



REPOSITIONING C O N N E C T
 E N G A G E
 I N N O V A T E
 L E A D

Pick Your Top 3 Priorities



C
O
N
N
E
C
T

Component autonomy versus unity

While a necessity, component autonomy leads to inconsistency in how members experience and value AIA through the local component.

Component structure

The component structure is unwieldy and challenging for even seasoned members to comprehend.

Lack of tier coordination

Many members and staff noted a lack of cohesion among the local, state, and national levels of AIA and are unclear about the distinct function and responsibilities of each tier.

E
N
G
A
G
E

Engaging emerging professionals

AIA seeks to be an essential resource for all architects, at every stage of their career, but the organization has yet to successfully embrace the values and interests of emerging architects.

Inefficacy of communications

Bombarded with communications, members "tune out" AIA. At the same time, most are unaware of the full scope of AIA offerings that benefit them and many have difficulty finding the information they seek.

I
N
N
O
V
A
T
E

Prioritization of initiatives

Given that the AIA cannot be all things to all people, the organization must decide the programs and services most essential to the majority of members so that resources can be allocated effectively and members receive the greatest value.

Passive reactivity

Members and staff feel that AIA is often slow to take a stand on important issues that define and impact the architecture profession.

Resource allocation

Financial and other organizational resources are seen as disproportionately benefitting national at the expense of local and regional components.

L
E
A
D

Leadership tenure and agendas

The one year terms and changing agendas of elected leadership contribute to a lack of continuity and impact in identifying and acting upon organization priorities.

Board size and composition

The national AIA Board, with nearly 60 members, is large for an organization of AIA's size. Similarly, your State or Local AIA Board may also be too large. However, the greatest concern is whether AIA Boards' composition are truly representative of the range and diversity of membership.