



Birmingham

A chapter of the American Institute of Architects

AIA Birmingham Strategic Plan 2020–2025

Adopted: January 2020

Reason to have a Strategic Plan: Provide concise definition of our purpose, assess our services to our members, plan for implementation to realize our purpose. Required by National for Accreditation.

Mission (Purpose):

- AIA Birmingham’s primary goal is to provide support to our members.
- We advocate for the value of architecture and give architects the resources they need to do their best work. Our work should drive positive change through the power of design.

We undertook a member survey in the summer of 2019 to learn from our membership what the priorities should be:

- Community Engagement
- Elevate Design
- Educate Members
- Advocate for the profession, promote public awareness

AIA Birmingham has identified focus areas to provide general topics for meetings and activities:

- Health
- Justice
- Housing
- Community Planning, Engagement, Inclusion
- Education

AIA Birmingham Goals

I. Membership

Provide programs to educate our members in:

- Practice management, technical knowledge, codes & legal issues
- Awareness of community challenges & needs
- Improving diversity of membership
- Opportunities for participation in larger community organizations
- Continue excellent communications to membership
- Raise awareness of resources at the national level
- Continue engaging young professionals in licensing preparation & networking opportunities

II. Organization

- Provide consistent structure & services to members & leadership
- Responsible financial management
- Promote sponsorships & attendance
- Define roles & responsibilities of Chapter leadership
- Maintain beneficial relationships with state & national components
- Foster dynamic workplace for staff to thrive
- Recruit & develop future leadership of diverse & highly qualified members

III. Advocacy

- Provide community engagement opportunities to foster involvement & knowledge of issues
- Empower & encourage members to advocate on behalf of their profession
- Develop targeted engagement with local officials
- Build industry alliances to increase collaboration & improve positioning
- Raise awareness & share the value of architecture, trends, & best practices with the general public
- Promote the AIA & the ACFA as available resources to community
- Position architects to drive early decisions & influence political & community decisions

IV. Values of Architecture

Implement “POSITIVE CHANGE THROUGH THE POWER OF DESIGN” not just a slogan but a call to action. This is achieved through:

- a.** Celebrate Joy and Beauty of Architecture
 - Share our members’ work through social media & other sources
- b.** Promote Efficient Use of Resources
 - Green building choices
 - Ease of use
 - Logical use
 - Accessibility
 - Conservative choices in materials
 - Energy efficient design
- c.** Social Interaction
 - Through design of spaces & layout
 - Urban planning
- d.** Healthy Living
 - Encourage movement
 - Fresh air, outdoor spaces & natural settings
 - Variety of spaces: rest, active, social, private
- e.** Social Justice
 - Provide affordable housing through careful thoughtful use of resources
- f.** Community Engagement
 - Thorough process of information gathering, community input on design issues