



A Chapter of The American Institute of Architects
370 James Street, Suite 402 New Haven, CT 06513

2010-2013 AIA Connecticut Strategic Plan

April 20, 2010- Submitted for member review and comment

Mission Statement: *AIA Connecticut represents the architectural profession, serving its members by communicating the value of architects, and serving the public by continually working to improve the quality of the built and natural environment.*

Vision Statement: *AIA Connecticut will strive to bring growth to our current membership through continued enrichment of our educational and public relations programs and increased involvement by our members.*

Governance

Finance Goal: Financial flexibility to achieve goals

Objective: Create a policy to establish a reserve fund equal to 9 months of an annual budget.

Task: Establish oversight responsibility: Executive Committee with CEO

Task: Establish twice-annual review of Reserve Fund Repayment plan (April & September)

Oversight Goal: Provide leadership and direction for the chapter

Objective: Develop Leadership at the Board Level

Task: Each board member shall strive to improve the board's ability to make decisions and oversee the chapter.

Task: Create policy mandating a half-day annual Board Strategic Planning Session at AIA Connecticut offices, each September with the following goals:

- Enhance leadership training
- Review the Strategic Plan goals
- Review budget plan for reserve loan repayment

Task: Increase Board interaction with staff, committees, and members

- Considering requiring all board members to be a liaison of at least one committee.

Task: Develop a new board member orientation

Objective: Improve the relationship between AIA Connecticut and Connecticut Architectural Foundation (CAF)

Task: Develop procedure for 501-3C donations for AIA Connecticut charity events

Objective: Have a Board sub-committee conduct an annual review of all Committee activity.

Task: Review each committee's objectives and performance for the past year and make recommendations.

Public Relations/Communications

Goal: Develop a communications plan to guide all AIA Connecticut activities

Objective: Charge Public Relations Committee with developing a plan by October 2010. The plan should include the following demographics: members; non-members (registered); licensing candidates; industry affiliates; government (Advocacy); and the general public.

Task: Develop and promote professional networks with non-members

- Strengthen existing coalitions
 - Construction Coalition for Economic Growth
 - Coalition for the Adoption of a Unified Code
 - Industry Advisory Council
 - School Construction Coalition
- Develop working relationship with other peer organizations

Task: Review current public relation approaches to our members

- Weekly Communiqué (Email)
- Monthly Communiqué (Hardcopy via mail)
- Website
- Occasional hardcopy mailings (awards programs & calendar)
- Quarterly newsletter (Mail & Website)
- Awards programs
- Lectures

Task: Identify new communication methods

Goal: Educate the public on the value of architects

Objective: Develop and promote Outreach policy for our members.

Task: Establish a committee for the purpose of developing an outreach policy

Education

Goal: Support AIA Connecticut's strong commitment to educational programming on industry topics

Objective: Continue to enhance our continuing education programming.

Task: Maintain a curriculum that supports the following design categories:

- Sustainability
- Technology
- Quality Assurance: Codes, Materials & Methods
- Best Business Practices
- Historic Resources

Task: Conduct an annual independent peer review of the previous three years of education programs.

Objective: To ensure the future of our profession AIA Connecticut must maintain a strong commitment to the development and mentoring of our Emerging Professionals.

Task: Assemble a focus group of emerging professionals to review and make recommendations for the AIA CT IDP support program

Task: Provide professional support for IDP programs

Task: Hold an annual meeting of mentors to review IDP support program