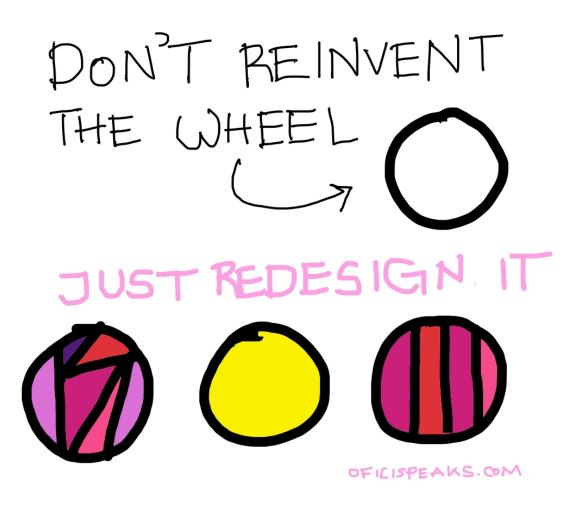


AIA Resources for Components

(or , Don't Reinvent the Wheel)

Lisa O'Donnell

Director of Membership & Marketing



But, don't "over-design" it – use the tools from AIA and AIA Florida!

AIA Vocabulary Lesson

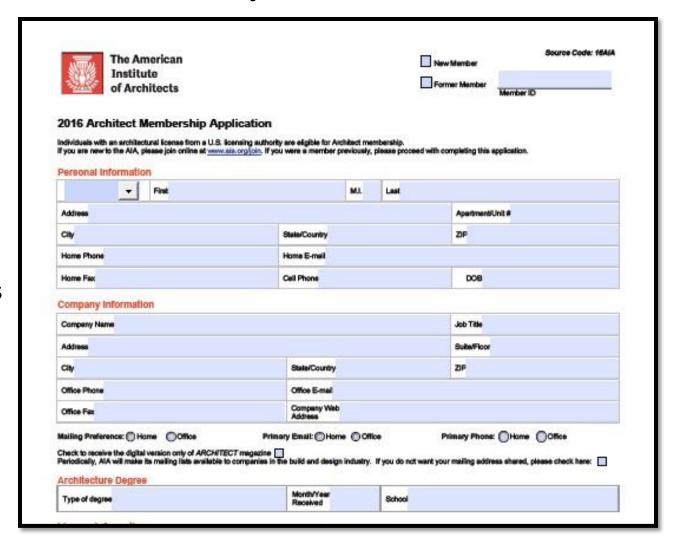
- **Architect Member:** Individuals with an architectural license from a U.S. licensing authority are eligible for architect membership.
- Associate Member: professional degree in architecture; currently work under the supervision of an architect; currently enrolled in the Intern Development Program (IDP) and working toward licensure; or faculty member in a university program in architecture.
- Emeritus: membership elevation that must be approved by AIA; member must be in good standing; must be age 70; and, must be retired.
- **Fellow:** elected to Fellowship by a jury of peers. Fellowship is one of the highest honors the AIA can bestow upon a member.
- Lapsed Member: any member who has not paid dues for the current year.
 Lapsing of members happens in late March/early April each year.
- Terminated Member: Members are terminated for non-payment of dues after Dec. 31 of the following year. Members can also be terminated for noncompliance of CE requirements. This can affect both Emeritus and Fellowship!
- Dues Adjustment (aka Dues Waiver): a request made by a member and submitted by a component to National for a reduction of dues or a full waiver of dues.

AIA Dues – where do they go?

- AIA collects dues from members and they are distributed to the national component, then to state and local components.
- Example: AIA Miami Architect Member:
 - National Dues: \$260
 - State Dues: \$150 (not increased over 10 year)
 - Local Dues: \$250
- Example: AIA Miami <u>Associate</u> Member:
 - National Dues: \$150
 - State Dues: \$105
 - Local Dues: \$120

Architect Membership Application used for:

- New Architect
 Members
- Reinstating
 Architects members
 who have
 terminated
 membership and
 wish to become
 members



Associate Membership Applications used for:

- New Associate
 Members who do
 not qualify for Free
 Graduate
 Membership
- Reinstating
 Associate members
 who have
 terminated
 membership and
 wish to become
 members

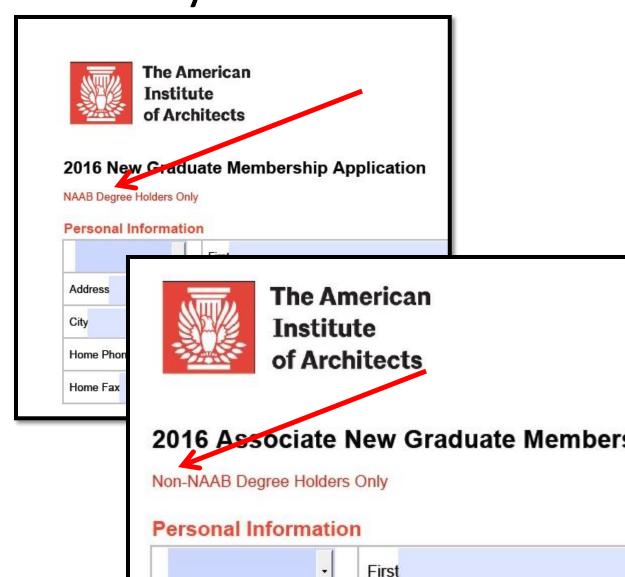


New Graduate
Associate Membership
Applications used for:

 Recently Graduated Members with a NAAB-accredited architecture degree

OR

 Recently Graduated Members <u>without</u> a NAAB-accredited architecture degree

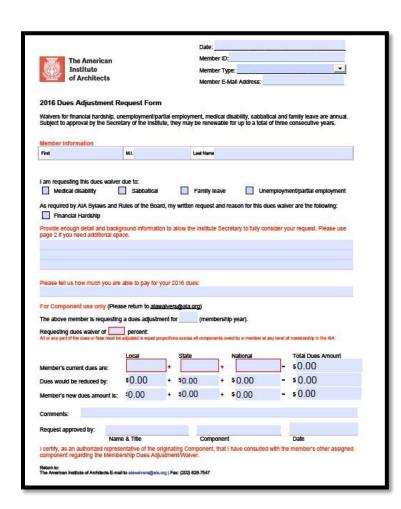


What is the waiver process?

- 1. <u>Member</u> should complete the 2016 waiver form to local chapter.
- 2. <u>Local Component</u> will approve or deny or:
- State Component will approve or deny. (This applies only where a member is assigned both to a Local Component and to a separate State Component.)
- 4. The originating Component must certify that it has consulted with the member's other assigned

 Component regarding the Membership Dues

 Adjustment/Waiver before submitting to the Institute for processing.
- National Membership Strategy and Services department will forward the request to the Secretary of the Institute for final approval or denial (upon receipt of completed waiver form with the member's written request).
- Member will receive a letter from the Institute informing him/her of the outcome of the request.



Dues Waivers continued:

What will a member need to demonstrate eligibility for an adjustment/waiver request?

- Financial Hardship
- Medical Disability
- Sabbatical
- Family Leave
- Unemployment/partial employment
- Other exceptional circumstances

May a member qualify for consecutive adjustment/waiver requests?

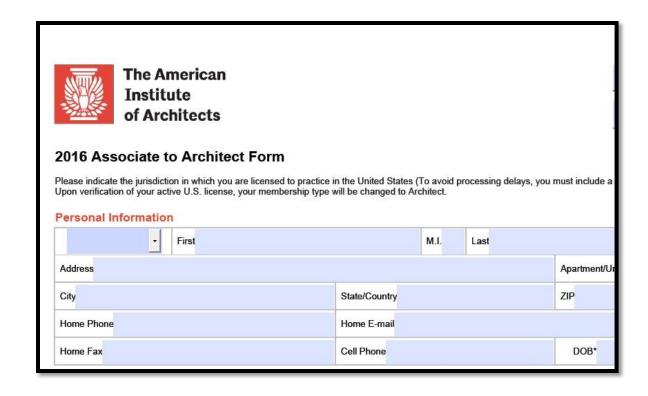
The Rules of the Board permit a waiver to be granted on an annual basis in up to three consecutive years.

May a member who receives a adjustment/waiver enroll in the Dues Installment Program?

Yes.

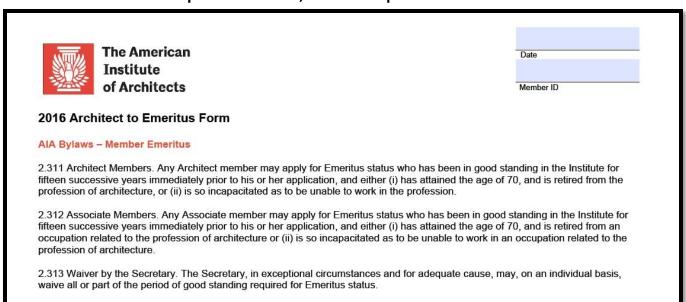
Elevation Form: Associate to Architect

 Upon licensure, associate members should complete this form



Elevation Form: Architect to Emeritus Form

- Architects may apply for Emeritus Membership once <u>all three</u> requirements are met per the AIA bylaws:
 - Member in good standing for 15 consecutive years immediately prior to application
 - Reached the age of 70
 - Is retired from the profession, or incapacitated to be unable to work



Transfer Form:

AIA Bylaws – 2.07 Component Assignment

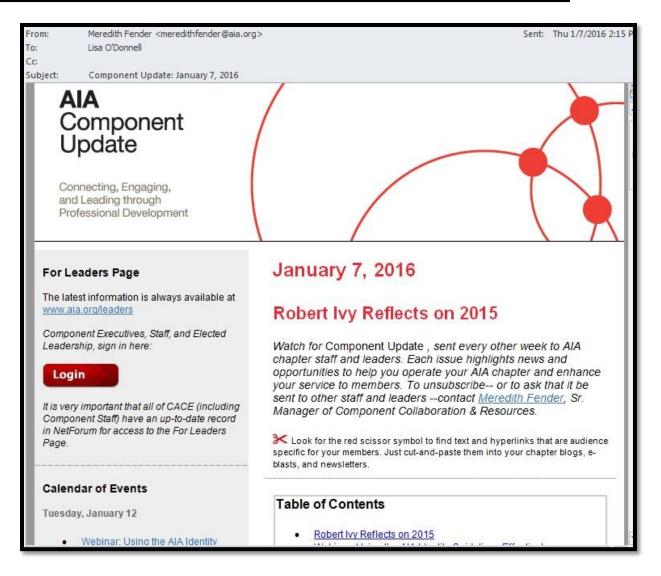
 At the written request of a member, the Institute shall transfer the member's assignment from one chapter to another provided that the transferring member either lives or works within the territory of the new chapter.



Component Updates for Leaders

Helpful
Updates from
AIA National
and AIA
Florida:

AIA
 Component
 Update from
 AIA every
 other week



Component Updates for Leaders

AIA Florida hosts monthly conference calls with component leaders in Florida. This call outlines important items for components such as upcoming deadlines and events.

If the President or President-elect cannot attend this call, identify another component leader that might participate so your leadership is aware of important items and deadline. Your associate director might be a good candidate and provide leadership training for that position.



Component Updates for Leaders

Component Calls are followed by an email newsflash for any leader unable to participate in the call. This acts as a good checklist or todo list for components.



Membership Toolkit

This guide is available and updated by AIA National each year.

Contains a wealth of information including all applications, forms, contacts, calendars, links, ads and more.



Membership Toolkit

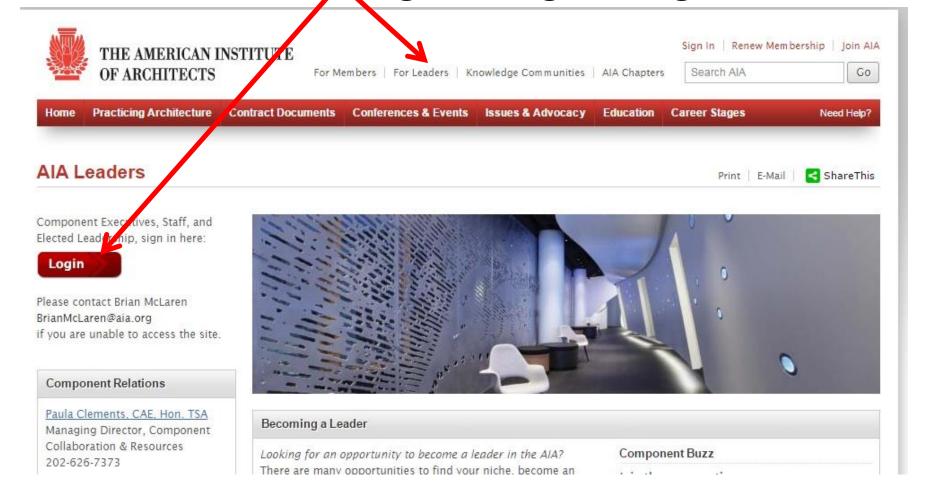
▶2016 MEMBERSHIP CALENDAR

The 2016 Membership Calendar encompasses invoicing, dues processing and retention & recruitment initiatives

January	February	March
Date Activity	Date Activity	Date Activity
1/7 Termination Process Run in netFDRUM for members unrenewed for 2015 1/11 Winback email for all terminated members 1/5 3rd Membership renewal reminder 1/15 Official Deadline for 2016 Dues Renewal 1/29 Monthly DIP debit process TBA Final 2016 Invocing Sweep 1/7 New Grad Influencer Outreach Weekly Membership Fulfillment	2/9 4th Membership renewal reminder TBA New Grad Emails 2/29 Monthly DIP debit process Weekly Membership Fulfillment	3/8 5th Membership renewal reminder 3/15 6th Membership renewal reminder 3/22 7th Membership renewal reminder 3/31 Official Lapsing Deadline for members unrenewed f 2016 3/31 Deadline for past due renewal payments 3/31 Monthly DIP debit process Weekly Membership Fulfillment
April	May	June
Date Activity	Date Activity	Date Activity
4/4 Lapsing Process Run in netFORUM for members unrenewed for 2016 4/12 Lapsed notification (8th renewal reminder notification) 4/19 Lapsed notification (9th renewal reminder notification) 4/29 Monthly DIP debit process 4/30 Final Deadline to Enroll into the 2016 Dues Installment Program Weekly Membership Fulfillment	5/10 Lapse notification from secretary – Direct mail and email 5/31 Monthly DIP debit process Weekly Membership Fulfillment	6/7 Official lapsed notification renewal reminder 6/21 Final Official lapsed notification renewal reminder 6/30 Final Installments Due/Debited for 2016 Dues Installment Program Enrollees TBD Call for Dues Webinar Weekly Membership Fulfillment
July	August	September
Date Activity	Date Activity	Date Activity
7/1 2017 Call for dues collection on-going Weekly Membership Fulfillment	8/1 2017 Call for dues collection on-going Weekly Membership Fulfillment	9/1 2017 Call for dues collection on-going (early invoicing begins) 9/30 CES requirement deadline for 2017 calendar year TBD Membership Engagement Webinar Weekly Membership Fulfillment
October	November	December

AIA "For Leaders Page" — it's for you!

- http://aia.org
- For Leaders tab, log in using AIA login info



AIA Florida Website



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Foundation

Florida/Caribbean Architect

What Members Need To Know

New Buildings We're Excited to See Open in 2016 (Curbed, 1/6/2016

AIA Florida Southwest Design Awards (Naples Daily News, 1/6/2016)

How architecture's greatest photographers are putting people back in the picture (CNN, 1/5/2016)

A Seawall That Proves Strong Infrastructure Can Be Pretty, Too (CityLab, 12/15/2015)

NASA Uses Lessons From Space To Design An Efficient Building (NPR, 12/1/2015)

AIA-FL: All News | All Tweets





AIA Florida Website Component Clearinghouse







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A Chapter of the American Institute of Architects

Looking for an architect? Are you an architect? Are you a student?







AIA Florida Member: Lisa O'Donnell (AIA Florida) | Update info | LOGOUT

Component Clearinghouse

2015 Component Media Tool Kit

Click**HERE** to download the 2015 Media Tool Kit, This comprehensive document outlines tips for garnering media coverage of component events, writing successful press releases and dealing with members of the press.

2015 Component Social Media Start-Up Guide

Click**HERE** to download the 2015 Social Media Start-Up Guide. This document outlines successful tips for creating and maintaining Facebook, Twitter and Instagram accounts for your component or your firm.

2015 Board Orientation

Members Only Index

Members Only Insurance Services Component Clearinghouse Your AIA CE Transcript Fellowship AIA Florida White Papers



AIA Florida Website Technical Guides Available



- Finding an Architect
- Sustainable Design

Technical guides developed by AIA Florida, Florida Engineering Society and Building Officials Association of Florida.

- Guide to Creating Building Code Compliant Documents Part 1 Introduction
- Guide to Creating Building Code Compliant Documents Part 2 FBC Government
 Sheet
- Guide to Creating Building Code Compliant Documents Part 3 Life Safety Plan
 Demo
- Guide to Creating Building Code Compliant Documents Part 4 Area Increase Calculator
- Building Department Guide to Creating and Processing Electronic Documents
- Contractors Guide to Creating and Processing Electronic Documents
- Design Professionals Guide to Creating and Processing Electronic Documents
- Building Officials Guide to Design Professional Practice of Architects and Engineers

State of Florida Department of Management Services Guide

Design Professional Fee Guidelines



2015 AIA Florida Convention and Tradeshow Exhibitor Prospectus July 30- Aug. 2 | Boca Raton Resort & Club





€ :

Resolutions for Components in 2016

- Rather than talk about things we are GOING to do, or SHOULD do, let's think about things we need to STOP doing
- Focus on streamlining efforts and using the best tactics of your specific component and leadership
- Some ideas....

12 Things to STOP doing in 2016

- **1. Being all things to all people.** Know your ideal member, market to them, and forget the rest.
- 2. Disregarding productivity tools, like available resources. They're there to help you. Use them!
- 3. Doing the same things over and over because "that's how they've always been done." Meetings, events, your newsletter get creative and switch things up!
- **4. Creating new content and then letting it go stagnate.** You put a lot of work into your organization's content. Give it life by repurposing it. Turn one of your most popular posts into a short video or infographic. The more content pieces you have, the better.
- **5. Neglecting your Millennial members.** Remember how people used to always say "Millennials are the future?" Well the future is most DEFINITELY now. Time to engage!
- **6. Posting just to post.** Yes, posting on social media is important, but there should be some thought behind those posts. Do some testing to see what people respond to best, then adjust your posts accordingly.

12 Things to STOP doing in 2016

- **7. Setting unclear goals and expectations.** When your goals are unclear, your chances of achieving them are slim. Set yourself up for success by being very clear about your goals and expectations.
- **8. Hosting inefficient meetings.** Inefficient meetings are what hurt associations the most. When members feel like their time is being wasted, they're more likely to withdraw from meetings, and even worse, an association altogether. So make sure your meetings have substance.
- **9. Ignoring member feedback.** Good, bad, or neutral, you should ALWAYS welcome member feedback and then use it to your organization's advantage.
- **10. Foregoing the analysis of important member data.** There's no need to guess. Member data is available, AIA Florida can help. Take advantage!
- **11. Thinking online engagement replaces in person engagement and vice versa.** Trust me, BOTH are important.
- **12.** Using outdated technology. Technology is meant to help you, not cause you more trouble. If you're using an outdated system to manage your organization's membership, maybe this is the year to invest in a new system, or ask AIA Florida for help.



Let's give members a reason to stay!

Questions?

