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 non-compliance 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 **Associate** Member:
  – National Dues: $150
  – State Dues: $105
  – Local Dues: $120
Applications & Forms & Waivers... Oh my!

Architect Membership Application used for:

- New Architect Members
- Reinstating Architects members who have terminated membership and wish to become members
Applications & Forms & Waivers...
Oh my!

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
Applications & Forms & Waivers... Oh my!

New Graduate Associate Membership Applications used for:

- Recently Graduated Members with a NAAB-accredited architecture degree OR
- Recently Graduated Members without a NAAB-accredited architecture degree
What is the waiver process?

1. **Member** should complete the 2016 waiver form to local chapter.
2. **Local Component** will approve or deny or:
3. 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.
5. 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).
6. Member will receive a letter from the Institute informing him/her of the outcome of the request.
Applications & Forms & Waivers... Oh my!

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 an adjustment/waiver enroll in the Dues Installment Program?
Yes.
Applications & Forms & Waivers...
Oh my!

Elevation Form: Associate to Architect

- Upon licensure, associate members should complete this form
Applications & Forms & Waivers...
Oh my!

Elevation Form: Architect to Emeritus Form

- Architects may apply for Emeritus Membership once all three 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

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The American Institute of Architects

2016 Architect to Emeritus Form

AIA Bylaws – Member Emeritus

2.311 Architect Members. Any Architect member may apply for Emeritus status who has been in good standing in the Institute for fifteen successive years immediately prior to his or her application, and either (i) has attained the age of 70, and is retired from the profession of architecture, or (ii) is so incapacitated as to be unable to work in the profession.

2.312 Associate Members. Any Associate member may apply for Emeritus status who has been in good standing in the Institute for fifteen successive years immediately prior to his or her application, and either (i) has attained the age of 70, and is retired from an occupation related to the profession of architecture or (ii) is so incapacitated as to be unable to work in an occupation related to the profession of architecture.

2.313 Waiver by the Secretary. The Secretary, in exceptional circumstances and for adequate cause, may, on an individual basis, waive all or part of the period of good standing required for Emeritus status.
Applications & Forms & Waivers… Oh my!

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 to-do list for components.

Component Newsflash

From: Jessica Brown <aiasflorida@aiafla.org> on behalf of Jessica Brown <aiasflanaews@aiafla.org>
To: Lisa O’Donnell
Cc: 
Subject: Component Newsflash

Dear Candy,

This newsletter is geared specifically towards component leaders and staff. If you have a staff member who needs to be added to the mailing list, please contact Jessica Brown at lbrown@aiafla.org or call (850) 222-7590.

2016 Committees - Call for Volunteers

Following are the committees on which members can
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.

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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<tbody>
<tr>
<td>1/7: Termination Process Run in netFORUM for members unrenewed for 2015</td>
<td>2/9: 4th Membership renewal reminder</td>
<td>3/8: 5th Membership renewal reminder</td>
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<tr>
<td>1/3: 3rd Membership renewal reminder</td>
<td>2/29 Monthly DIP debit process</td>
<td>3/22: 7th Membership renewal reminder</td>
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<tr>
<td>1/29: Monthly DIP debit process</td>
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<td>3/31: Deadline for past due renewal payments</td>
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<td>TBA: Final 2016 Invoicing Sweep</td>
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<tr>
<td>1/7: New Grad Influencer Outreach</td>
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<td>3/31: Monthly DIP debit process</td>
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<tr>
<td>Weekly Membership Fulfillment</td>
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<th>April</th>
<th>May</th>
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<tr>
<td>4/4: Lapsing Process Run in netFORUM for members unrenewed for 2016</td>
<td>5/10: Lapse notification from secretary – Direct mail and email</td>
<td>6/7: Official lapsed notification renewal reminder</td>
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<td>4/29: Monthly DIP debit process</td>
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<td>TBD: Call for dues Webinar</td>
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<td>4/30: Final Deadline to Enroll into the 2016 Dues Installment Program</td>
<td>Weekly Membership Fulfillment</td>
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<th>July</th>
<th>August</th>
<th>September</th>
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<tr>
<td>7/1: 2017 Call for dues collection on-going</td>
<td>8/1: 2017 Call for dues collection on-going</td>
<td>9/1: 2017 Call for dues collection on-going (early invoicing begins)</td>
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<tr>
<td>Weekly Membership Fulfillment</td>
<td>Weekly Membership Fulfillment</td>
<td>9/30: CES requirement deadline for 2017 calendar year</td>
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<td>TBD: Membership Engagement Webinar</td>
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AIA “For Leaders Page” – it’s for you!

- [http://aia.org](http://aia.org)
- For Leaders tab - log in using AIA login info
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
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 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
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!