



**AIA Arizona**

# **Visioning Post-Retreat Report**

**Phoenix, AZ  
October 22, 2010**

## **Visioning Guidelines**

The group reviewed the following guidelines and definitions prior to breaking into smaller groups.

- **Strategic Governance**
    - Focuses on Mission and Goals
  - **Long Range Plan**
    - Serves as the roadmap and the framework for governing
  - **Mission**
    - Statement about what the organization is; whom it serves; and services it provides
  - **Vision**
    - Long-term desired outcome; what the organization will be in the distant future
  - **Goals**
    - Broad aims of the organization to advance the mission; usually limited to four to seven as to not tax the resources, volunteers and staff
    - S.M.A.R.T. Goals are Specific, Measurable, Attainable, Realistic and Timely
  - **Strategies**
    - Fit under the Goals as ways to achieve them; these are the steps necessary to advance the Mission and the goals
  - **Actions/Next Steps**
    - Fit within the Strategies and identify the measurable actions to achieve the Strategies and Goals
  - **Plan Champion**
    - Person (volunteer) who keeps focus on the Strategic Plan
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**MEMBER COMMUNICATION: *Improve communications (internal/external) and expand the influence, credibility & presence of the AIA architect***

- 1. Improve Internal Electronic Communication Relevancy .....Chris Knorr, AIA**
  - Post committee updates and activities via video
    - Quarterly (Jan, Apr, Jul, Oct)
    - Chair of Member Communication, Membership, State Conference, Government Affairs
  - Increase social media connectivity ..... October 2011 – AIA Arizona staff
    - LinkedIn membership by 20 people
    - Twitter followers by 500 people
    - Facebook fans by 50 people
  - Expand Just the Facts, Please subscriptions by 5%.....October 2011 – Committee
    - Implementation plan by February 2011
  - Publish AIA Forum|Arizona ..... AIA Forum Board
    - Establish an AIA Forum Board – February 2011
    - Publish one issue – prior to State Conference
  - Empower the Associate Directors on future of Blog ..... February 2011 – Associate Directors
- 2. Improve Services for Members .....Chris Knorr, AIA/AIA Arizona staff**
  - Host annual Media Training..... May 2011 – AIA Arizona staff
  - Communicate Education opportunities in Just the Facts, Please and separate fliers
    - Seminars/webinars
- 3. Promote web video “Why Hire an Architect” .....**
  - Develop plan of distribution outside of membership – June 2011
  - Gauge and share effectiveness of distribution – October 2011
- 4. Expand Design Awards Publicity ..... AIA Arizona staff**
  - Distribute press releases – annually – AIA Arizona staff
  - Invite media to Awards Gala
    - Two reporters – AIA Arizona staff
  - A subcommittee of Member Communication will define other outlets for Design Awards display – June 2011
- 5. Execute PR Plan.....Chris Knorr, AIA/AIA Arizona staff**
  - Host “Meet the Press” quarterly in Phoenix – AIA Arizona staff
  - Host “Meet the Press” annually in Tucson – May – AIA Arizona staff
  - Target newspapers, magazines and e-zines
    - Committee will develop Top 5 list – February 2011
  - Promote speaking opportunities for members in Just the Facts, Please – ongoing – AIA Arizona staff
  - Issue press releases about AIA initiatives – ongoing – AIA Arizona staff
  - Connect with A/E/C media on a regular basis – ongoing – AIA Arizona staff

**STATE CONFERENCE: *Host a High Quality Annual State Conference and Awards Program***

- 6. Attain State Conference Attendance of 20% of AIAAZ membership.....Patrick Panetta, AIA**
  - o Deliver invitations with handwritten notes from Conference Committee to 100% of membership by July 1, 2011
  - o Provide/promote incentives
    - o 7 CE units (5 HSW/SD)
    - o Early-bird, discounts of approximately 10%
    - o 4 raffle drawings for door prizes
  - o Identify and promote/invite at least 4 Allied groups and non-AIA professionals
  - o Identify and promote all high quality speakers by May 1, 2011
  - o Identify and promote ideal venue by May 1, 2011
  - o Identify inspiring theme by March 1, 2011
  - o Strengthen/expand "buddy system" to at least 10 Associates and Young Architects
  
- 7. Ensure Sufficient State Conference and Awards Revenue .....**
  - o Develop conference budget by December 1, 2010
  - o Raise identified sponsor revenue by September 1, 2011
    - o Pre-contact sponsor list by March 1, 2011
    - o Coordinate with local chapters to avoid conflict/competition with local sponsors
    - o Promote varied sponsor opportunities and benefits
    - o Sell out available trade show spaces (The Reference Library)
  - o Assemble Strong Sponsorship Sub-Committee
    - o Increase sponsorship committee to at least 8 members
    - o Have representative from all local chapters on committee
  
- 8. Cross Promote Annual Associates Conference.....Associates Com**
  - o Two announcements during AIA Arizona State Conference
  - o Continue to provide resources Associates Conference
  
- 9. Annual Design Awards**
  - o Establish Awards Task Force by December 31, 2010
  - o Identify/reserve desirable venue by April 1, 2011

**GOVERNMENT AFFAIRS: *Educate and influence public officials about issues affecting the architectural profession***

- 10. Increase interactions with State Legislators and Agencies .....Rick Bright, AIA**
- Define legislative roadmap/hierarchy by first quarter 2011 – AIA Arizona staff
    - Energy
    - SFB
    - Board of Technical Registration
    - JCCR
    - Governor's office
  - Expand Breakfast of Champions to 5 – Rick Bright, AIA
  - Nominate at least 1 deserving state official for Patron Award by second quarter 2011 – Government Affairs Committee
  - Raise PAC Contributions by \$10,000 in pledges – PAC Committee
- 11. Establish acceptable PIPS/Contracts/QBS Criteria .....**
- Continue task force to address PIPS concerns
  - Present white paper by second quarter 2011
  - Establish QBS Task Force and apply for AIA/ACEC National QBS Facilitator Grant
- 12. Support AIA AZ/SFB ..... Phil Swaim, AIA/Bill Taylor, AIA**
- Support AIA AZ SFB Coalition efforts to increase spending on school construction and to educate the public on this issue
    - Publish *Primer*
    - create plan of implementation for distribution
  - Continue to collaborate with the School Facilities Board and promote “Design a Better School” competition
- 13. Disaster Assistance Team.....Larry Enyart, FAIA**
- Obtain agreement from Arizona BTR to get Good Samaritan Protection (second quarter)
  - Liaison with Urban Search & Rescue (first quarter)
  - Research and obtain training for National DAT Program (first quarter)
  - Liaison with Homeland Security (first quarter)
  - Present program at State Conference (third quarter)
- 14. Mandate Continuing Education for Licensure – 3 to 5 year goal**
- Write rules for Board of Technical Registration
- 15. Improve Government Affairs Communications to Members ..... AIA Arizona staff**
- Newsletter/Just the Facts, Please
  - Summary of Legislative Session (membership/fundraising) – Gov’t Affairs Chair/AIA Az Staff

**16. Committee on the Environment..... Luis Peris, AIA**

- Improve firms participation in 2030 Challenge
  - Renew Board Commitment
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- EcoMonth/Build-it-Green Show – March 2011
  - School outreach
  - Create presentation – 10 presentations – first quarter 2011 – Michelle Ray, AIA
  - Sustainable Communities – set-up program – 5 presentations
  - Expand presence in Southern Arizona and Grand Canyon (with USGBC)
- Create legislative committee to review proposed legislation

**MEMBERSHIP DEVELOPMENT: *Increase membership, involvement and diversity.***

**17. Identify Potential Members/Groups to Increase Membership at all Levels Craig Randock, AIA**

- Students/graduating students in Arizona's three professional schools; ASU, U of A, Taliesin
  - Visit each school early in the spring semester to discuss the benefits of joining AIAS and to encourage participation in the electronic Graduating Portfolio link to the AIA Arizona website. We have a financial commitment from the RSAF for a cash prize of \$2100 to be split evenly between the three schools.
- Graduates/interns/associates
  - Formulate a plan to communicate the value and benefits of membership in the AIA. ....Andrea Lucarelli, Assoc AIA and Sabrina Russo, Assoc. AIA
- Young Architects
  - Formulate a plan to communicate the value and benefits of membership.
- Established Architects
  - Continue to promote the value and benefits of membership in the AIA.
- Past members/emeritus
  - Communicate that Emeritus members can continue membership at a discounted rate.
  - Continue the outreach to Past Members that have let their membership lapse through letters with personal notes attached.
- Affiliates
  - Formulate a plan to communicate the value and benefits of membership in the AIA.
    - i. Calendar of Events that offered interesting monthly lectures/tours
    - ii. Vendor sponsored cocktail hour associated with each event

**18. Communication of Benefits**

- Targeting message to each group/type using mixed media
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**19. Identify and Implement New Benefits & Continue Existing**

- Workshop on resume/portfolio
- ARE Workshops
- Young Architects Forum Information
- Cross Mentoring
- Professional development
- New (not identified) benefits

**20. Promote web video "Why Become an AIA Member"**

- Develop plan of distribution outside of membership
- Gauge and share effectiveness of distribution

**REVENUE STREAMS: *Increase non-dues revenue* ..... Wayne Silberschlag, AIA**

- 21. Research AIA National Grants Available and Apply for at least one appropriate grant in 2011 ..... Penny Posedly, FAIA/AIA Arizona Staff**
- 22. Research setting up a 501(c)3 at State Level for soliciting grants from other organizations – June 2011 - Wayne Silberschlag**
- 23. Improve Continuing Education Programs ..... AIA Arizona staff**
  - Conduct 3 Continuing Education events (Ron Blank) per year
    - Half day or full day seminars – Wayne Silberschlag, AIA/Susan Richwine
  - Review conference evaluation lists for preferred CE topics by February 28, 2011
  - Research cost to upgrade video conferencing equipment – AIA Arizona staff
- 24. Increase Non-Dues Revenue ..... AIA Arizona staff**
  - Form non-dues revenue committee
  - Book selling at State Conference – Susan Richwine/AIA Arizona staff
    - Research partnership with Taliesin, Cosanti, etc.
  - One day “architectural treasures” public sale – Susan Richwine
  - Just the Facts, Please sponsorship – AIA Arizona staff
    - Promote with staff's new figures
  - Create limited merchandise sale (greeting cards/hats/shirts) – Joe Worrall, AIA
  - Monitor other committees activities to identify increased revenue opportunities - Committee

**BOARD OF DIRECTORS:**

**25. Improve Board Administration .....Joe Worrall, AIA/Patrick Panetta, AIA**

- Clarify structure, responsibilities, roles – Board Members vs National/Regional
- Develop Board Orientation (combine with local chapters) in January
- Continue to identify next year's Board members prior to fall retreat
- Add video and/or teleconferencing meetings to include AIA Grand Canyon
- Improve Board communications to membership
- Improve continuity between Board and Staff
- Distribute updated Board Rules to Board

**26. Facilitate Implementation of Capitol Mall Projects... .....Patrick Panetta, AIA**

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**Retreat Attendees:****PRESIDENT**

Kevin Morrow, AIA

**PRES-ELECT/STATE CONFERENCE CHAIR**

Joe Worrall, AIA

**S. ARIZONA DIRECTOR/TREASURER**

Wayne Silberschlag, AIA

**MEMBER COMMUNICATION**

Chris Knorr, AIA

**PHOENIX DIRECTOR/2011 PRESIDENT-ELECT**

Patrick Panetta, AIA

**PHOENIX DIRECTOR/MEMBERSHIP**

Craig Randock, AIA

**PHOENIX DIRECTOR/COTE**

Luis Peris, AIA

**GOVERNMENT AFFAIRS**

Rick Bright, AIA

**S ARIZONA DIRECTOR**

Joseph Maher, AIA

**2011 AIA GRAND CANYON PRESIDENT**

Ray Cox, AIA

**YOUNG ARCHITECTS**

Virginia Marquardt, AIA

**ASSOCIATE**

Sarah Ingram, Associate AIA

**AFFILIATE DIRECTOR (Representing)**

Susan Richwine, Hon. AIA Phoenix Metro

**FELLOWS**

Penny Posedly, FAIA

Lawrence Enyart, FAIA

**AIA ARIZONA EXECUTIVE VP**

Tina Litteral, Hon. AIA

**AIA CHAPTER COORDINATOR**

Diana Smith

**AIA MEMBER COORDINATOR**

Charnissa Moore

**AIA DIRECTOR OF COMMUNICATIONS**

Alexandra Evjen

**AIA SOUTHERN AZ EXECUTIVE DIRECTOR**

Brent Davis, Hon. AIA

**DIRECTOR OF ADMINISTRATION**

Cathy Wagner, AIA

**MARKETING & MEMBER RELATIONS**

Joanna Grassinger

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