



AIA
Kansas City

2016-2020

Strategic Plan



AIA
Kansas City

Our winning proposition:

**AIA KC provides services and benefits that
empower architects to create
environments that enhance quality of life
and our collective future.**

How do we organize our four key initiatives?

Humanize

Energize

Mobilize

Realize

HUMANIZE

Share the Why

Drive brand management that clearly and consistently shares the purpose and promotes awareness of AIA Kansas City.

Key Initiatives

Share "The Why"

- 1.1 Comprehensive communication plan that unifies internal and external AIA KC brand.
- 1.2 External communication plan and vehicles that brings visibility to AIA KC's purpose.
- 1.3 Instill AIA KC's winning proposition as the elevator speech for members to share
- 1.4 Internal communication plan that brings effective "services and benefits" messages to all members so they are informed and motivated to participate.

What our results will be:

AIA Kansas City members regularly recruit colleagues and new hires to join our chapter because they clearly articulate what makes our chapter integral to an architect's success.

ENERGIZE

Foster Next Generation of AIAKC Leadership

Develop passionate engagement in AIAKC members and the next generation of licensed architects.

Key Initiatives

Foster Next Generation of AIA KC Leadership

- 2.1 Strengthen and build upon current program, e.g., Pillars, BoA, ARE Success Teams
- 2.2 Provide social networking opportunities to promote connection and mentorship
- 2.3 Develop a 6th–12th grade education curriculum
- 2.4 Develop a university outreach program

What our results will be:

Our chapter has a steady supply of qualified, motivated leaders for boards and committees, as well as for community service opportunities.

Our educational outreach programs are in high demand by local schools, and we've identified some student participants who enrolled in architecture school because they were positively influenced by our programs.

Recent graduates actively seek membership in our chapter because they learned about it during architecture school and believe AIA Kansas City membership benefits them and their career.

MOBILIZE

Create Value Across All Generations of Members

Stimulate member participation and commitment through meaningful programming and ongoing message delivery.

Key Initiatives

Create Value Across All Generations of Members

- 3.1 Provide rich and diverse programming to benefit members from intern to leader.
- 3.2 Actively recruit and retain members across all categories.
- 3.3 Maintain and nurture a high-performing staff.
- 3.4 Cultivate strong board leaders and healthy financial position to enable further growth.
- 3.5 Ensure the chapter occupies an attractive and suitable facility for meeting chapter needs.
- 3.6 Expand the ways we bring diverse people and ideas together to learn and improve our quality of work.
- 3.7 Create programs to teach collaboration types, skills, and applications.

What our results will be:

Our events fill to capacity and are actively organized by member committees.

Our membership roster grows incrementally each year, capturing 70% or more of our market.

Members tell us that AIA Kansas City is the “must join” professional organization.

REALIZE

Promote the Relevance of Architects, Architecture and Design

Be a leading advocate that gives voice to the value of architecture and design professions.

Key Initiatives

Promote the Relevance of Architecture and Design

- 4.1 Create inter-professional networking opportunities to re-establish our voice and actively place members in civic appointments and non-profit board positions.
- 4.2 External communication plan and outreach that promote and protect the profession with broader with architecture and design messages.
- 4.3 Be more proactive and reactive on local issues.
- 4.4 Collaborate with ad hoc community partners to build relevance and serve the public.

What our results will be:

AIA Kansas City members are sought after for interviews and input about architecture, design, sustainability, and economic development that is driven by thoughtful design and planning.

Rolling out the plan

- **Present to board at 7/1/15 meeting**
- **Approve at 8/5/15 board meeting**
- **Launch to members at September 15 “BIG NIGHT”**
- **Bring to life at September 29 board retreat**

Thanks to our task force

- Neal Angrisano, AIA
- Patrick Bayer, Assoc. AIA
- Katie Crowley, Assoc. AIA
- Dale Duncan, AIA
- Angie Gaebler, AIA
- Miranda Groth, AIA
- Keegan Jackson, AIA
- Marvin Manlove, AIA
- Peter Sloan, AIA
- Danny Shervington, Assoc. AIA
- Ryan Warman, AIA
- Reeves Wiedeman, FAIA
- Facilitator: Tammy Broaddus, Blue Staircase

With support from Kristen, Tiffany, Dawn, Amy



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**What will be different
3-5 years from now?**

How will we measure our success?

How will the board use this plan as a tool?

**What will you do to help us reach
our goals?**