



AIA Florida

# Strategic Plan 2008 - 2012 One AIA

**Target**  
 60% market share of architects in Florida  
 Member of component on each commission  
 Support to unstaffed components  
 Minimum number of standards met at each component  
 Alignment of goals between components and commissions

**Measurables**  
 Increase new attendees at convention to 20  
 Increase number of non-board members active on commissions  
 Maintain member retention at 96%  
 15 new registered architect members per quarter  
 Obtain a written membership report from each component each quarter

## Connect & Mobilize Members

**AIA Florida's Vision**  
 AIA Florida is a united association of architects who lead the shaping of Florida's future.

**Values**  
 Collaboration  
 Growth  
 Advocacy  
 Knowledge  
 Strong Active Components  
 Leadership  
 Community

**Target**  
 More AIA leadership  
 More community and business leadership  
 Train emerging professionals for elected positions  
 More members in elected office  
 More members in Government & commissions

## Developing & Engaging Leadership

**Measurables**  
 6 members to run for elected office  
 Elect an architect to legislature by 2010  
 10 members appointed to state commissions  
 20% of members on government & commissions

**Target**  
 Recognition by Authorities  
 AIA as a media resource  
 More media coverage  
 Increased member values  
 Increased public awareness

## Communicate the AIA Brand

**Measurables**  
 10 press releases per month  
 11 editorials printed per month (1 per paper)  
 Redesign website in 2008  
 Schedule 5 speaking engagements thru Speakers Bureau per month  
 Increase *Friday Facts* open rate to 50%

## Build the Pipeline

**Target**  
 Increased license architects  
 Increase the pipeline to the profession  
 Alliance with schools/AIAS  
 Stronger ties between Foundation & students  
 Emerging Professional integration  
 Make architecture "cool"

**Measurables**  
 25% increase in Associate members  
 10% increase in allied members  
 25% increase in EPs taking & passing exam  
 25% increase in EP Conference participation  
 25% increase in Associate members to full AIA members

## Collaborate with Education

**Target**  
 Educate the profession  
 Educate the students  
 Alliance with schools

**Measurables**  
 Create a grant task force by 2008  
 Grant money distributed to schools  
 Develop AIA/Architecture school grant & corporate sponsor based sustainable research program by 2012  
 6 components assigned to universities