



The American Institute of Architects

AIA Michigan
37637 Five Mile Road
#269
Livonia, MI 48154

T(313) 965-4100

www.aiami.com

AIA Michigan 2020-2025 Strategic Plan

Strategic Objective #1

Increase the Value of AIA Michigan to the Members

We will increase the value of membership by supporting our local components through relevant information and timely communication. We will promote programs and events that are meaningful to architects at all stages of their career, while supporting a diverse, inclusive, and sustainable AIA Michigan.

Goals

- 1. AIA MICHIGAN WILL FACILITATE COMMUNICATION WITH LOCAL COMPONENTS: THROUGH DIRECT COMMUNICATIONS WITH COMPONENT BOARD OF DIRECTORS, VIA VISITING COMPONENTS, TELECOM CONFERENCES, AND THE ANNUAL MEETING AND LEADERSHIP RETREAT.**
- 2. INCREASE THE DIVERSITY OF MEMBERSHIP: AIA MICHIGAN BELIEVES THAT BY CREATING AN ENVIRONMENT TO PROMOTE AND SUPPORT A MORE DIVERSE MEMBERSHIP WILL CREATE A MORE RESILIENT AND INCLUSIVE ORGANIZATION**
- 3. ANNUALLY EVALUATE RELEVANCE AND QUALITY OF MEMBERSHIP IN QUANTIFIABLE WAYS: EXECUTIVE DIRECTOR TO PROVIDE SUMMARY REPORT OF ITEMS BEING TRACKED. DEVELOP AN ACCOUNTABILITY DASHBOARD TO BE REVIEWED AT AIA MICHIGAN BOARD MEETINGS.**



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Strategic Objective # 2

Expertise and Knowledge

We will create educational value for members and potential members by focusing AIA Michigan's investments in programing that intentionally complements and enhances the knowledge programs offered by AIA National and other local components.

Goals

- 1. SERVE AS THE AGGREGATOR OF AND CONDUIT FOR KNOWLEDGE RESOURCES.**
- 2. FOCUS ON HIGH QUALITY LEADERSHIP AND PROFESSIONAL DEVELOPMENT CONTINUING EDUCATION.**
- 3. ANNUALLY EVALUATE RELEVANCE AND QUALITY OF ALL EDUCATIONAL PROGRAMING.**



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STRATEGIC OBJECTIVE # 3

ADVOCACY

We will support proactive legislative initiatives that align with the core values of health, safety, and welfare. Promote public policy that positively influences the built environment, strengthening the value the profession of architecture brings to society and the vital importance of licensure.

Goals

1. SERVE AS THE CLEARING HOUSE AND POINT OF RESPONSIBILITY FOR, STATE ADVOCACY ISSUES. COORDINATE STATE ADVOCACY WITH NATIONAL AND LOCAL EFFORTS. PROMOTE AND SUPPORT THE GAC (GOVERNMENT AFFAIRS COMMITTEE) EFFORTS BY MANAGING GOVERNMENT AFFAIRS INITIATIVES AND LOBBYING EFFORTS AND OPERATING A VIRTUAL WORKSPACE FOR THE GAC.

2. PROMOTE ONGOING ADVOCACY WITH EFFORTS THAT INCREASE MEMBER INVOLVEMENT FOR EQUITY, DIVERSITY, AND INCLUSION.

3. PROVIDE LEADERSHIP DEVELOPMENT ABOUT ADVOCACY AND OUR GOVERNMENT AFFAIRS COMMITTEE TO OUR EMERGING LEADERS AND ALL MEMBERS.