



AIA Nebraska

MINUTES – AIA Nebraska State-Wide Member Services | Alignment Meeting

Thursday, October 22, 2015, 9:00 AM - 4:00 PM

AIA Nebraska Conference Room

335 North 8th Street, Suite A, The Hardy Building, Lincoln, NE 68508

Attendees:

Todd Hesson, AIA – Nebraska Chapter President
Barbara Gay, AIA – Nebraska Chapter President Elect
Roger Doehling, AIA – Nebraska Chapter Past President
Dave Johnson, AIA – Nebraska Chapter Secretary
Brian Spencer, AIA – Omaha Chapter President
Matt DeBoer, AIA – Omaha Chapter Secretary
Cristy Joy, AIA – Lincoln Chapter President
Matt Glawatz, AIA - Lincoln Chapter President Elect
Michael Tomczak, AIA – Western Nebraska Chapter President
Troy Keilig, AIA – Western Nebraska Chapter President Elect
Sara Kay, Honorary AIA – Executive Director
Emily Wilcox – Executive Assistant
Shelley Sanner – Facilitator, McKinley Advisors

1. Priorities for Session (Outcomes)

- a. Governance
- b. Revenue and Costs
- c. How will details be ironed out?

2. State Chapter/Component (Chapter) Structure

- a. Options:
 - Chapter
 - Voluntary Section
- b. Gaps and Redundancies
 - Identified through self-assessment.
- c. Point of Contact
 - Designate for revenue distribution.
- d. Determine structure, gaps and redundancies, point of contact by December 31, 2015.

3. Professional Association Trends

- a. Membership numbers follow GDP (economy).
- b. Highest Priorities:
 - Membership Acquisition
 - Membership Engagement

4. Repositioning Findings and Vision

- a. Autonomy vs. unity.
- b. Lack of tier coordination.
- c. Confusion of structure.

5. Revenue (Distributed from AIA National)

- a. Contract Documents no longer a tenable source.
- b. 2016-2020 Transition Period
 - Combination of products make up New Resource Model.
 - \$4.1 M guaranteed minimum through 2017.
- c. Distribution Model
 - August 1 Member Count.
 - Delivery of Core Services.
- d. Must be Chapter to receive revenue.
 - Only Chapters can collect dues.
 - Portion of Chapter dues can be ear marked for Section use.
 - Section asking averaged for across-the-board Chapter dues.
 - Differentiated Chapter dues based on varying Section asking. (May not be permissible due to legality.)

6. Draft Timeline

- a. Distributed but discussed later in session.

7. State Models

- a. All Chapters reporting to Staffed State Chapter.
 - Unstaffed Chapters at risk of lapses in voluntary leadership.
 - Chapters determined to be noncompliant through audit have one year grace period to correct deficiencies.
 - Strong argument needed to dissuade Chapters from current model.
- b. All Chapters--some with Sections reporting to them, and some without—all reporting to Staffed State Chapter.
- c. All Sections reporting to Staffed State Chapter.
 - Sections could negotiate to have designated funding.
- d. All Chapters—all with Sections reporting to them— all reporting to Staffed State Chapter.
- e. Combination of stand-alone Chapters and Sections all directly report to Staffed State Chapter.
 - May not be legal in Nebraska.
 - Collection of varying dues is a potential issue.

8. Chapter vs. Voluntary Section

a. Chapter

- Fulfills seven areas of Core Services.
- Pending question: Can Chapter hire Staffed State Chapter to provide for administrative services?

b. Voluntary Section

- No mandatory administrative responsibilities.
- Can have elected Board of Officers.
- May not independently collect dues.
- Separate subaccounts can be kept by a Chapter for Voluntary Sections.
- Officials elected to the Chapter can write checks on behalf of the Voluntary Section.
- Representation for each Voluntary Section can be mandated in structure of Chapter Board of Officers.
- Representation tied to number of members can be mandated in structure of Chapter Board of Officers. (Sara Kay noted Indiana example.)

9. Keep the Same “Must Haves” in New Structure:

a. Education and Services

b. Have Board

c. Control of Funds

- Dedicated Funding per Voluntary Section

d. Maintaining Delegates

e. Name and Identity

f. Preserve Leadership Training Funding

- Note: Grassroots split into Advocacy (July 2016) and Leadership (February 2016).

g. Committees

- Local advocacy is a committee example.
- Integration/maintaining of websites part of digital transformation at National level.

h. Participation in State Board Meetings

i. Statewide Representation (Votes carrying same weight on National Level as previous structure.)

10. State Chapter is in compliance per self-assessment.

a. Aiming for full 5 year accreditation.

11. How will details be ironed out?

a. Webinar proposed with future Voluntary Sections as well as State Chapter participating.

b. Proposed State Chapter Board Structure

- 16 person Board
- Voluntary Section State Chapter Board Members
 - Omaha – 4 Directors

- Lincoln – 3 Directors
- Western NE – 2 Directors
- Sections determine Directors (President/President Elect or others).
- State Chapter
 - President
 - President Elect
 - Past President
 - Secretary/Treasurer (combined into one)
 - Must be AIA and elected by membership.
- Other State Chapter Board Members
 - AIAS
 - Affiliate (non-architect) or public
 - UNL
- Limit number of Associate AIA members on Board to four.
- Suggested Committee of Past Presidents serving in advisory function.

12. State Revenue Model

- a. Present Local Chapters don't pay for administrative services.
- b. Local Chapters giving up administrative duties to State Chapter frees up Local Chapters to do more "cool stuff".
- c. Local Chapters don't want to pay for administrative services that were done voluntarily at their Chapter level previously.
- d. If restructuring creates efficiencies, surplus could provide "Innovation Fund".
- e. Local Chapters have varying reserves.
 - 50% of Omaha's annual budget is mandated to be kept in reserve.
 - Lincoln has very limited reserves.
 - Western Nebraska has very comfortable reserves.

13. Timeline Discussion

- a. November 6 – Announcement in Friday AIA NE Update
 - Outline what each Chapter has to do.
- b. Estimated by November 9 - Meeting with Attorney
 - Discuss by-laws process (primarily dissolving local Chapters).
 - Include smaller task force to sit in on attorney meeting.
 - 3 local Chapter presidents and AIA Nebraska president
 - Voting to dissolve local Chapter – by Board or full membership?
 - November 20 – Omaha Annual Board Meeting
 - December 4 – Lincoln Annual Board Meeting
 - December 11 – Western Nebraska Annual Board Meeting
 - Need Local Chapter approval by February 1, 2016
 - Local Chapters assume "flying solo" administratively for 2016.
- c. Before November 20 – Webinar (will be recorded).

d. Phased approach arguably a necessity.

14. AIA Nebraska Representation on National Level

- a. Does one State Chapter structure reduce representation on AIA National Level?
- Answer from AIA National – remains the same.

15. Phased Approach Focus Areas

- a. Memorandum of Understanding (MOU) on dissolving Local Chapters
b. Expenses (financial)
c. Vision/Goals (innovation)

16. Anticipated Outcomes

- a. Governance
- Better Leadership Experiences
 - Rejuvenated Board
 - Concentrate Efforts in Areas That Matter Most
 - Align Leadership Strengths
 - Long Term Investment in Innovation and Member Value
 - Realize Greater Efficiencies
- b. How to Measure?
c. Who Owns It?

17. Educational Opportunities

- a. Ranked/perceived to be highest membership priority.

18. Guiding Strategy Needed

- a. Meet frequently, encourage cooperation.
b. Metrics:
- Satisfaction
 - Awareness of Field of Architecture
 - Advocacy Success
 - Dollars Spent Per CEU's Delivered (Continuing Education Units)
 - Participation (Attendance)

19. How Will Costs Shift?

- a. Status Quo
b. What will the deficit be with new responsibilities?
- Example: National Digital Transformation Initiative will involve costs.
- c. Section budgets included as line item in State Chapter budget.
d. Reserves should be built up/kept by State Chapter.
- Sections need to identify efficiencies.
- e. Spring Conference Example
- Western Nebraska pays AIA Nebraska to organize/get exhibitors.
- f. State Chapter Budget Hypothetical Example
- Member x Amount "A" goes directly to State
 - Member x Amount "B" held by State for Section

20. Framework for Innovation Needed

- a. Opportunity will be lost or not fully realized if Sections and State Chapter operate in the same way they have always operated.

21. Areas of Concern

- a. Omaha
 - Keep and run programs they now have.
- b. Lincoln
 - Maintain committee work.
 - Emerging professionals, etc.
- c. Western Nebraska
 - Continue Spring Conference.
 - Maintain identity/voice.

22. Guiding Strategies for Implementation

- a. Keep statistics on attendance to illustrate amount of benefit.
- b. Identify Strengths
 - All Sections have them.
 - Omaha
 - Education
 - Speaker Series
 - High School Scholarship Program
 - Home Tour
 - Lincoln
 - Public Awareness
 - Emerging Professionals
 - AIAS (Higher Education Partnership)
 - Local Advocacy
 - Introduce Architecture Into K-12 School System at Multiple Levels*
 - Taking program out-state as well.
 - Home Tour With AFN (Architectural Foundation of Nebraska)
 - Western Nebraska
 - Event (Spring Conference)*
 - AIA Nebraska
 - Advocacy*
 - Core Services*
 - Events*
 - Emerging Professionals
 - Design Competition
 - *Indicates Shared
- c. Across-the-board effort needed to increase public awareness.
 - Missing – Promoting value of hiring an architect.

- d. Plant supporters
 - Identify influential members in each Local Chapter and solicit their support.
- e. Develop Language to Support
 - “Requirement we’re committed to making into Opportunity”.
 - AIA National Restructuring Initiative to create efficiencies.
 - “We’re Better Together”
 - “AIA Nebraska is structurally changing to a state-centric organization supported collectively by local sections.”
- f. Process
 - 1st – AIA Nebraska must vote to allow Sections.
 - 2nd – Local Chapters vote to dissolve into Local Sections.

23. Takeaways

- a. AIA Nebraska is in a great place.
- b. Timeline is critical.
- c. Guiding Strategy Document needed.
- d. Highlight signature strengths of AIA Nebraska and Local Chapters.
- e. Governance – Keeping features deemed important the same through restructuring.

Respectfully submitted, Barbara Gay, AIA – Assigned Scribe/AIA Nebraska President Elect