



Young Architects Forum

15 Summit:

Celebrate the Past, Design the Future

Supporting YAF's Future

Summary

YAF 15 Summit: Celebrate the Past, Design the Future

Overview

The Young Architects Forum (YAF) 15 Summit brought together leaders of the architecture profession from all levels to celebrate 15 years of achievements of the YAF. The Summit provided a forum for attendees to engage in dialogue about issues facing the unique demographic of young architects. Together, we re-examined the mission of the YAF and developed ways to provide support and programming for the future leaders.

Outcomes

The attendees developed a top ten list of issues that the YAF should address in the next 15 years. They are:

- Mentorship
- Human Capital
- Leadership/Interaction Skills
- Practice Management
- Credibility of the Architect
- Responsibility of the Architect
- Outreach
- Work/Life Balance
- Integrated Practice
- Technical Skills

Group members chose to work together on the first 6 topics to develop work plans for each topic centered around the affect on the individual, the firm, the profession and the community

Next Steps

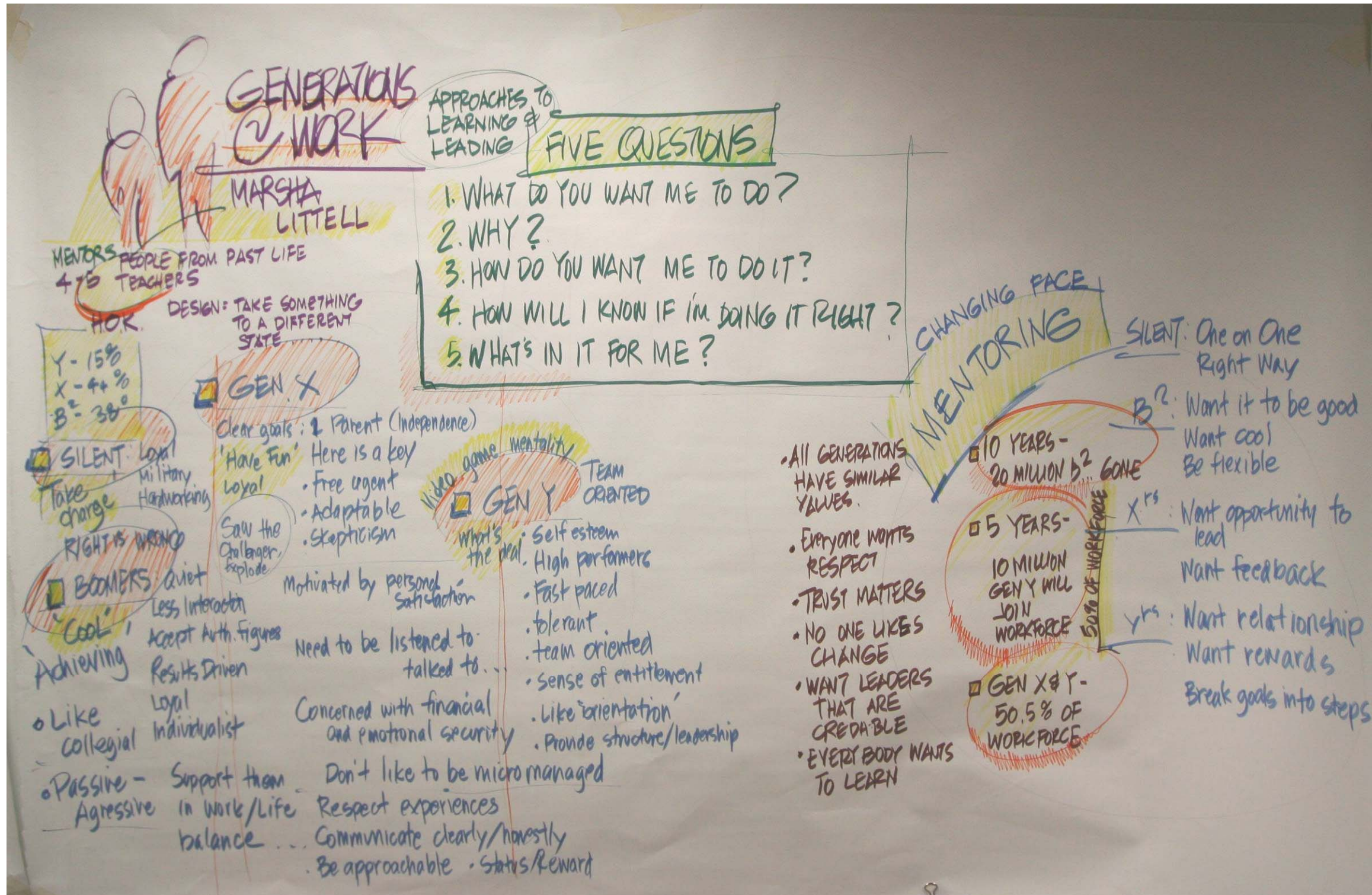
The YAF Advisory Committee will be tasked with taking the ideas of the YAF 15 Summit attendees to the next level. Robust plans will be developed including milestones and budget implications.

Generations at Work

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Summary

Marsha Littell, Director of Training and Organizational Development for HOK in St. Louis shared her insights with the attendees of the Summit concerning the challenges facing architects today with four generations in the workplace. This interactive session engaged the mostly Generation X attendees to better understand what makes their colleagues easy or not so easy to work with. Marsha also discussed in depth the challenges inherent in developing mentoring programs to engage each of these generations.

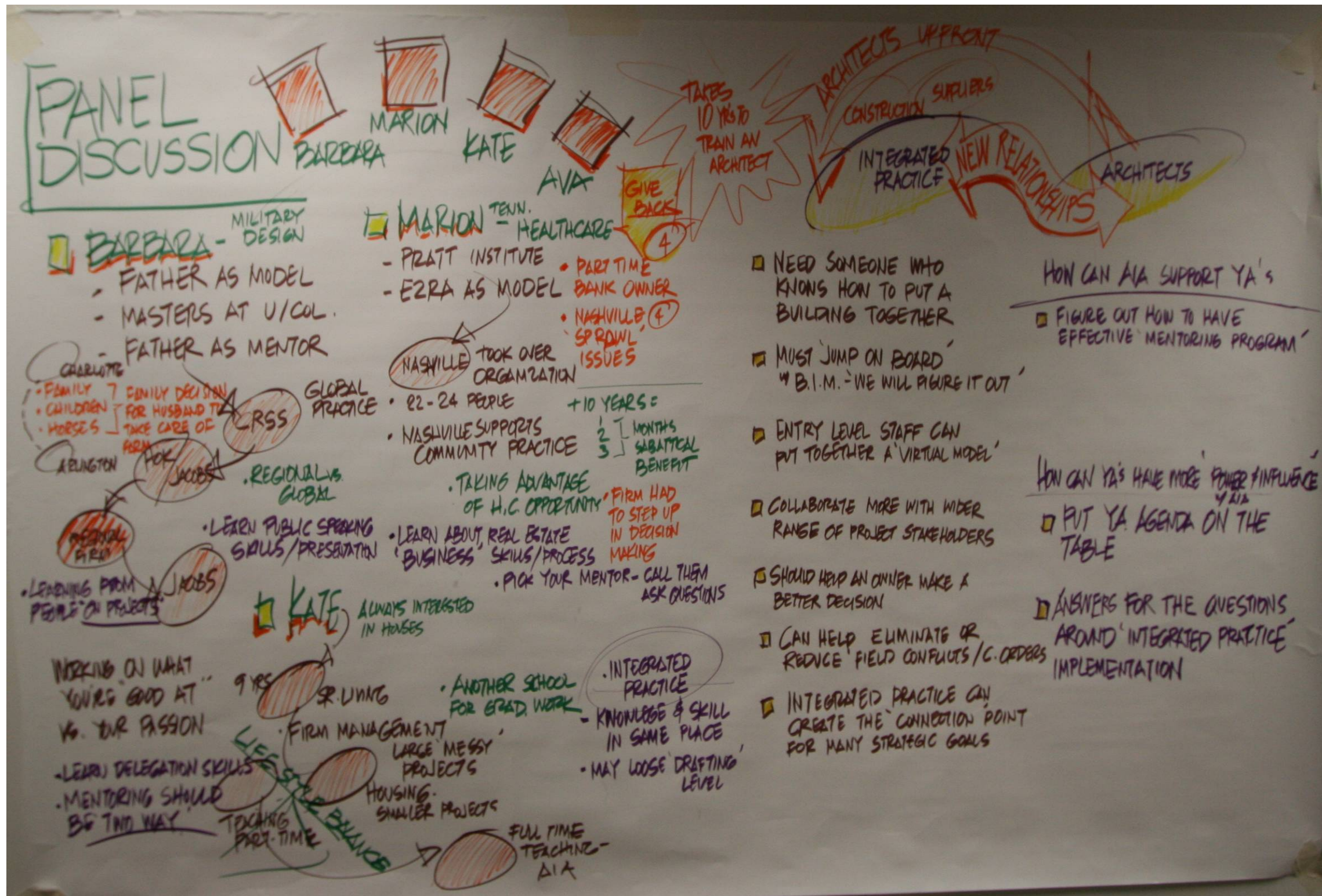


Future Visions: Panel Discussion

YAF 15 Summit: Celebrate the Past, Design the Future

Summary

Moderated by the YAF 15 Summit facilitator, Ava Abramowitz, Esq., this panel discussion evolved into a conversation with three unique members of the architecture profession. Each spoke about their backgrounds, how they found their way into architecture and their vision for the future of the profession. The participants engaged in a lively discussion on the influence of the integrated practice paradigm on individuals, teams, and firms around the globe. The YAF was challenged to take on mentoring and integrated practice implementation as problems that young architects are uniquely suited to solve.

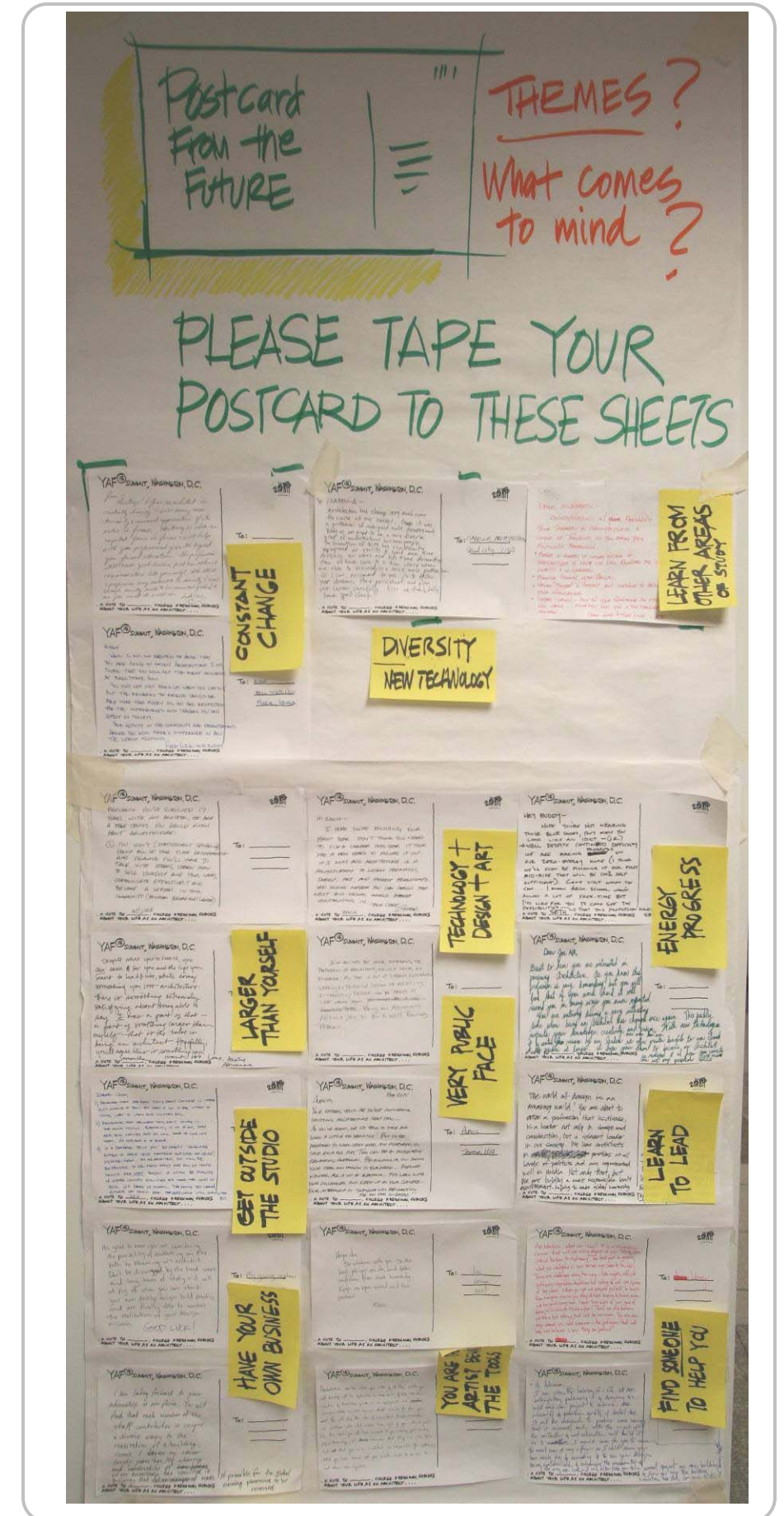
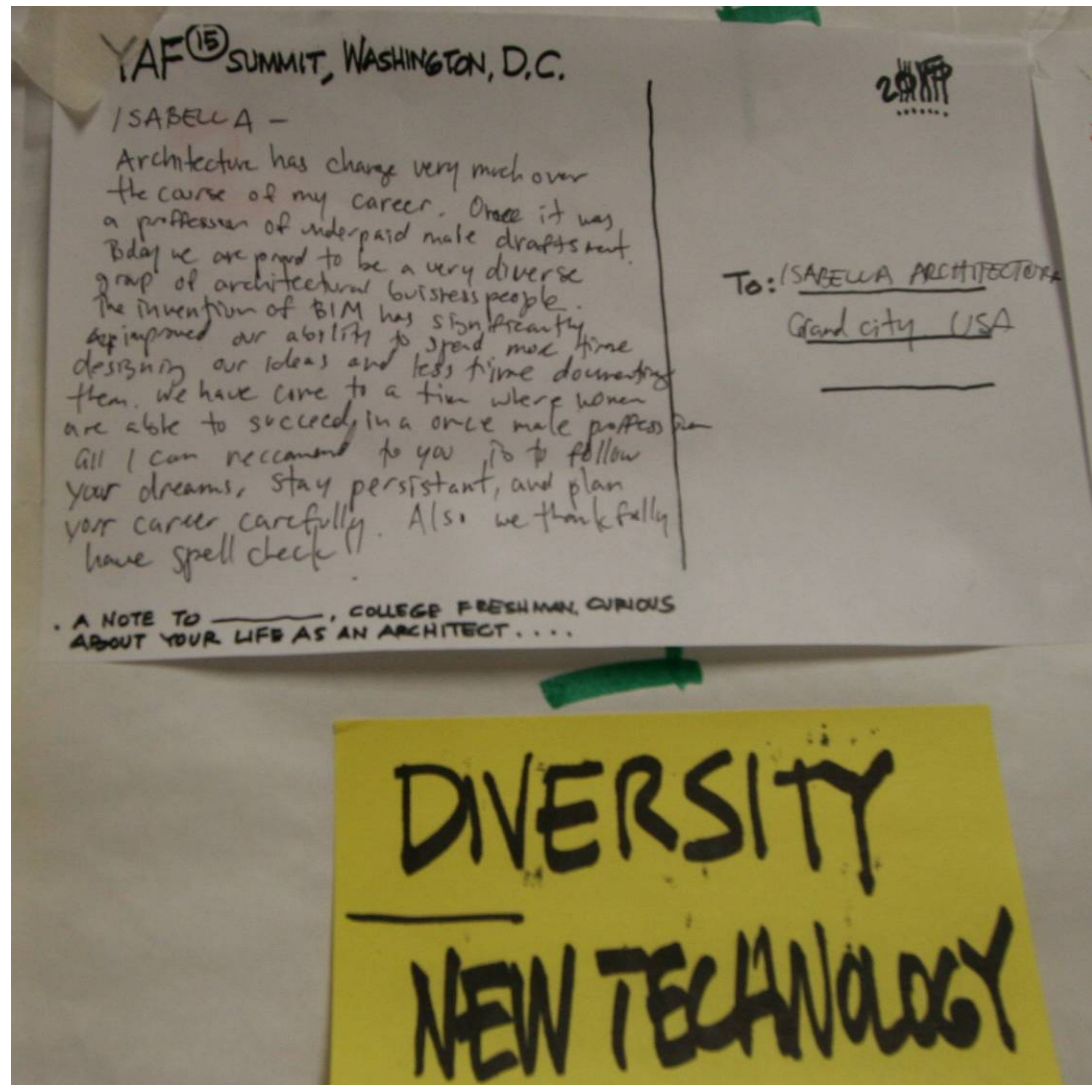
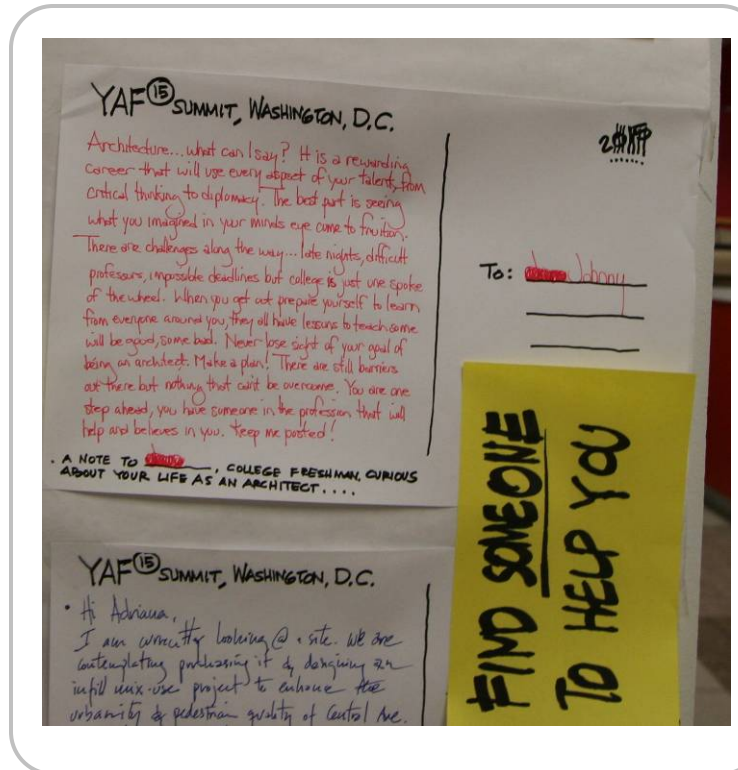
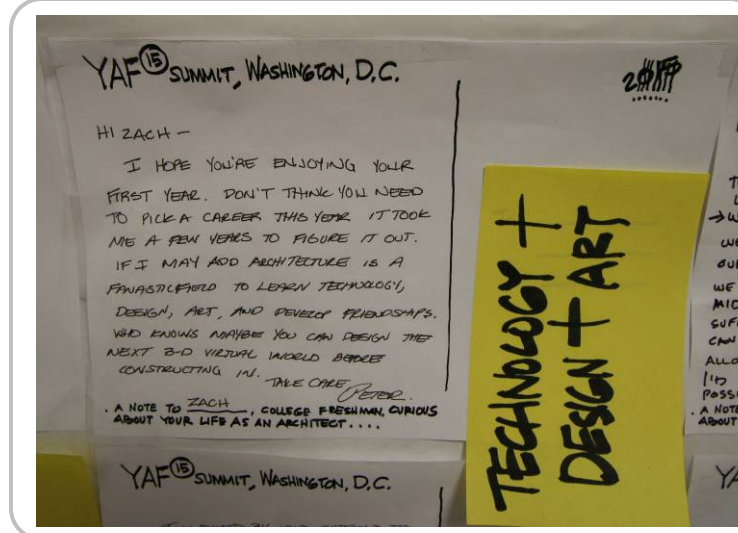


Postcards from the Future

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Summary

This exercise was done by all Summit participants. They put themselves 15 years into the future and wrote a postcard to a niece or nephew who is just about to go off to architecture school. These predictions revealed diverse outlooks into practice, education and the society in which we might live in the year 2022.



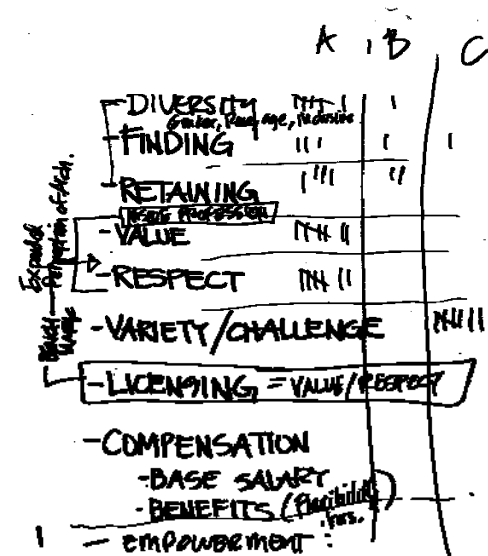
Top Issues for Young Architects

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1. Mentorship

- KNOWLEDGE TRANSFER
- ATTRACT & RETAIN
- PROMOTE DEVELOPMENT OF SKILLS & KNOWLEDGE WITH INDIVIDUAL
- TO & FROM
- NEXT GENERATION MORE ENGAGED THAN CURRENT - CONSTANT IMPROVEMENT

2. Human Capital



3. Leadership/ Interaction Skills

- NEGOTIATION
- TEAM BUILDING
- CONFLICT MANAGEMENT
- PERSUASION
- SALES/MARKETING
- COMMUNICATION (WRITTEN, WORDS/SPEAK)
- INFLUENCE
- PUBLIC SPEAKING
- DELEGATION

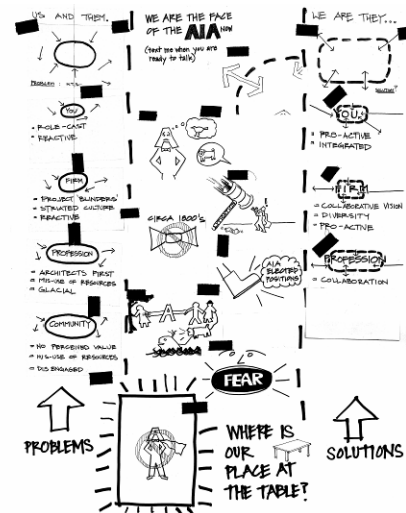
4. Practice Management

- FINANCE
- BUSINESS PROCESSES
- MARKETING
- STARTING YOUR OWN FIRM
- HR/PEOPLE MANAGEMENT

5. Increased Credibility

- UTILITY
- VISIBILITY OF ARCHITECT
- To - COMMUNITY
- OWNERS
- INDUSTRY
- WITHIN AIA

6 Responsibility of The Architect



7. Outreach

- ACCESSIBLE AIA & YAF
- PROMOTE NEW & SHARE EXISTING KNOWLEDGE & EXPERTISE
- WORK WITH OTHERS INSIDE & OUTSIDE PROFESSION
- INCLUDE DIVERSE & ALTERNATIVE CAREERS, BACKGROUNDS & CULTURES

8. Work/Life Balance

- TIME MANAGEMENT SKILLS
- PRESSURES/EXPECTATIONS
- FAMILY/PERSONAL GOALS
- FLEXIBILITY

9. Integrated Practice

- "BEYOND BIM"
- INTEGRATION OF
- DESIGN
 - OWNERSHIP
 - ENGINEERING
 - FABRICATION
 - CONSTRUCTION

10. Technical Skills

- CONSTRUCTION
- TECHNOLOGY
- PROJECT MANAGEMENT

Issue Focus Groups

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1. Mentorship

Group #1A

Jason Dale Pierce, Assoc. AIA
Will Scales, Assoc. AIA
William Gordon, AIA
Corda Murphy
Erin Olson-Douglas, AIA
Juan Moreno, AIA

Group #1B

Ed Gaskin, AIA
Denise Thompson, Assoc. AIA
Eric Cluver, AIA
Adam Palmer, AIA
Nicole Davilli, AIA
Roy Abernathy, AIA
Christopher Kelley, AIA

2. Human Capital

Group #2

Lisa Chronister, AIA
Jorge Colon, AIA
Glenn Grubbs, AIA
Jacene England, AIA
Ryan Swanson, AIA
Clarence Kwan, AIA

3. Leadership/ Interaction Skills

Group #3

Mike Meehan, AIA
Adrienne Steichen, AIA
Scott Mihalick, AIA
Michael Ayles, AIA
Tomas Jimenez-Eliaeson, AIA
Kevin Holland, AIA
Brad Benjamin, Assoc. AIA

4. Practice Management

Group #4

Sean Stadler, AIA
Manuel Pereiras, AIA
Frank Cuhna, AIA
Marion Fowlkes, AIA
Kristine Royal, AIA

5. Increased Credibility

Group #5

Greg Walker, AIA
Ronda Wang, AIA
Mike Eberle, AIA
Mike Kelly, AIA
Stuart Magruder, AIA

6. Responsibility of the Architect

Group #6

Ed Akins, AIA
Peter Majewski, AIA
Emily Grandstaff-Rice, AIA
Ed Mojica, AIA

1. Mentorship

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Summary

The focus group members established a new paradigm for mentoring in the architecture profession. Identifying challenges, tipping points and solutions, these two groups worked together to reaffirm mentorship as the area where the YAF can have the greatest impact on the profession as a whole.

LACK OF FORMULA
- ONE SIZE DOESN'T FIT ALL

MENTEE MUST ASK WHILE
MENTOR MUST BE AVAILABLE TO RESPOND

BIG FIRM - EASIER
SMALL FIRM - MORE DIFFICULT

MORE OPTIONS = BETTER (i.e. BIG FIRMS, BIG CITIES)

AIA MOST FACILITATE MENTORSHIP

MINIMUM OF 1 REQUIRED - MORE AS NECESSARY / AVAILABLE

TO FIRM
- TIME
- \$
- INTEREST
- FORMAL V. INFORMAL
- IT IS HARD
- FOLLOW THRU
- DISCIPLINE
- COMPETITION
- CONFLICT OF INTEREST

TO INDIVIDUAL

VALUE

- LACK OF EXPERIENCE
- FEELING OF INEQUITY
- COMFORTABILITY
- CONTINUITY
- WORK/LIFE BALANCE
- INCENTIVE

COMMUNITY

- PREPAREDNESS FOR PRACTICE
- CREDIBILITY IN AND OUT OF PROFESSION
- CONSCIENCE

PROFESSION

- MORE/BETTER PREPARED
- CREDIBILITY
- SUSTAINING PROFESSION
- FORMALITY
- COMPETITION

VALUE

- RECOGNITION BY LEADERS
- COMMITMENT BY LEADERS
- LACK OF RESOURCES
- VAGUE DEFINITION
- FIRM CULTURE

SOLUTIONS

- DEFINE MENTORING
- CREATING TOOL/GUIDE
- SET REQUIREMENTS
- CEU
- INCENTIVES
- COORD. W/ NCARB AND NAAB AND AIAS (B-5)
- WORK W/ HUGE FIRMS (FOR MODELS + EXAMPLES)
- MENTOR/MENTEE FRIENDLY FIRMS - LIST OF THEM
- YAF PERSON MAINTAINS (LOCAL + NATIONAL)

2022

WHAT CHANGED?

- MORE ARCHITECTS LICENSED
- VALUE OF MENTORSHIP CLEAR & REAL
- COMMUNITY CLEARLY RECOGNIZES CREDIBILITY, UTILITY & ROLE OF ARCHITECT AS CHAMPION
- BETTER PREPARED PROFESSIONALS

M 8/6

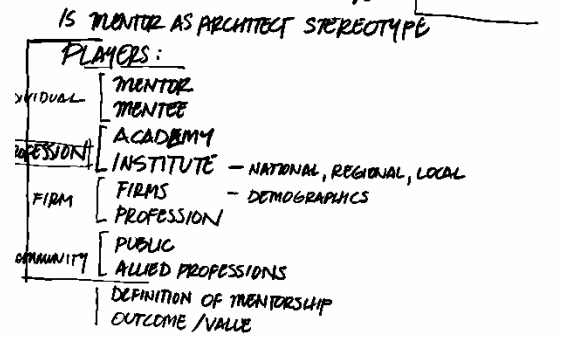
MENTORSHIP

LOCAL COMMUNICATION EXCHANGE
- DEBATE HAPPENING ON NATIONAL SCALE
SUCCESSFUL RELATIONSHIP IS PERSONAL
- NOT NECESSARILY LOCAL
BROKEN LINK IN SUCCESSIVE ACCUMULATION OF KNOWLEDGE
RELUCTANCE TO SHARE?
LOGISTICAL PROBLEM - TIME
POSSESSIVENESS OF EXPERIENCE
COUNTER TO PROFESSIONAL CULTURE
COUNTER TO COMPETITIVE NATURE
DIFFERING LEVELS OF "MENTORSHIP"
PROFESSIONAL CONFLICT POTENTIAL - STIGMA
FEAR ON BEHALF OF MENTEE
MACHO CULTURE
RELUCTANCE TO INVEST
"OLD BOY NETWORK" MENTALITY

PROFESSIONAL PRACTICE
FINANCIALLY NO INCENTIVE
LOW PRIORITY
INCONSISTENCY IN NEED
WHAT IS MENTORING?
CHANGING NATURE OF NEED, EVOLVING
FEAR OF REJECTION
MAKING CONNECTIONS
OUTREACH POTENTIAL
DANGER OF BEING TOO INSULAR

PRIVACY/TRUST
WHAT'S IN IT FOR ME?
LACK OF PERCEIVED VALUE
HOW TO FORM CONNECTIONS
IDP PART OF PROBLEM OR SOLUTION?
EXCLUSIVITY

QUESTIONS



CHALLENGES

1. LACK OF INCENTIVE
2. CONTRARY TO PROFESSIONAL CULTURE
3. DEFINITION OF MENTORING
4. LOGISTICS
A. TRAINING B. MATCHING C. LOCATION D. PROMOTION
5. CHANGING/EVOLVING NATURE OF NEED

PRIORITIES

1. DEFINE MENTORSHIP
ADDRESS PROFESSIONAL CULTURE
2. FIGURE OUT LOGISTICS
- PROVIDE TRAINING
- CONNECT PEOPLE
- ADDRESS LOCATION ISSUES
- PROMOTE MENTORSHIP
- BALANCE NATIONAL INITIATIVE W/ LOCAL IMPLEMENTATION
- PROVIDE INCENTIVES
(CEU, IDP, 300 HRS)
- ADDRESS EVOLVING NEEDS

TIPPING POINTS

WHEN YOUNGER GENERATIONS WANT/NEED/SEEK THESE CONNECTIONS
WHEN YAF/AIA ADOPTS A DEFINITION OF MENTORING
WHEN NCARB AND/OR AIA MANDATES MENTORING
WHEN YAF/AIA ACTIVELY PROMOTES POLICY
PROVIDES TRAINING, BEST PRACTICES, CASE STUDIES, INITIATIVES, RESOURCES
WHEN LOCAL ACTION IS INITIATED
& PARTICIPATION HAPPENS
WHEN NAAB MANDATES MENTORSHIP AS PART OF EDUCATION

SOLUTIONS

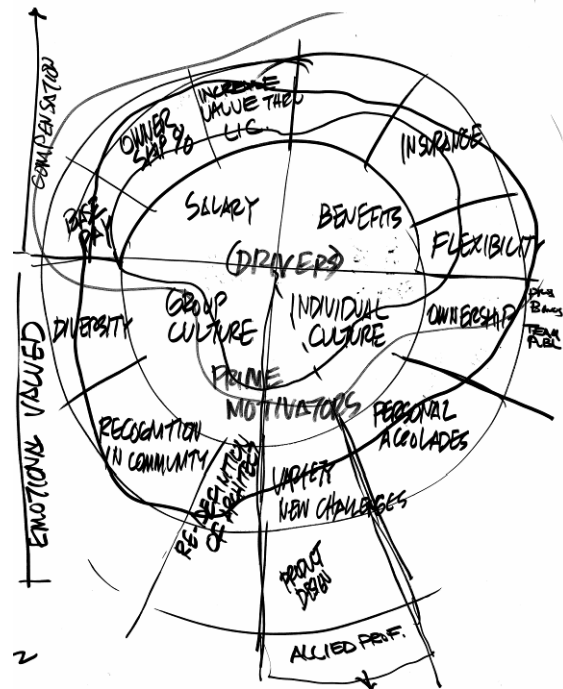
1. AIA CEUs REQUIRED
- AIA MEMBERS MUST PROVIDE MENTORING
1. BEST PRACTICE MANUAL: AIA YAF PROVIDES
- INCLUDES RESOURCES THAT COMPONENTS CAN USE
YAF REGIONAL LIAISONS PROVIDE TRAINING
1. YAF SPONSORS DEFINITION OF MENTORSHIP
UNIVERSITY - PROFESSIONAL - PERSONAL
TERM LIMITS
MENTOR GROUPS, 1-1, ALTERNATIVES
LOCAL RESOURCE ALLOCATION
STANDARDIZE EXPECTATIONS
FORMALIZE TRAINING
ANALYZE MATCHING APPROACHES
[ACCOUNTABILITY]
CONTRACT
EVALUATION TOOLS FOR MENTOR
AUTOMATED REMINDER SYSTEM
CRITICAL PATH DIAGRAM FOR IMPLEMENTATION
2. AWARENESS CAMPAIGN
MENTORSHIP AWARENESS MONTH
PUBLICATIONS, EMAILS

2. Human Capital

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Summary

The human capital focus group looked deeply at the existing and potential borders of the architecture profession and the drivers which shape those borders. Their graphic investigation lead to a deeper understanding of the YAF's role in advocating for licensure.



HUMAN CAPITAL

FIRM

DRIVE FOR PROFITABILITY / FRUGALITY
 RE-TRAINING EXPENSE
 RECOGNIZE INDIVIDUAL'S INCREASE VALUE
 LIABILITY INSURANCE
 RESPECT OF INDIVIDUAL

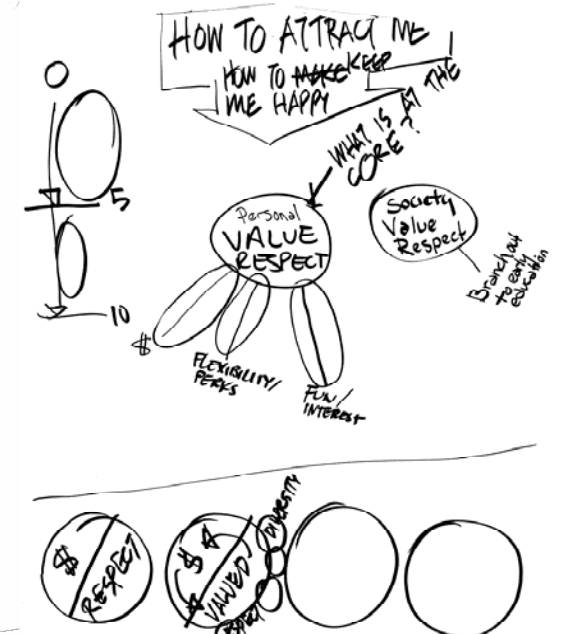
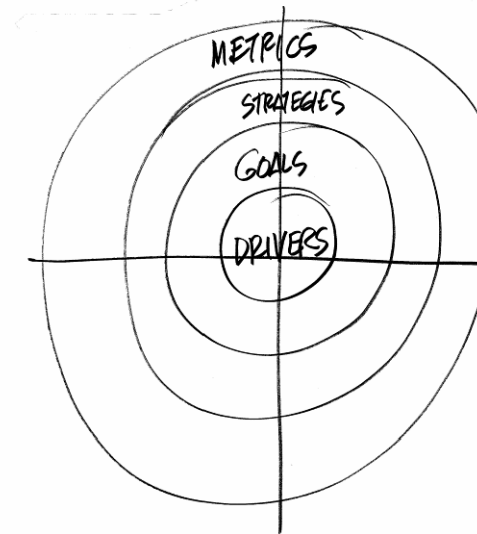
INDIVIDUAL

EXPENSE OF TEST
 FRUGALITY

PROFESSION

EXPAND DEFINITION OF ARCH.
 INCREASED FEES FOR LICENSURE
 COMPENSATE BASED ON MILESTONES
 TIMING OF EXAM
 VALUE + RESPECT

COMMUNITY

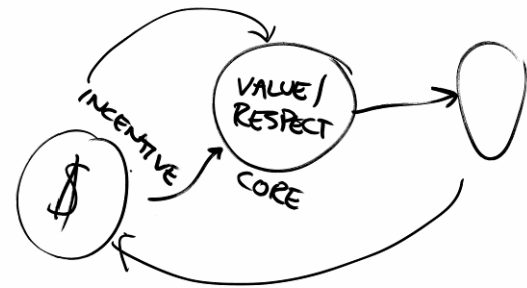


How/Why is this a problem?

- DRIVE FOR PROFITABILITY EXPENSE IS A PROBLEM
 - LACK OF OWNERSHIP
 - SELF-ESTEEM/VALUE
 - SCHOOL! NOT ENCOURAGING
 - ECONOMY AS A WHOLE
 - LACK OF DRIVE
 - RISK AVERSE
 - PROFESSIONAL CULTURE
 - PERSONALITY
 - CLASS CEILING
 - LACK OF ENCOURAGEMENT (PEERS, MENTORS, ECONOMY)
 - LACK OF DIVERSITY
 - CONTROL FEARS
 - WORK CULTURE BARRIERS (LONG HOURS)
 - NOT EDUCATING YOUNG CHILDREN
 - LACK OF VALUE OF EMPLOYEES
 - FALSE PERCEPTIONS BY SOCIETY
 - DENIED GRATIFICATION
6. "OLD SCHOOL" MENTALITY

PRIORITIES

* PROVIDE INCENTIVES
 COMPENSATION, RESPECT, VALUE



AWARDS PROGRAM

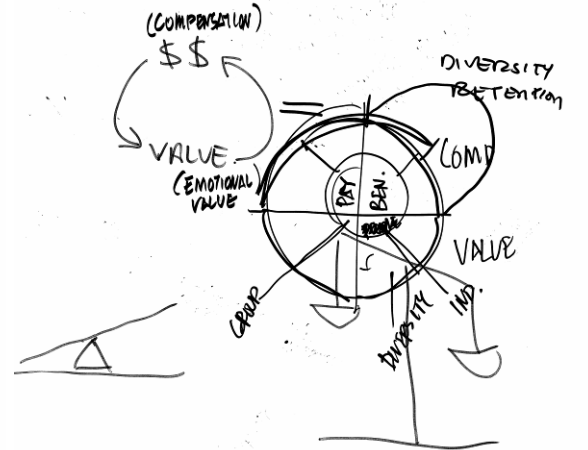
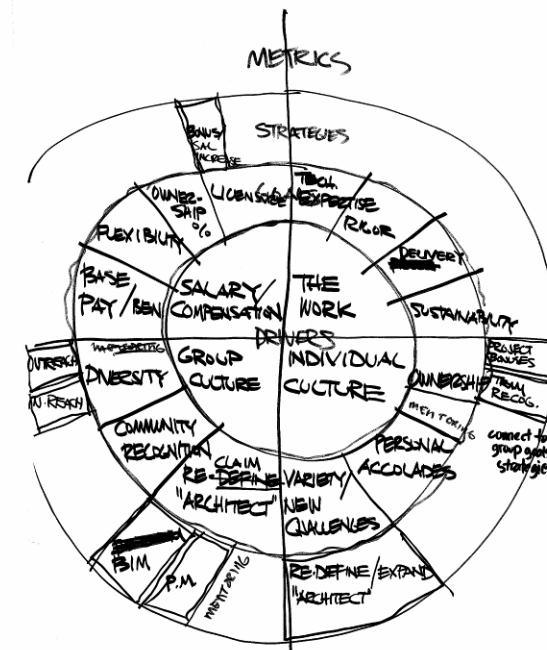
"UNIQUE CONTRIBUTION TO ARCHITECTURE PROFESSION"

ANOTHER FIELD WHERE BEING AN ARCHITECT WAS ESSENTIAL TO ITS SUCCESS

- VISION
- INFLUENCE

call for entries

MONTHLY COLUMN/ARTICLE



3. Leadership/Interaction Skills

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Summary

Leadership has been a core value of the YAF since its inception. This focus group discussed the specific interaction skills needed by young architects in a dynamic and technology-driven environment. These skills become transferable beyond the firm to interactions with the building community and the public.

FEAR [OF UNKNOWN(S)] - EXPERIENCE]
LACK OF EXPERIENCE / SUPPORT FOR GROWTH

VARIOUS LEADERSHIP ROLES - REQUIRE SIM. BUT VARIOUS SKILLS

- PROJECT-BASED
 - COMMUNITY
 - WITHIN FIRM / FIRM OWNERSHIP
 - WITHIN AIA
- RELATES TO MENTORSHIP
- COMMUNICATION

WHAT DRIVES LEADERSHIP SKILLS?
PERSONAL
FIRM MOTIVATION

IMPRESSION/PERCEPTION OF LEADERSHIP

LEADERSHIP DOES NOT NECESSARILY MEAN BEING IN CHARGE

EMPOWER PEOPLE

EXPOSURE/SUPPORT → CONFIDENCE
(REDUCE FEAR)

③

1.

ACTION PLAN

- 2-DAY WORKSHOP RE "KEY" INTERACTION SKILLS FOR YOUNG ARCHITECTS TO ASSIST W/ LEADERSHIP OPPORTUNITIES
 - USE RESOURCES IN AIA - KC'S, CLE, NAC, AIAS
 - CREATE TEMPLATE/PROGRAM FOR LOCAL USE
- YAF RESOURCE DATABASE/CONTACT LIST FOR INDIVIDUAL EXPLORATION
- NAAB/ACSA INVOLVEMENT/COORDINATION
 - INITIATE/DEVELOP CURRICULUM FOR "CRITICAL" INTERACTION SKILLS - REVIEW CURRENT
 - MAKING SURE YA'S ARE ON NAAB ACCRED. TEAMS!
 - NEED TO DO NOW!! NAAB TEAM MEMBERS NOW REQUESTED AND CRITERIA IN PROCESS OF REVISION?
 - SOLICIT FOR CHANGES IN APPLICATION PROCESS TO BETTER ACKNOWLEDGE YA CAPABILITIES/KNOWLEDGE
 - COLLABORATE DIRECTLY W/ SCHOOLS TO DEVELOP AWARENESS OF NEED FOR INTERACTIVE/LEADERSHIP SKILLS (AIAS TOO!)

2.

CHALLENGES TO ADDRESS:

- WHEN DO WE TEACH SOFT SKILLS.
 - HOW ARE ENVIRONMENTS FOR LEADERSHIP CREATED?
 - WHERE IS LEADERSHIP SKILL LEARNED?
- "INADEQUACIES":
1. KNOWLEDGE (LACK OF)
 2. LEADERSHIP EXPERIENCE
 3. FIRM SUPPORT
 4. EXPOSURE TO OPPORTUNITIES
 5. CONFIDENCE
 6. FEAR OF UNKNOWN
 7. MOTIVATION (CAN THIS TRULY BE CORRECTED?)
 8. PERCEPTION/EXPECTATION OF BECOMING A LEADER (NEED TO BE "EXTROVERTED")

CHALLENGES:

WHERE DOES LEADERSHIP START:

- PROJECT-BASED
- WITHIN FIRM
- WITHIN COMMUNITY
- AIA (LOCAL/NATIONAL)
- COLLEGE/UNIVERSITY (AIAS)
- K-12 EXPERIENCES
- MENTOR EXPERIENCE

POSSIBLE SOLUTIONS:

- SEMINARS ON "SOFT" SKILLS (INHOUSE/OUTSIDE)
- EXPOSURE IN COLLEGE (NAAB CRITERIA)
- NOTE: CAN NOT IMPLEMENT SKILLS UNLESS HAVE DRIVE
- RESOURCE DATABASE ON SKILLS/CONTACT LIST
- COORDINATE W/ MENTORSHIP INITIATIVES
- '08 CONVENTION PROGRAM - LEADERSHIP/INTERACTION SKILLS
- PROGRAM RECOMMENDATIONS - FOR THE BASIC
- CENTER FOR OPERATIVE LEADERSHIP
- HARVARD
- ZWIEG WHITE
- PSALM
- FRANKLIN/COVEY
- KEY 4.

4. Practice Management

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Summary

The skills needed to effectively manage a practice transcend those needed for project management. This focus group identified young architects as most in need of resources and knowledge to build practice management skills and outlined challenges and solutions for implementation.

- ### 4. PRACTICE MANAGEMENT
- BUSINESS PLAN / FORECASTING / MISSION
 - FINANCE → 90K startup personal loan
 - MAKEUP OF RATES
 - BUSINESS PROCESS
 - CONTRACTS / NEGOTIATIONS (IDP COORDINATOR)
 - MARKETING
 - KNOWLEDGE SHARING VS. CONFIDENTIALITY
 - STARTING OWN FIRM
 - FIRM LEADERSHIP / TRANSITIONING
 - HR / PEOPLE MGMT
 - ↳ RETENTION (MENTORING)
 - ↳ SOURCING
 - PROJECT DELIVERY
 - KNOWLEDGE DISSEMINATION

- ### PRACTICE MANAGEMENT CHALLENGES
- YAF EXPOSURE - BUSINESS ASPECT.
1. FREEDOM OF INFORMATION
 2. DEFINING CAREER PATH / OWNERSHIP
 3. CONTRADICTING PATH
 4. NO ROOM FOR GROWTH TOP HEAVY
 5. SHORTAGE OF STAFF ACCESS TO STAFF / USEFUL STAFF

- ### PRACTICE MANAGEMENT. FIRM CHALLENGES
1. FINDING GOOD STAFF
 2. DIVERSITY OF EMPLOYEE POOL.
 3. ESTABLISHING FEES & RATES.
 4. UNDERSTANDING MARKET RATE SALARIES. - AIA PUBLISHED
 5. PROFESSIONAL DEVELOPMENT & FIRMS GOALS VS. INDIVIDUAL GOALS.
 6. PROVIDE GROWTH & OPPORTUNITY
 7. GENERATIONAL DIFFERENCES COMMUNICATION
 8. INVESTMENT IN TECHNOLOGY & TRAINING
 9. QUALITY CONTROL

- ### PRACTICE MANAGEMENT PROFESSION CHALLENGES
1. ACCOUNTABILITY / LIABILITY INSURABILITY
 2. GETTING INFORMATION OUT
 3. ANTI TRUST
 4. INDUSTRY STANDARDS
 5. OPEN DISCUSSIONS & CONCLUSIONS
 6. NO FIXED FEES
 7. PRESERVE THE PROFESSION OF ARCHITECTURE & EXPAND THE SERVICES WE PROVIDE

- ### PRACTICE MANAGEMENT COMMUNITY
1. RECRUITING THE NEXT GENERATION
 2. EDUCATION OF WHAT IS AN ARCH.
 3. NO COMMUNITY INVOLVEMENT.
 4. ZONING BOARDS
 5. PLANNING "
 6. BOARD INVOLVEMENT OF ARCH.
 7. PLACE ARCHITECTS INTO POLITICAL POSITIONS
 8. ESTABLISHING WHO IS THE EXPERT ON ARCHITECTURE
 9. THE BUILT ENVIRONMENT
 10. INCREASED PARTICIPATION IN OTHER RELATED ORGANIZATIONS

- ### FIRM CHALLENGES
1. PROFESSIONAL DEV.
 - MENTORSHIP
 - ALIGNING GOALS OF FIRM & EMPLOYEES TRAINING
 - PROVIDING TIME FOR THIS TO HAPPEN WITHIN AVAILABLE TIME
 2. RECRUITING

5. Increased Credibility

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Summary

This dialogue about increased credibility of the architect among the members of the building community and the public generated concrete solutions for enhancing the perceived value of design. It was identified that young architects are uniquely suited to tackle this issue by interacting with other young professionals.

#5 - INCREASE VALUE

- BECOME MORE INVOLVED W/ LOCAL GROUPS
- PUBLIC OPINION IN GENERAL IS HIGH
- POPULAR 'DIY' TYPE WEBSITES OR SHOWS 'DUMB DOWN' WHAT WE DO - MAKE IT A PURE COMMODITY
- OUR SERVICES ARE 'OVERSIMPLIFIED'
- ARE WE A LUXURY?
- CAN WE STOP MUNICIPALITIES FROM DEVELOPING 'STOCK PLANS' AS A WAY OF REDUCING FEES?
- STANDARDIZED FEE SCHEDULES AS TOO MUCH OF A LEVELER? NO APP OF WHAT DIFFERENT FIRMS CAN BRING

- WHAT DO WE DO TO OURSELVES? - FEE SOLUTION
- PUSH REQ AS PREFERRED DELIVER METHOD FOR GOVT BLDGS?
- PERCEPTION OF ARCH. STUDENTS WITHIN THE SCHOOLS
- ARCH'S CAN'T DESIGN 'VALUE' BUILDINGS OR DO SOMETHING THAT ISN'T HIGH BUDGET
- CELEBRITY CAN HELP + HURT OUR OVERALL CREDIBILITY
- ARE WE POSITIONING OURSELVES CORRECTLY? (E.G. AS PROBLEM SOLVERS + PARTNERS IN BUSINESS VS. ALONE ARTIST)
- CAN WE PUSH ISSUES THAT RESONATE W/ PUBLIC? (SUSTAIN. ENERGY, COMMUNITY)

CHALLENGES:

- FIRM:** CAN HAVE AN IMPACT ON HOW CLIENTS PERCEIVE THE VALUE OF FEES/SERVICES/ECONOMIES
- TENDS TO BE MORE VOLUNTARY DAMAGE
- CAN PERCEPTION OF OUR 'STATUS' POTENTIALLY CUT OUT CLIENTS (HOW TRULY WE ARE IN LEADS)
- INDIV.:** MAY BE A CHALLENGE TO ENCOURAGE MCH. TO PARTICIPATE IN COMMUNITY GET INVOLVED
- SOME BAD HABITS W/ TIME MANAGEMENT
- ABILITY TO COMMUNICATE DEVELOPED IN SCHOOL
- INTERNAL SELF RESPECT
- PROFESSION:** ENCROACHMENT BY OTHER DISCIPLINES (E.G. IT)
- THESE ARE THE TWO DRIVERS
- HOW ARE WE DEFINING VALUE? SELLING
- ARE SCHOOLS AS EFFECTIVE AT COMMUNICATING AESTHETICS?
- ARE WE CONSIDERED 'ESSENTIAL' = VALUE
- COMMUNITY:** GENERAL PERCEPTION GOOD - BUT MOST PROBABLY DON'T HAVE A GOOD SENSE OF WHAT WE DO
- SEE END PRODUCT, NOT THE PROCESS
- HOW DO WE HELP THEM UNDERSTAND

PRIORITIES:

- (TO INCREASE CREDIBILITY) NO PARTICULAR ORDER
- MOST OF THE GENERAL PUBLIC DOESN'T KNOW WHAT WE DO. (BACKSTORY) MORE ACCESSIBLE
 - ENCROACHMENT ON OUR AREA OF EXPERTISE BY OUTSIDE FORCES - E.G. JUD. ETC. (LEGISLATIVE)
 - ARE WE THE DRIVERS ON ISSUES OF SUSTAINABILITY, ENERGY, ETC? ISSUE THAT AFFECT PUBLIC.
 - WE HAVE LITTLE CLOUT WITHIN THE OVERALL POLITICAL PROCESS; RELUCTANCE TO ENGAGE
 - POOR COMMUNICATION SKILLS OVERALL - STARTS AT SCHOOL.
 - PERSISTENCE TO CREATE GOOD WORK - NEGOTIATING MORE EFFECTIVELY. HANG ON TO GREAT DESIGN - IT'S OUR LOVE.
 - RELUCTANCE TO ENGAGE WITH INDUSTRIES/AREAS THAT HAVE TREMENDOUS INFLUENCE.
 - WHAT ARCHITECTS 'VALUE' IS NOT ARTICULATED (LIBRARY LIMITED)

SOLUTIONS:

- PUSH THE REGULATORY FORCES; EXPAND OUR ROLE AS A LEADER ON SUSTAINABILITY, ENERGY, PLANNING.
- TIE INTO OTHER INITIATIVES?
- TAKE LEADERSHIP WITH BUILDINGS - DON'T WAIT & PLAY BACK.
- 1

SOLUTIONS:

- CONTINUE TO RECOGNIZE THAT 'DESIGN' IS WHAT MAKES US CIVILIZED (AND IS OUR CORE CONTRIBUTION).
- PROMOTE A BROAD SPECTRUM OF DESIGN.
- KEEP DESIGN A FOCUS IN OUR INTERACTIONS W/ OTHERS
- BRING DESIGN VANGUARD INTO FIELD

SOLUTIONS:

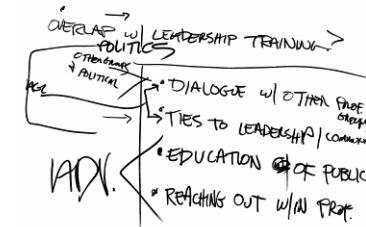
- ENCOURAGE ARCHITECTS TO WORK IN LATERAL FIELDS OR AREAS THAT WE HAVE LARGELY ABANDONED.
- PRODUCTION HOUSING
- ALTERNATIVE WAYS TO EDUCATE NON-ARCH. ABOUT DESIGN
- DEVELOP CONDUITS THAT HELP PROMOTE WORK OF YOUNGER/LESS RECOGNIZED FIRMS
- PROMOTE DIFF. 'VALUES'
- ARZ
- ARCH RECORD / BUS. WEEK.
- REZ

SOLUTIONS:

- ENGAGE IN DIALOGUE / INTERACTION W/ COLLATERAL GROUPS (RGC; ASIP, AEC, ETC)
- EX - BOSTON'S YOUNG PROFESSIONAL NETWORK

SOLUTIONS:

- ENCOURAGE ARCHITECTS, ESP. YOUNG ARCHITECTS, TO BECOME MORE AWARE OF (AND PARTICIPATE IN) POLITICAL AND COMMUNITY GROUPS.



How DO WE BROADEN OUR VISIBILITY?

- BROADEN SCOPE & WAYS OF SHOWING OFF GOOD DESIGN.
- FOR MIX IN SOME HIGH PROFILE CELEBS SELLING ARCH / GOOD DESIGN?
- DO MORE COLLABORATIONS LIKE CO/BUSINESS WEEK / ARCH RECORD THAT EMPHASIZE ARCH/CLIENT RELATIONSHIPS

6. Responsibility of the Architect

YAF 15 Summit: Celebrate the Past, Design the Future

Summary

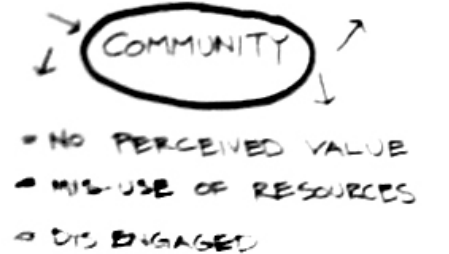
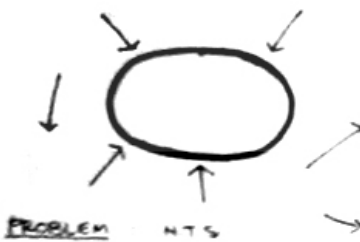
Deeply related to increased credibility, the focus group that discussed the responsibility of the architect used highly graphic methods to identify solutions to be implemented by young architect to advance this ideal. Their focus on the profession made their discussions unique and stimulating.



PROBLEMS



US AND THEM.



SOLUTIONS



WE ARE THEY...

