

# AIA HOUSTON LONG RANGE PLAN

2009-2014

## MISSION STATEMENT

*AIA Houston is a community of architects coming together to accomplish things in our practices and our communities that no single architect can do alone.*

## LONG RANGE PLANNING TASK FORCE

Barbara White Bryson, AIA, Chair  
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Martha Seng, FAIA  
Barrie Scardino, Executive Director

## INCLUDE

*others as we strive to enhance **professional excellence** and **quality of life** in Houston.*

## CONNECT

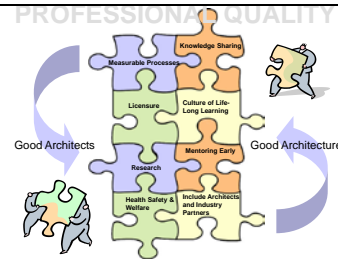
*our industry and our community through the development of **leadership** and **research**.*

## SUPPORT

***member value** with a nimble and innovative **chapter organization**.*

## *include:* PROFESSIONAL QUALITY

*enhance professional quality and architecture by engaging knowledge and research initiatives, developing measured processes, establishing a culture of life-long learning, and encouraging dialogue among architects and industry partners*



## GOALS

- strengthen partnership between academia and practice
- support development of future architects
- achieve greater diversity within the architectural profession
- encourage mentoring, licensure, and life-long learning
- use architectural skills throughout industries and communities
- showcase evolving successful practice and business models
- educate members about integrated project delivery (IPD)
- investigate new processes, tools, and products
- promote knowledge-based architecture

## ACTIONS

1. identify obstacles to licensure
2. create meaningful activities to promote licensure
3. recognize member progress toward licensure
4. create a task force charged with identifying and implementing specific programs for academic/professional collaboration
5. develop advanced educational "Master Class" programs
6. increase programs that target young architects, minorities, and women
7. continue and expand dialog with the City of Houston, Harris County, HISD and other public entities, specifically concerning architectural contracts
8. develop a CE practice series on IPD
9. increase variety and technical relevance of CE programs
10. create new programs about architecture and the profession for K-12
11. develop tool kits for K-12 teachers
12. publish *Adventures in Architecture* curriculum

## *include:* QUALITY OF LIFE

*create an inclusive environment  
facilitating an innovative dialogue that  
activates sustainable solutions for  
enhanced quality of life in Houston*



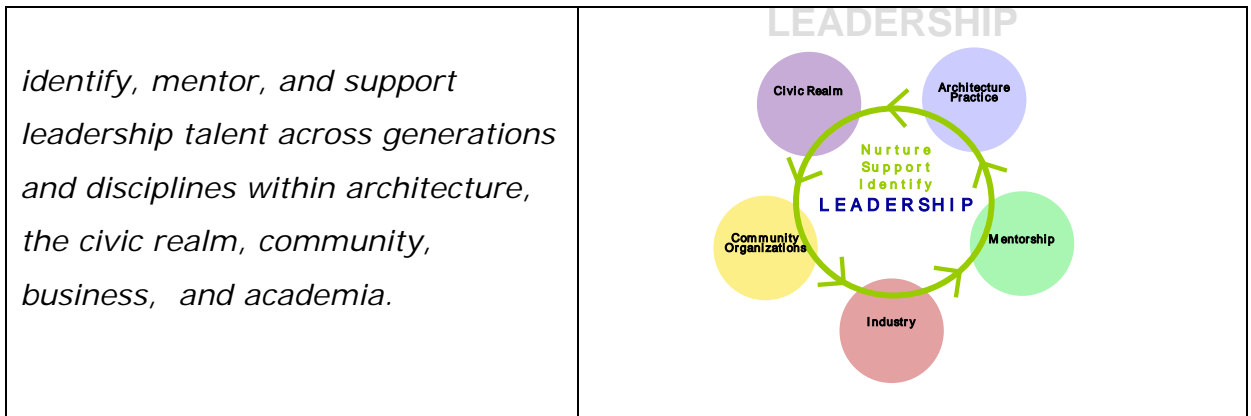
## GOALS

- increase community outreach services
- support affordable housing initiatives
- promote sustainable and low-impact development and low-impact development programs
- create opportunities for public education, connecting the value of architecture with quality of life
- be a meaningful resource for planning initiatives

## ACTIONS

1. create a Houston Disaster Recovery committee
2. engage allied organizations in a low-impact development competition
3. continue Gulf Coast Green or similar sustainability conference
4. initiate efforts to coordinate a multi-disciplinary task force directly related to planning issues in Houston
5. tap members to write op-ed pieces and articles for local media
6. collaborate with USGBC, ASLA, ULI, and AGC to conduct political debates centered around environmental issues
7. identify and support quality of life initiatives such as park development, transportation, and environmental issues (like Discovery Green, Rail on Richmond, the 99K House Competition)
8. publish a new downtown self-guided walking tour brochure/map
9. evaluate and help improve the architectural exhibit at the Children's Museum
10. publish new edition of the *Houston Architectural Guide*

## **connect: LEADERSHIP**



## **GOALS**

- encourage active participation in the public dialogue
- identify emerging leaders for chapter and community involvement
- support programs that connect young members with seasoned leaders across disciplines
- increase the participation of architects on boards and public commissions
- promote AIA Houston as the resource for city and county planning and design issues

## **ACTIONS**

1. organize an international prize for energy sustainability in the built environment
2. define a pro-bono service program
3. establish a leadership program for emerging professionals
4. advocate member involvement on Boards/Commissions and track participation
5. hold an annual student design charrette
6. coordinate an annual Alliance Roundtable to connect like-minded organizations
7. sustain programs with like organizations and create new ones
9. support 2020 EXPO efforts
10. create a "Day-at-the-Office" program for architecture students
11. establish Task Forces, as necessary, to assist public agencies

**connect: RESEARCH**

<p><i>catalyze city and industry resources in the search for and creation of knowledge, as related to the built environment</i></p>	
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**GOALS**

- develop a research dialogue for the built environment focused on Houston
- reach out to city and industry partners
- sponsor research programs, collaborations, and competitions
- initiate lectures, panels, and symposia related to Houston focused research
- support scholarships for student research

**ACTIONS**

1. work with area architecture schools on a profession-related research project
2. communicate to local membership research activities of AIA national
3. create a Research Committee to develop a research vision and programs

**support: MEMBER VALUE**

<p><i>increase member value through inclusive programs, services, and opportunities focused on enhancing the tangible and perceived value of architects</i></p>	
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## GOALS

- communicate AIA Houston activities effectively
- connect members to civic leadership opportunities
- increase the variety and scheduling of continuing education programs
- create opportunities to promote the services and expertise of architects
- provide forums on issues important to members
- listen to and respond to member needs
- strengthen committees
- recognize and celebrate excellence
- strengthen ties with allied organizations
- promote the value of the architectural profession to the community

## ACTIONS

1. create multi-disciplinary “connect” programs to engage young and senior professionals
2. link evidence-based design to continuing education opportunities
3. reserve an open table for regularly scheduled happy hours for continuous discussion and networking
4. increase publicity advocating the services and expertise of architects
5. hold an annual intern’s orientation
6. have an annual event for new graduates and encourage their participation in AIA
7. add the AIA Houston Design Collection at the Museum of Fine Arts Houston to the website
8. conduct an annual member survey
9. include successful metrics in an Annual Report

## *support:* CHAPTER BUSINESS

*optimize organizational performance by enhancing budget stewardship, fostering a nimble, responsive culture, implementing best practices, and coordinating with the foundation and supporting staff.*



## GOALS

- encourage member participation
- foster an environment that is responsive, nimble, and open to change
- develop tools for board and staff to strategically manage and plan
- create a staff/board/member culture of collaboration and respect
- coordinate with the Foundation to create opportunities for the Chapter
- provide opportunities for staff/board members to expand skills and knowledge
- improve organizational transparency

## ACTIONS

1. create a Board Policy Manual
2. develop a 5-year financial plan
3. restructure the Affiliate Program
4. increase Affiliate Memberships to 125
5. revive the Continuing Education Advisory Committee
6. schedule each committee chair to attend one Board meeting
7. have staff prepare written evaluations of major programs
8. create a Board initiation packet/notebook for new board members
9. assign a senior board member buddy to each new member
10. plan 3 annual Board development events
11. develop metrics to key indicators of chapter success, i.e., member involvement, profitability, relationships with other organizations, event success
12. continue to develop existing tools such as AIA Friday and Website to increase member participation
13. investigate new/upgraded website with additional features not currently possible such as a members section and a public section
14. improve outside/front door signage for AIA Houston and ArCH
15. create an informal vehicle to celebrate staff and board member accomplishments
16. with ArCH Foundation, investigate possibilities for moving the Architecture Center/offices in 2011
17. track recent architecture grads from UH, Rice, PVA&M for associate membership or architypes

