



Agenda

- 9:00 am Welcome | Barb Gay, AIA, 2015 President-Elect**
- 9:30 am The New AIA**
- 10:45 am BREAK**
- 11:00 am Strategic Planning Discussion | Pat Geary**
- 12:00 pm BREAK | LUNCH**
- 12:15 pm LUNCH | Resume Strategic Planning Discussion**
- 1:00 pm Advancing Member Experience & Value | Goal Setting**
- 2:30 pm Next Steps | Pat**
- 3:00 pm Adjourn**



AIA
Nebraska

Pat Geary



Principle Consultant
The FGR Group, LLC

<http://www.fgrconsultants.com/>



AIA
Nebraska

AIA National Repositioning Initiative

2013 AIA National

- Surveyed and interviewed 31,000 members and stakeholders



AIA National Repositioning Findings & Vision

Component autonomy vs. unity

- Aligning for results while preserving unique assets / identity

Lack of tier coordination

- Creating a more cohesive member experience by reducing duplication and redundancy

Confusion of structure

- Creating a clearer value proposition through more consistent service delivery



AIA
Nebraska

2013 AIA Nebraska Priority Survey

Top 3 Priorities

- Lack of Tier Coordination
- Inefficacy of Communications
- Prioritization of initiatives



Result: The New AIA – 5 Initiatives

- NOMA Collaboration (Nat'l Org of Minority Architects)
 - Extending 3 year MOU
- Governance Change
 - Reduce AIA National Board size from 53 to 14
 - Creating Strategic Council: 40 to 50 members
- Examining Diversity
 - Increase demographic representation of AIA & students enrolled in BArch & MArch
- Digital Transformation
 - 2 yr. initiative increasing AIA value to members & professions
- Chapter Support (Including Accreditation)
 - 7 Core Member Services



AIA
Nebraska

Chapter Support- 7 Core Member Services

- Member Communications
- Education
- Advocate
- Elevate Public Awareness
- Governance
- Membership
- Finances & General Operations



AIA
Nebraska

Member Communications

- Promote value of AIA membership
- Promote AIA resources to members
- Support AIA brand



Education

- Collaborate statewide to ensure access to 18 credits per year of continuing education
- Ensure quality continuing education
- Offer IDP support, ARE preparation and other resources to emerging professionals in pursuit of licensure and career development
- Maintain member CES transcripts
- Offer any AIA member, regardless of assigned component, a reasonable opportunity to participate in component Continuing Education programming



AIA
Nebraska

Advocate

- Advance AIA legislative priorities
- Engage regulatory entities
- Empower members to advocate for themselves and their profession



AIA
Nebraska

Elevate Public Awareness

- Promote public awareness of the value of design and the role of architects
- Recognize members' design excellence
- Engage with local community



Governance

- Comply with federal and state laws
- Mitigate risk
- Keep local, state and national strategic plans up to date and aligned
- Develop visionary leaders to serve at local, state and national levels; participate in leadership conference



Membership

- Actively recruit and retain members
- Maintain member records in AIA database
- Engage members in fellowship/community



Finances & General Operations

- Conduct secure, transparent and timely financial practices
- Offer touch points (phone, website, email, etc.) to members and the public
- Participate in AIA volunteer and component staff and volunteer training opportunities

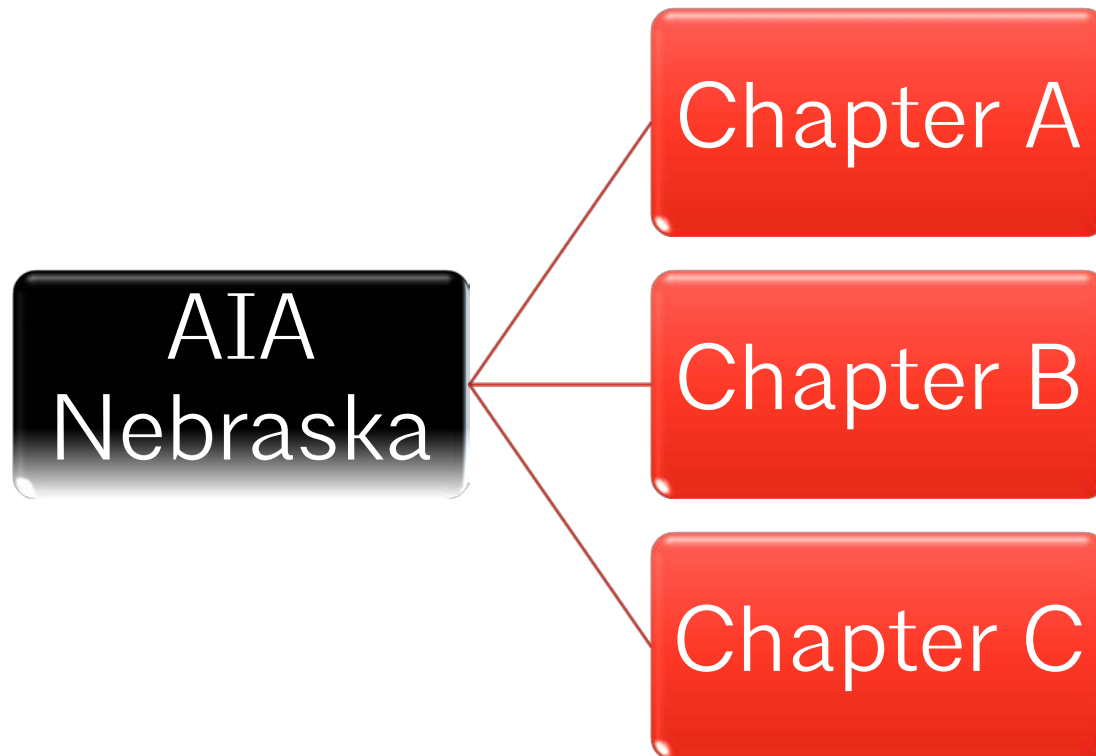


Definitions

- Component: this is the generic term used at AIA National to address every level of membership within the organization. AIA NE is a state component; AIA Omaha is a local component.
- Chapter: used locally instead of the word ‘component’, especially in reference to local components.
- Section: a local organizational unit within AIA that does not have a board or fiscal responsibilities. A section may be a subsection of a state or local component, which will have an elected board and fiscal authority over the section.



Model I: AIA NE State Component & 3 Chapters



This model comprises a number of individual IRS 501(c)(6) organizations: not-for-profit chapters, each managed by an elected Board of Directors. In this model, a member pays dues to all three levels of the AIA (local, state and national).



Roles & Responsibilities of AIA Chapters

- May carry out any activities allowed by AIA Bylaws
- Must have bylaws approved by the Institute
- Up to \$1000 travel stipend for executive to attend CACE
- Must deliver Core Member Services
- Elects delegates to National Convention
- May charge dues
- Must elect officers and board
- Free leadership conference registration for exec & 2 leaders. Must attend once every 3 years
- Must provide member access to staff (may be through a partner chapter).



How *would* this work?

- Local Chapters will continue as is, but will have to become accredited with AIA National
- Local chapters will have the opportunity to enter a contractual arrangement with AIA NE or other administrative staff to meet Core Service requirements
- Local Chapters control individual financials, and all current chapter funds would remain

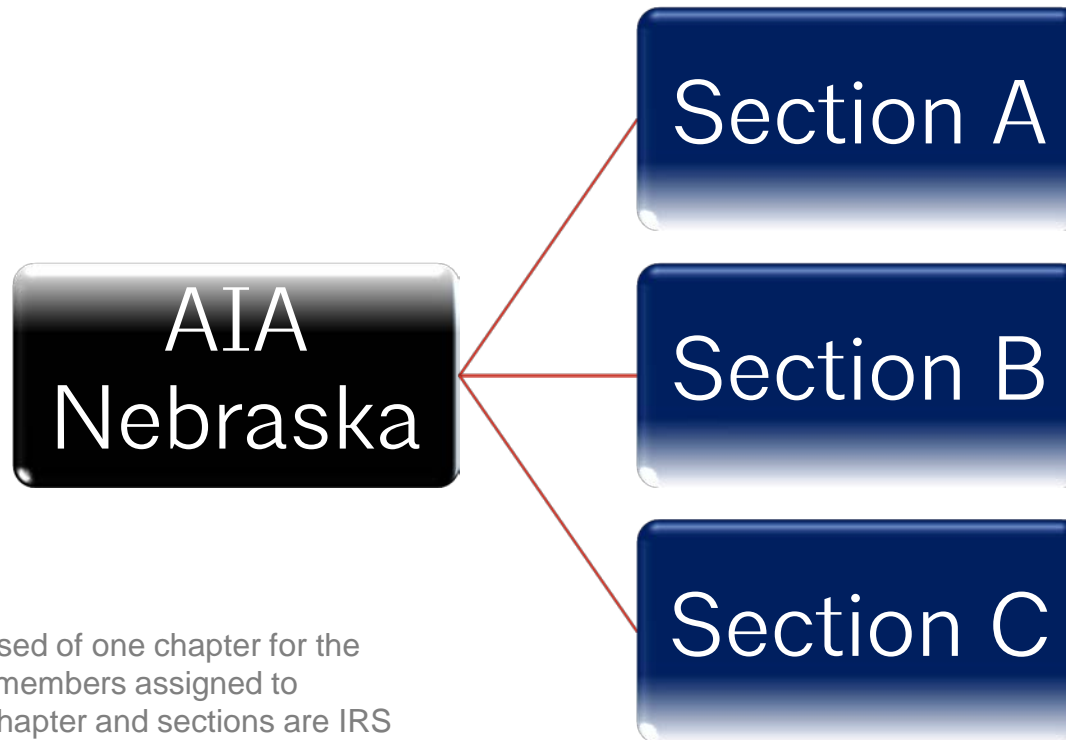


How *could* this work?

- State dues would remain the same
- National revenue share would go to AIA NE



Model 2: AIANE State Component & 3 Sections



This model is comprised of one chapter for the entire state with AIA members assigned to sections. The state chapter and sections are IRS 501(c)(6) organizations and are usually incorporated. This model is generally employed by states with large geographical distances between urban centers.



Roles & Responsibilities of AIA Sections

- May carry out any activities allowed by AIA Bylaws.
- Need not have bylaws or get Institute approval.
- Executive (if any) need not attend; no travel stipend.
- Not required to deliver Core Member Services.
- May not elect delegates to National Convention.
- In question—May charge dues, but payment is voluntary.
- Not required to elect officers and board.
- Leadership and executive invited but not required to attend. Ineligible for free registration.
- Need not provide members with access to staff.



How *could* this work?

- AIA Nebraska would provide all core services
- All current chapters would become sections; maintaining their current local identity
- All current chapter funds could be held in separate accounts to be drawn upon by sections as needed
- AIA NE would partner with sections to create a budget inclusive of each sections' programs, and goals it would like to achieve



How *could* this work?

- Sections could continue to focus on local programming important to them (education, outreach programs, etc.)
- Sections can determine leadership roles, but would not have formal reporting requirements
- Sections would have representation on AIANE Board
- AIANE board size would change
- AIANE Bylaws would be revised



How *could* this work?

DUES

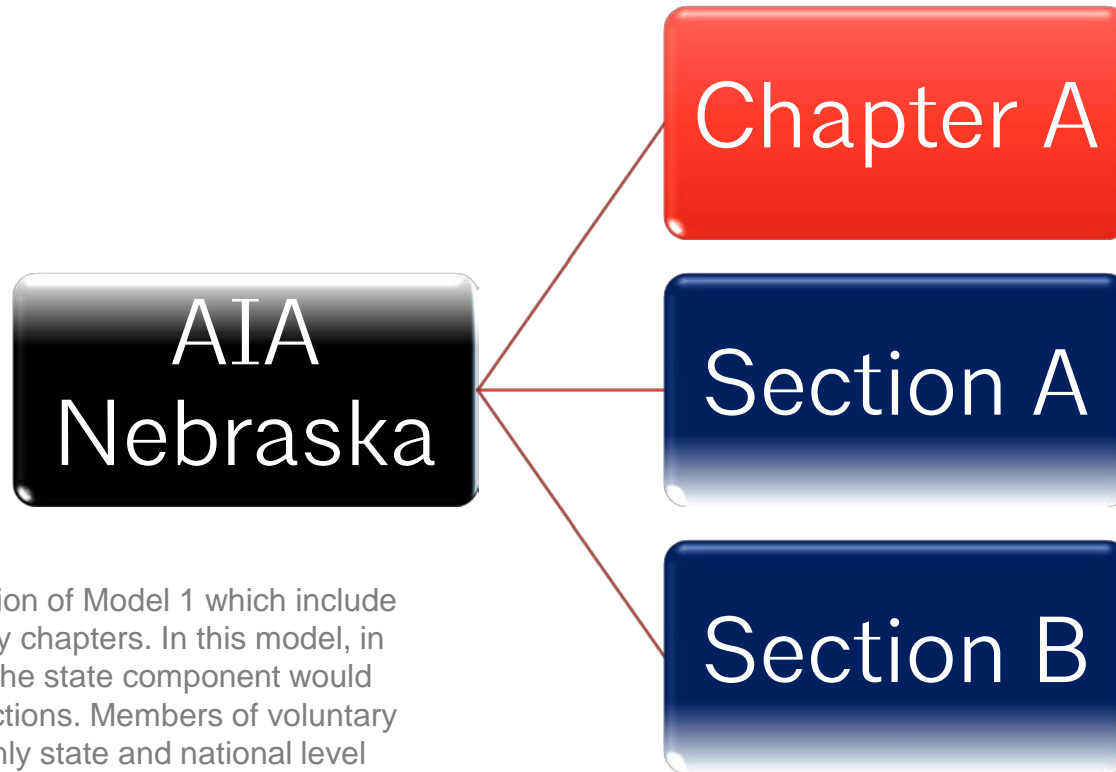
- One dues fee would be charged for all sections; in all probability, the dues would be an average of current chapter dues plus state dues
- Sections would not collect dues

NATIONAL REVENUE SHARE

- AIA NE would receive revenue share



Model 3: AIANE State Component & 2 Sections and 1 chapter



This model is a variation of Model 1 which include sections sponsored by chapters. In this model, in addition to chapters, the state component would sponsor voluntary sections. Members of voluntary sections would pay only state and national level dues, and the state component would be responsible for providing core services to the members of the voluntary section. The state can charge an additional fee to service the members in the voluntary sections of the state.



How *could* this work?

- Lincoln and Western Chapters would become sections of AIA NE, and still maintain local identity
- AIA Omaha would remain a chapter
- AIA NE would provide core services to sections
- AIA Omaha Chapter would work as outlined in Option 1 (i.e., formal board, fiscal responsibility, provide core service and meet service requirements)
- AIA NE would charge chapter for providing core requirements if desired



How *could* this work?

- Section funds would be held in separate accounts to be drawn upon by sections if needed
- Sections would maintain a yearly budget within AIANE's budget and manage their own fund balance to operate their programs
- Sections can determine leadership roles
- AIANE Bylaws and Board Structure would be revised to include Board structure representation of sections and chapters



How *could* this work?

DUES

- One dues fee would be charged for all sections; in all probability, the dues would be an average of current chapter dues plus state dues
- Sections would not collect dues
- Chapters would continue to set local dues

NATIONAL REVENUE SHARE

- AIA NE would receive revenue share



AIA
Nebraska

AIA Nebraska's Status

- Received \$15,000 AIA National MSRTF Grant
- Held Core Member Services Discussion with Local Chapters
- Consulting with an Attorney



AIA National Deadlines

- **Memorandum of Understanding**
 - Nebraska Member Service Plan needs to be approved by the members and submitted to AIA National by January 31, 2016
- **Chapter Accreditations due February 1, 2016**
 - Nebraska components expect to successfully meet accreditation requirements in 2016



AIA
Nebraska



AIA
Nebraska

Pros | Cons of Moving from Chapter to Section

Common Threads



AIA

Nebraska

2016–2020 AIA National Strategic Plan

- **Advancing Member Experience & Value**

- **Mission**

- The AIA is the voice of the architectural profession and a resource for its members in service to society.

- **Vision**

- The American Institute of Architects: Driving positive change through the power of design.

- **Initiatives**

- Knowledge
- Prosperity
- Sustainability
- Workforce



AIA National's Strategic Goals

- **Elevate Public Awareness**

- Value of architects architecture to society

- **Advocate for the profession**

- Champion the architect's role in designing a better world

- **Advance Knowledge and Expertise**

- Bring transformative power of architecture to the built environment



AIA
Nebraska

AIA National's Strategic Objectives

- Career Pathways
- Influence
- Innovation
- Market Leadership
- Outreach
- Policy Relevance
- Research



AIA
Nebraska
