

THE AMERICAN INSTITUTE OF ARCHITECTS



AIA Colleagues:

We're gaining momentum and making good progress addressing the recommendations announced at the Grassroots Repositioning sessions. Already, in our AIA Components, we are having the important first conversation on prioritizing so our AIA can better serve members. There is activity taking place in all of the areas we discussed in March and we wanted to share with you a progress update.

During the Forum discussion at Grassroots, we called for a shift in perspective about what we can do individually and collectively to respond to the recommendations of LaPlaca Cohen and Pentagram. We grouped the ten areas needing attention under four larger headings to help organize and increase the effectiveness of our work together: Connect, Innovate, Engage, and Lead. Substantive progress is being made in these weeks since Grassroots:

CONNECT

Component autonomy versus united

Component structure

Lack of tier coordination

The Member Service Resource Task Force, whose work over the past year identifying the needs and obstacles to building a stronger Component network, is making progress. The Task Force will deliver an update to the Board on June 18. We expect a candid and robust discussion that will inform our review of AIA priorities. We're especially interested in comparing the Task Force's initial broad recommendations with those offered by members through the component community conversations.

INNOVATE

Prioritization of initiatives

Passive reactivity

Lack of tier coordination

We are pleased by the eagerness of members and Component leaders to schedule community conversations. They are happening now and we've received thoughtful reports from members in Central Michigan, Iowa, Redwood Empire, and others. Most conversations should take place by the first of June. We'll use these conversations to help us set priorities for the remainder of 2013 and beyond. In the meantime, we

encourage you to ask about or help organize a conversation in your component.

To date, 22 AIA members have expressed interest in being Repositioning Ambassadors. We've extended the deadline until June 3 and invite you to personally reach out to at least one member and ask them to join our effort. Have them send their bio and photo to repositioning@aia.org.

We've received a number of questions from Components and members about the potential of their programs qualifying for the Innovation Fund grants. It's encouraging because it tells us that members have confidence that their programs could benefit members across the Institute. The deadline for applications is Wednesday, July 10. Recipients will be announced at the August CACE Annual Meeting.

Other important activity underway since Grassroots includes a major audit of AIA sustainability programming to help us understand how we can continue to prepare members to meet the environmental challenges facing our communities and world. AIA Resident Fellow Mary Ann Lazarus, FAIA, is taking the lead on this analysis. Another major study, on diversity and gender, is also moving forward.

If you attended Grassroots, you heard our commitment to keeping you fully informed of the progress of the Repositioning. So, starting in July, we are going to host quarterly virtual town hall meetings for members to share the latest news and answer questions.

And if you are one of the 26 million weekly listeners to NPR, you are hearing AIA's sponsorship message. Listen for us on *All Things Considered*, *The Diane Rhem Show*, *Weekend Edition*, *Fresh Air with Terry Gross*, and on the *Cities Project* installments.

ENGAGE

Engaging emerging professionals
Inefficacy of communications

There is no shortage of energy in addressing what is, by far, the most important priority of the AIA: engaging Emerging Professionals (EP). The planning meeting for the EP Summit scheduled in the first quarter of 2014 is taking place in the fall. We are making sure that emerging professionals are deeply involved in the planning for and execution of the Summit. Their insights are critical to the success of this effort.

If you are attending the AIA Convention in Denver, you'll hear and see emerging professionals in prominent roles; on the general session stage, our broadcasts at Architect Live, and as a central destination in the EP Town Square in the Convention Expo Hall. Come join us there as your schedule allows, especially for the Friday, June 21 TweetUp.

In addition to the EP Summit, working with our partner Hanley Wood, we are dedicating our annual Blue Sky brainstorming session called the Idea Factory to developing ideas that can be implemented in the near-term to help the AIA better serve

emerging professionals. And, we're exploring how to create a dedicated section for emerging professionals in *AIArchitect*.

The communications audit announced at Grassroots is underway and we expect a comprehensive analysis with recommendations to come later this year. This audit will include a broad look at component communications. We'll be holding focus groups in Denver and we hope you'll participate if you receive an invitation. In an immediate effort to address communications issues at AIA national, a structured communications review process was put in place.

LEAD

Leadership tenure and agendas
Board size and composition

We've identified a change management expert to assist us with crafting a robust implementation plan and develop the logistics to ensure we are prepared for success in tackling issues related to the repositioning initiative. We hope to engage them beginning in June and anticipate that they will be onsite in Denver. The message from all we talked to in our selection process is that most organizations fail in the execution. We can't afford to be among those statistics and have brought on the right person to help us be successful.

As we've said from the beginning, the changes we make in this area will allow us to be a nimble organization, so we can LEAD and advocate on behalf of AIA members in a bold way as they have so clearly communicated.

This is the current state of the AIA Repositioning. We welcome your comments and observations. Send an email to repositioning@aia.org.

As important, we ask for your energy and commitment. This is our time to act and remake the AIA as a 21st-century organization focused on serving members. Share this update with your colleagues. Start a conversation through your online network. Shift your perspective. Join us.

Sincerely,

Mickey Jacob, FAIA
2013 AIA President

Robert Ivy, FAIA
AIA Chief Executive Officer

Tina Litteral, Hon. AIA, CAE
2013 CACE President