

GOALS



advocate



engage



educate



AIA HOUSTON 2018—2022 STRATEGIC PLAN

MISSION STATEMENT

AIA Houston is a community of architects coming together to accomplish in our practices and our region that which no single architect can do alone.

VISION STATEMENT

By 2022, AIA Houston will be seen as a leading resource for members, the community at large, civic and governmental organizations. Design professionals will actively engage with the AIA, and the public will more clearly understand the value of design.

MEMBERSHIP

- Find more ways to celebrate member achievements.
- Establish AIAH as the first point of contact for members by providing support through knowledge sharing and resources particularly when facing challenges within their practice and career.

GOVERNMENT

- Promote AIAH as the resource for city, county and regional planning design issues to position AIAH members as experts.
- Develop architects as civic leaders and serve as a resource for appointments to boards and commissions.
- Work with area permitting entities to establish a smooth permitting process that can serve as a model.

COMMUNITY

- Participate in the public dialogue regarding design and planning.
- Reinforce the idea that all communities have a right to expect good design.
- Expand the general public's perception of "design" to include the broad range and benefits of architectural services.
- Work with schools to introduce children to architecture and its impact.

MEMBERSHIP

- Reflect the diversity of the community we serve in the profession, membership, committee chairs and board makeup.
- Support the development of future architects and future leaders of the profession.
- Foster an environment of collaboration, innovation and knowledge sharing among architects and firms rather than an environment of competition.
- Promote collaboration between committees, programs and initiatives.
- Provide value, actual and perceived, for design professionals through all career levels and paths.
- Promote social media discussions around architecture and planning issues

COMMUNITY

- Increase community awareness of and involvement in outreach programs including but not limited to home tour and design awards.
- Greater engagement in media. Become the go to source for the local media regarding issues of design, planning and urbanism.
- The board, members and staff will develop media relations and effective interviewing skills.
- Create relationships with civic groups such as home owner's associations, community development corporations and neighborhood alliances.

MEMBERSHIP

- Support knowledge sharing and CEUs by members for members.
- Create a robust business education series for architects.
- Use leadership training to enhance the careers of our members.
- Become the hub for sharing and learning about technological innovations in both architecture and business.
- Assist architecture graduates in becoming licensed architects and foster a culture that promotes licensure within firms.

COMMUNITY

- Emphasize that architects are licensed by the state to protect the health, safety and welfare of the public.
- Educate the community on the benefits of good design.
- Foster appreciation of the local built environment and the role of architects in creating it.
- Demonstrate the opportunities, social impact and rewards of the profession to K-12 students and educators.
- Serve as a resource to define the path to becoming an architect.