



2016-2020 Strategic Plan

Engagement

Providing programs and services to engage benefit members.

- A. Growth
- B. Retention
- C. Programming
- D. Member Outreach
- E. Collegiality
- F. Allied Members
- G. Knowledge Communities (*engagement*)
- H. Emerging Professionals
- I. Diversity
- J. AIA Resources

Knowledge

Delivering resources, education and insights.

- A. Talent Placement
- B. Future Trends
- C. Leadership and Mentoring
- D. Knowledge Communities (*development*)
- E. Contract Services

Voice

Promoting the value of design to government and communities.

- A. Academic Relations
- B. Metro and Regional Ordinances
- C. Governmental Relations
- D. Charitable Programs
- E. Public Relations
- F. Grassroots Involvement

Performance

Maintaining the strength of the AIA Chapter.

- A. Headquarters Office
- B. Capital Campaign
- C. Staffing
- D. Financial Stability
- E. Governance
- F. Market Share