

Dear AIA Florida Leader:

Last week we attended the 2013 AIA Grassroots Legislative and Leadership Conference along with other component leaders from across the nation. If you were there, you know that the major focus of this conference was the Institute's Repositioning Effort. If you were not there, we want you to know that this gathering was one of the most important and encouraging events in the history of the Institute.

This repositioning process began with the premise that,
"The nature and practice of architecture is evolving and the AIA must evolve with it in order to secure its leadership position."

Over 31,000 respondents inside and outside of the AIA provided information to help us discover the future direction of AIA. The research and findings have identified a need for AIA to shift the organizational perspective from the "what?" to the "why?"

While there is much work ahead of us, one of the most gratifying parts of the conference was the validation that AIA Florida continues to lead the way. At Grassroots, AIA Florida was presented with two National Component Excellence Awards acknowledging the hard work of our volunteers leaders and staff. In addition, our strategic planning and annual planning process had already identified many of the concerns and opportunities shared in the national repositioning effort. Most of all, we are encouraged by the unique opportunity that the Repositioning Effort provides us at all levels to reach out to existing and potential members.

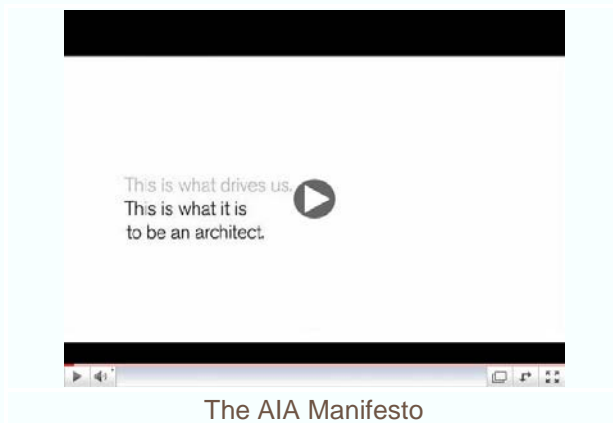
In anticipation of the many questions we expect this information to generate, we want you provide some guidance as to where we fit in, what we will do, and what you need to do.

Where Do We Fit In

The AIA Board of Directors adopted this Statement of Purpose:
The AIA is a visionary member organization providing advocacy, leadership, and resources for architects to design a better world.

This statement aligns quite well with AIA Florida's Vision:
AIA Florida is a united association of architects leading the shaping of Florida's Future.

Please watch and share this video



What We Will Do

In anticipation of this opportunity, last fall we made the plans for the Repositioning and Emerging Professionals (REP) Working Group. By design, REP members come from outside our Executive

Committee with the sole exception of our Associate Director. The work of REP will continue, but not indefinitely.

REP will complete work on an evaluation of Florida priorities and opportunities to recommend how we must change to embrace the values expressed through the repositioning initiative.

These values are expressed in the following position statement:

The AIA: Architects designing a better world.

AIA members create enduring value:

We benefit clients and communities through innovative design solutions.

AIA members drive positive change:

We work collaboratively and creatively to transform clients' goals into reality.

AIA members lead with vision:

We meet the ever-changing challenges of the designed environment.

AIA members shape the future:

We value talent and diversity in new generations of professionals.

In the short term, our commitment is that:

- We will continue to review our current organizational structure to align values, priorities, and resources. *Quite frankly, there are still things that we must change and some things that we should no longer try to do.*
- We will work with the Florida Foundation for Architecture to more broadly communicate the value of architecture to the public.

In order to "design a better world," AIA must be an organization actively engaged with the public.

- We will support the initiative of our emerging professionals to organize a Florida/Carribbean Region Emerging Professionals Leadership Summit, which will happen within the next 90 days.

Inclusion of emerging professionals in the meaningful ways to participate in leadership of our organization is vital to both our present and future.

What You Need to Do

This is not a top-down effort. The most critical part of determining the success of AIA remains at the local component level. Here is what we ask you to do:

- Watch and share the repositioning presentation http://www.youtube.com/watch?v=x22D0po1h5Y&feature=player_detailpage with other architects. Forward the link with a personal message to create a buzz among members and non-members about what is going on at AIA. If you have a particular passion for this initiative, you should consider applying to become a Volunteer Repositioning Ambassador at the national level.
- Hold a "town hall" to share and discuss the Statement of Purpose and the Position Statement with your members. Ask how they think it should inform your choices moving forward. Remember, you don't need to decide what needs to change, ask your members to tell

you.

- Monitor the AIA/repositioning [webpage](#). AIA National will be announcing grant opportunities to assist local components as they develop methods to reposition at a local level.
- Share what you are doing to "drive positive change" with other component leaders. How will your local component change resources and priorities? Our AIA Florida page on Facebook is open for your use or you can use the hashtag [#AIAFLrep](#). Post, email, tweet, send a video, or even a letter with your comments and questions.

Together we are making a difference THROUGH ARCHITECTURE!



Dan Kirby, AIA, AICP, LEED AP
President



Kim Headland, AIA
Chair, Repositioning and
Emerging Professionals (REP) Working Group