Development (6): Maintain an infrastructure of volunteer leaders and resources.

Component Performance Criteria (13): Meet or exceed the minimum standards of service set by AIA National by-laws

Member Increase Member Value

Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs

AIA Optimize Organizational Performance

Optimize organizational culture, structure, and resources to achieve excellence

Mission

The mission of AIA Middle Tennessee is to enhance the quality of life in the built environment by advancing the profession, promoting quality design, and serving members and the community.

INTEGRATED PROJECT DELIVERY

SUSTAINABILITY

DIVERSITY

Profession Be the Authoritative Source

Be the recognized leader for knowledge about the practice and profession of architecture.

Society Serve as the Credible Voice

Promote the AIA as the credible voice for quality design and the built environment.

Knowledge Communities (10): Deliver knowledge to the members and the industry.

Website (4): Use website as a tool for delivery of information to the public and members.

AIA Contract Documents (11): Continue to make documents available to members/industry and produce revenue from document sales.

Promote Sustainability in the Built Environment (8): support the 2030 Challenge.

Collaboration (5): Be the leader in collaboration in the design community to enhance values and promote the role of architecture.

Government Affairs and Advocacy (12): Work with AIA National and AIA Tennessee to monitor and influence national and state issues.

- Financial Stability (1)**
- Increase non-dues revenue.
 - Set goal and policy to establish a reserve-contingency fund.
 - Develop strategy for compliance with bylaws and IRS requirement for an independent audit by a CPA

- Volunteer Leadership Development (6)**
- Ensure that volunteer leaders maintain accountability for their commitments; reducing reliance on staff.
 - Provide annual leadership training to board, committee chairs and EP; include topics of how to undertake fund raising, effective membership selling, etc.
 - Review committees to reduce duplication and improve effectiveness; incoming president to assign committee work to support the four strategic goals.

- Component Performance Criteria (13)**
- Ensure that current staffing level is adequate to serve growing number of members and the goals and strategies identified herein.
 - Ensure that volunteer roles are supportive of staffing and not an added layer of work.
 - Evaluate yearly compliance with Component Performance Criteria document.
 - Follow up with AIA National on the development of the Handbook of Collaboration being developed by the Component Partnership Committee.

- Collaboration (5):**
- Create a Design Coordinating Committee or task force to coordinate collaboration with key associations and institutions.
 - Continue the AIA 150 Initiative. Seek funding and grants from other sources.

- Government Affairs and Advocacy (12):**
- Establish method for monitoring and getting a member response to local and regional municipality proposals/issues that impact members (member call list, legislator database, etc.)
 - Designate a board position to serve as chairman of the Government Affairs Committee.
 - Invest in subscription service or technology that allows monitoring of municipality proposals and regulations.

