



Demystifying the AIA Strategic Council

Course Number FR 309

Friday, June 22, 2018 8:45a.m. – 9:45a.m.

1.0 Learning Units



This presentation is protected by U.S. and international copyright laws.

Reproduction, distribution, display and use of the presentation without written permission of the speaker is prohibited.

This program is registered with the AIA/CES for continuing professional education. As such, it does not include content that may be deemed or construed to constitute approval, sponsorship or endorsement by AIA of any method, product, service, enterprise or organization.

The statements expressed by speakers, panelists, and other participants reflect their own views and do not necessarily reflect the views or positions of The American Institute of Architects, or of AIA components, or those of their respective officers, directors, members, employees, or other organizations, groups or individuals associated with them.

Questions related to specific products and services may be addressed at the conclusion of this presentation.

Acknowledgements/Credits

- The Council expresses it's sincere appreciation to the AIA Board of Directors for it's vision in establishing the new Institute Governance Model and the establishment of the Strategic Council.
- Appreciation is also offered to all Regional and At-Large Representatives who have participated since the Council's inception, and all their respective member and other advisors.
- We are in deep gratitude to Institute staff who have committed uncountable hours contributing to our success.

Course / Learning Objectives

- Learn how to enhance your communities through promotion of the New Urban Agenda initiatives.
- Find out how you can inform the future efforts of the Strategic Council through conversation on topic matters relevant to the profession.
- Discover how your firm can better prepare the next generation of AIA leadership through comprehensive understanding of the Council and its connections to other committees and leadership groups within the institute.
- **Contribute valuable feedback on the council's mission, strategic plan, and relevance in the institute.**

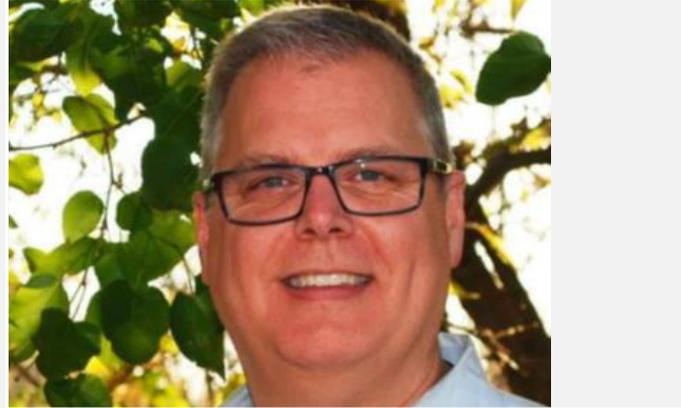
Today's Facilitators



Dan Hart, FAIA

*At-Large Director to AIA Board
(2018-2019)*

*Council Class of 2016 / Moderator
2016*



Tim Hawk, FAIA

*Regional Representative, Ohio
Valley*

Council Class of 2018



**Kelly M. Hayes-
McAlonie, FAIA**

Regional Representative, NY

Council Class of 2019

Today's Facilitators -



Mark Levine, FAIA
Regional Representative, South
Atlantic

Council Class of 2018



Jaime Sobrino, AIA
Regional Rep., Florida /
Caribbean

*Council Class of 2018 /
Moderator, 2018*



Jason Winters, AIA
Fmr. Regional Rep., Mid
Atlantic

*Council Class of 2017 /
Moderator, 2017*

Council 101



Our Mission

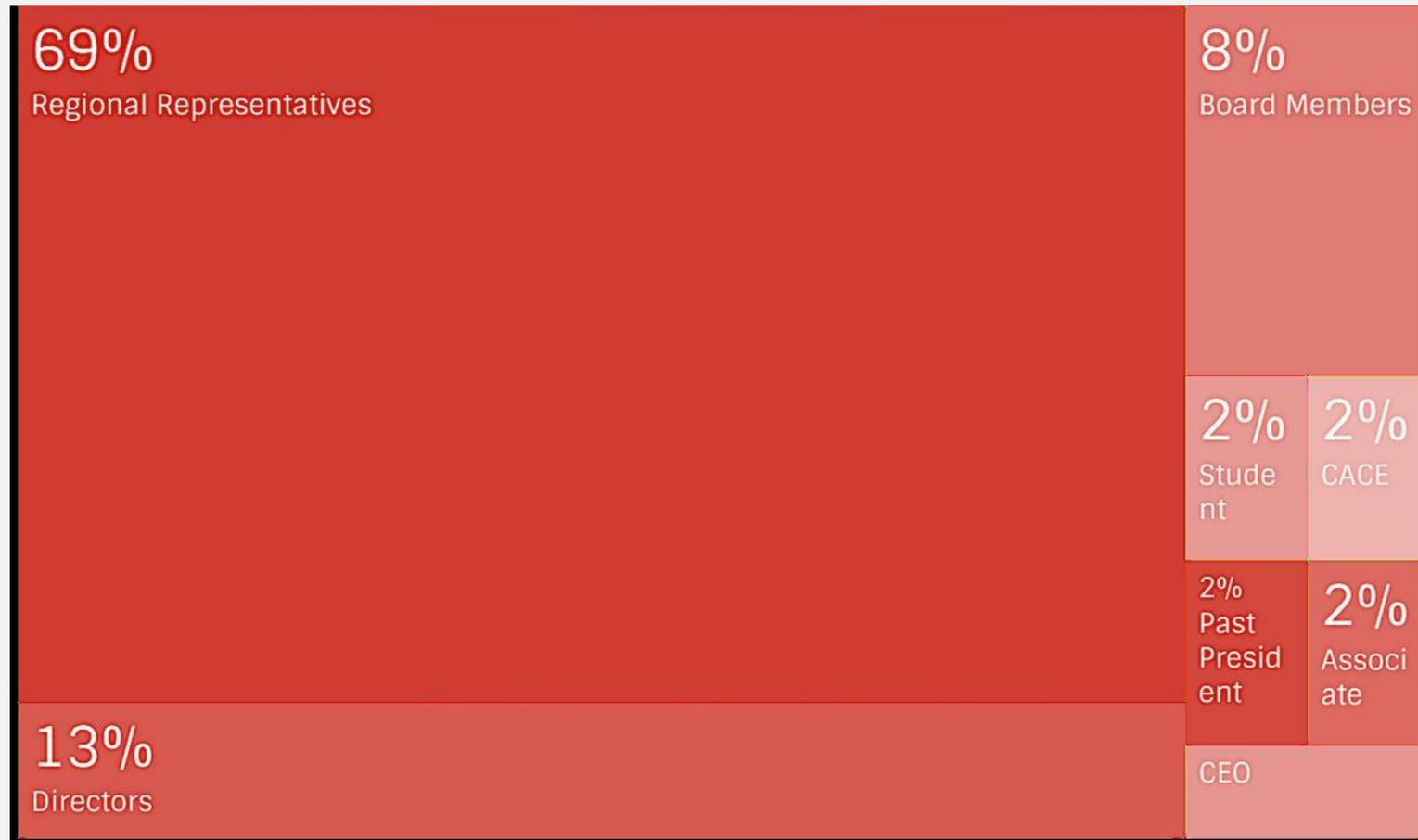
- **The Strategic Council advances the profession by informing the Board of Directors and other Institute bodies of important professional issues and opportunities.**
- The Council is charged with surveying the profession to identify opportunities and threats, and engaging in strategic planning to inform the goals, objectives and strategies of the AIA.



AIA Strategic Plan - Strategic Initiatives

- **Knowledge**
- **Prosperity**
- **Sustainability**
- **Workforce**

Council Composition: 19 Regions



How We Connect

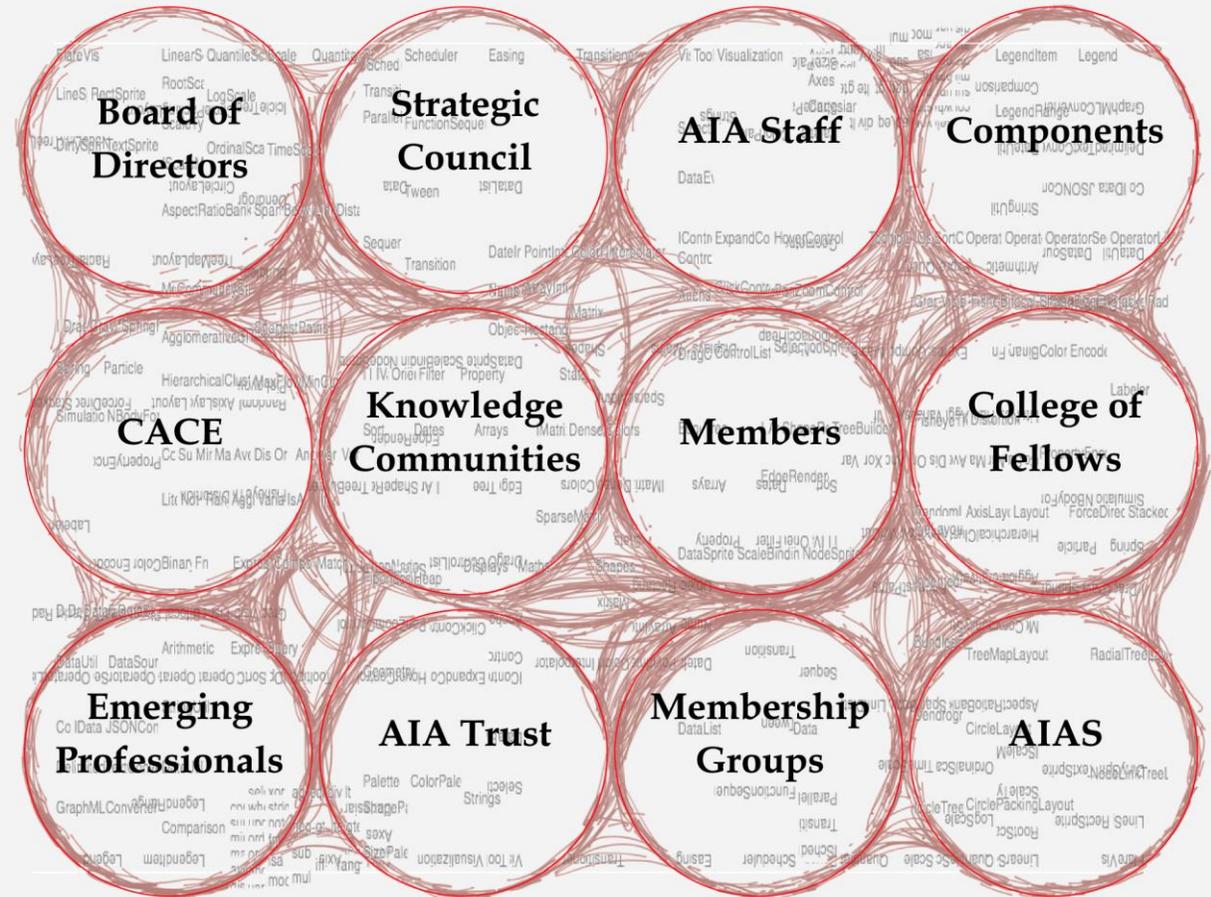
When you break down one silo you create another

We do not need to break down silos, horizontal connections are what is important

Companies organized around functional groups will inherently get poor collaboration around products

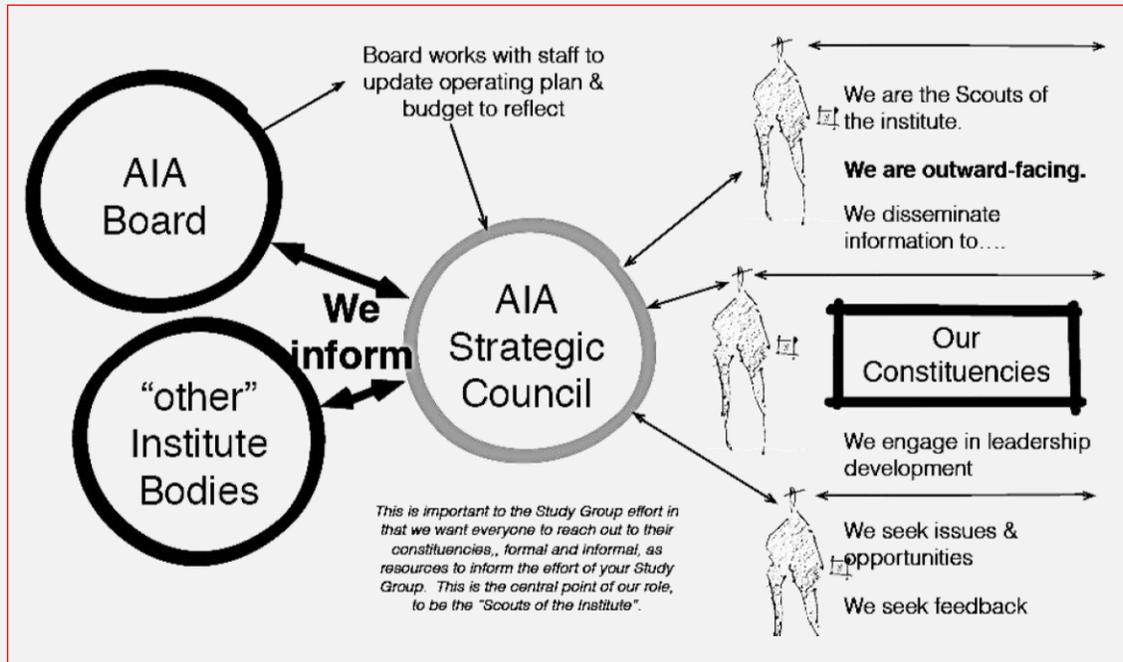
The trick is to connect the silos together effectively

*Excerpts from 'Breaking Down Silos is a Myth, Do this Instead'
-Greg Satell*

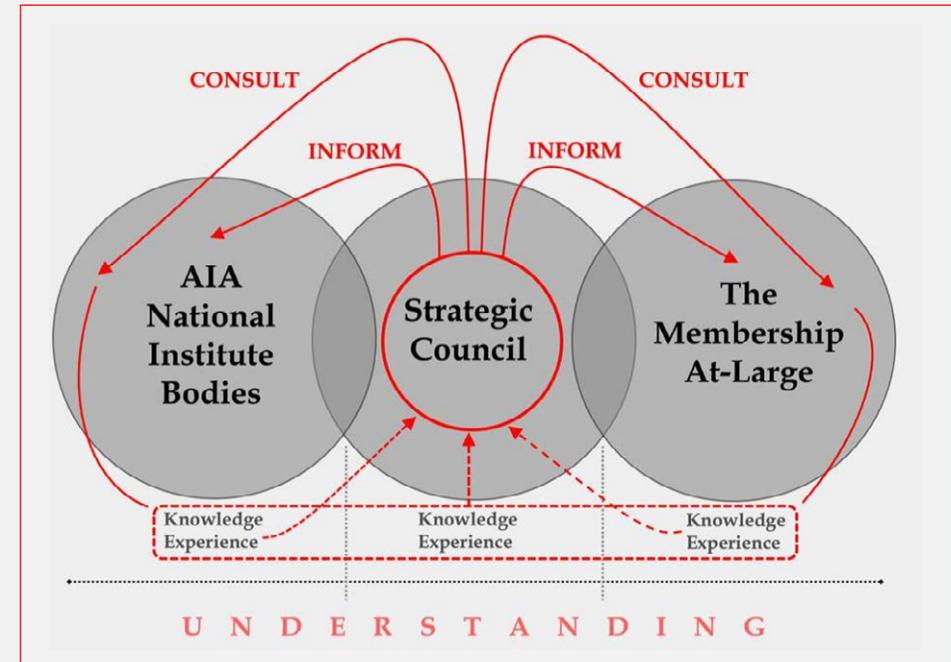


How We Communicate

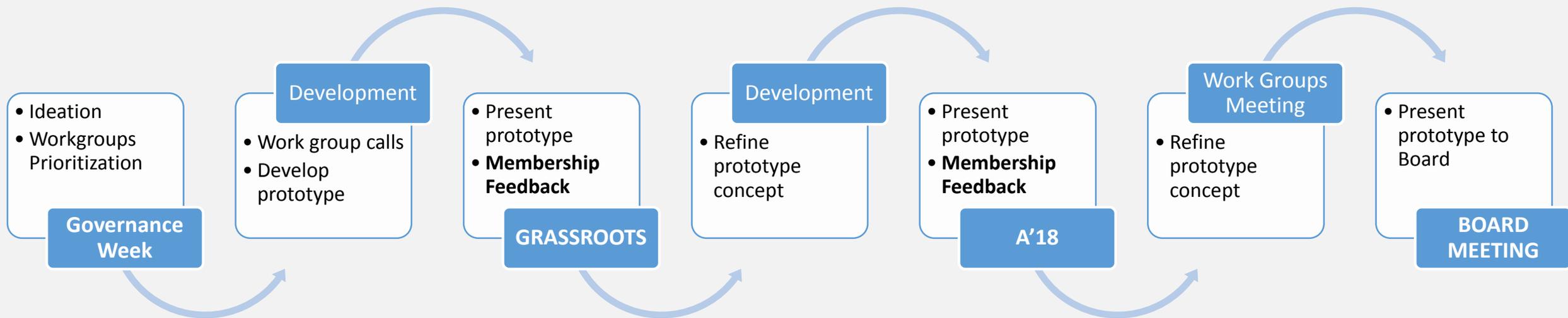
Relationships



Engagement



Work Cycle



How We Work



How We Really Work



Tools and Techniques

- Prototyping
- Feedback
- Virtual polling
- Engagement with members and others outside of Council
- Research efforts, collaboration with other AIA bodies



Tools & Techniques

- R:Ar:Vr

- (Rover – a person who roams. Rarvr -a long term thinktank where subscribers “roam” in augmented/virtual environments to solve challenges and create prosperous futures.)

Convener:

Jack Morgan, AIA

Ilyia Azaroff, AIA

Members:

Scott Busby, AIA

Michael Lingerfelt, FAIA

Yu-Ngok Lo, AIA

How can AIA engage designers and connect them with tools to change the world?

THE CHALLENGE

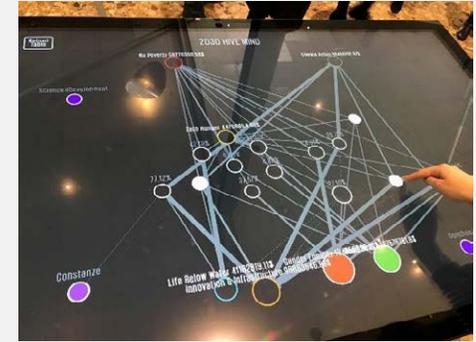
We envision an inclusive space which exists as a virtual sphere and expands our ability to influence the 90% of the built environment not directly influenced by architects. We desire to increase the diversity of voices inside the sphere, generating a hive mind capable of solving both common and wicked problems.

THE PROJECT GOAL

Enhance connectivity among members of the Institute and other interested persons from a wide variety of fields to create a hive mind that is capable of solving unique challenges, whether that is small firms forming temporary partnerships to compete for larger opportunities or a community seeking theoretical assistance for solving resiliency concerns.

ASK OF BOARD

Share examples of social networks, applications and/or research that could connect to this opportunity. Where applicable, include contact information or links to documentation.



Prior Initiatives – CAPNUA

Positioning architects as influential facilitators on the front end of development in their communities

CAPNUA

Communication, Advocacy, and Policy of the New Urban Agenda



2017 Pilots

Columbus ◦ Honolulu ◦ Indianapolis ◦ Omaha ◦ Miami ◦ San Antonio ◦ San Diego ◦ Sante Fe



Prior Initiatives – The AQI

Architecture Quality Index

Garnering Greater Economic Influence by Communicating the Value of Design

The value of architectural design and design thinking are being determined by others. Real influence comes about through defining value and conveying why it is important...

AIA AQI Architectural Quality Index
Garnering greater economic influence by communicating the value of design

WHAT IS THE AQI?

- Residential-based index prototype focused on measuring and communicating the value of design
- Tool for AIA to provide guidance on the value of design and importance of AIA architects to the industry and public.
- Intended to be a companion with other initiatives, programs, and organizations
- Functions as a resource for homebuyers, lenders, appraisers, developers, built environment professionals; potential source of income for AIA
- Educational instrument that communicates the value and benefits of design thinking
- Reinforces the American Institute of Architects as a trustworthy and reliable source regarding the value of architecture.

Site Planning + Environmental Responsiveness	Building Performance	Health + Wellness	SocioEconomics of Design
Orientation Green space Buffers Local resourcing Material content Natural forces Edges/Boundaries Site resilience Maintenance Innovative design	Envelope Life Safety Systems Integration Passive Design Energy Demand Natural Resources Building Resilience Innovative design	Air Quality Indoor/Outdoor Day Lighting Natural Ventilation Materials Aging-in-place Universal Design Food Production Innovative design	Equity in Design Construction Cost Financing Insurability Daily operations Maintenance Income generation Resale value Design professionals

EVALUATION CRITERIA

ORGANIZATIONS CURRENTLY ASCRIBING VALUE

AQI Work Group
Co-Convener: JAIME E SOBRINO, AIA - Florida Caribbean Region
RIC ARAMBON, FAIA - California Region
Group Members: RICH CONNELL, FAIA - New England Region
PATRICK PANNETTA, AIA - Western Mountain Region
FREDERICK MARKS, AIA - Board Knowledge Committee

The value of architectural design and design thinking are being determined by others. Real influence comes about through defining value and conveying why it is important...

AIA AQI Architectural Quality Index
Garnering greater economic influence by communicating the value of design

WHAT IS THE AQI?

- Residential-based index prototype focused on measuring and communicating the value of design
- Tool for AIA to provide guidance on the value of design and importance of AIA architects to the industry and public.
- Intended to be a companion with other initiatives, programs, and organizations
- Functions as a resource for homebuyers, lenders, appraisers, developers, built environment professionals; potential source of income for AIA
- Educational instrument that communicates the value and benefits of design thinking
- Reinforces the American Institute of Architects as a trustworthy and reliable source regarding the value of architecture.

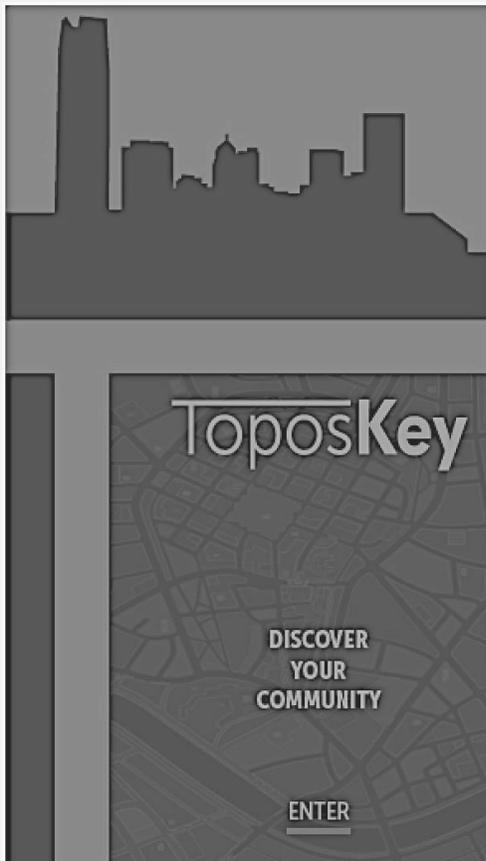
Site Planning + Environmental Responsiveness	Building Performance	Health + Wellness	SocioEconomics of Design
Orientation Green space Buffers Local resourcing Material content Natural forces Edges/Boundaries Site resilience Maintenance Innovative design	Envelope Life Safety Systems Integration Passive Design Energy Demand Natural Resources Building Resilience Innovative design	Air Quality Indoor/Outdoor Day Lighting Natural Ventilation Materials Aging-in-place Universal Design Food Production Innovative design	Equity in Design Construction Cost Financing Insurability Daily operations Maintenance Income generation Resale value Design professionals

EVALUATION CRITERIA

ORGANIZATIONS CURRENTLY ASCRIBING VALUE

AQI Work Group
Co-Convener: JAIME E SOBRINO, AIA - Florida Caribbean Region
RIC ARAMBON, FAIA - California Region
Group Members: RICH CONNELL, FAIA - New England Region
PATRICK PANNETTA, AIA - Western Mountain Region
FREDERICK MARKS, AIA - Board Knowledge Committee

Prior Initiatives – ToposKey



JackMo CITY KEYS BADGES MAP TRIP PLANNER FRIENDS

Joined: June 1, 2017 #JRKtech

PHOTOS

CITY KEYS

- Oklahoma City OK
- Washington DC
- Denver CO
- Atlanta GA

HISTORY BUFF

- ART DECO
- BAROQUE

COMMUNITY CONNECTIONS

- Des Moines Architecture Week
- Sea Bie Architecture Week
- Chicago Architecture Film Festival

MASTERS OF ARCHITECTURE

- Frank Lloyd Wright
- Antoni Gaudi
- Frank Gehry

Design your own Avatar

Your location photos show up in a timeline that can be shared with friends

The goal is to explore the city in a quest to unlock the "keys to the city". Cities are badged according to progress of collecting a location's keys.

Levels:

- Bronze
- Gold
- Silver
- Titanium

Use thematic grouping to organize badges

Quick Links to different aspects of game

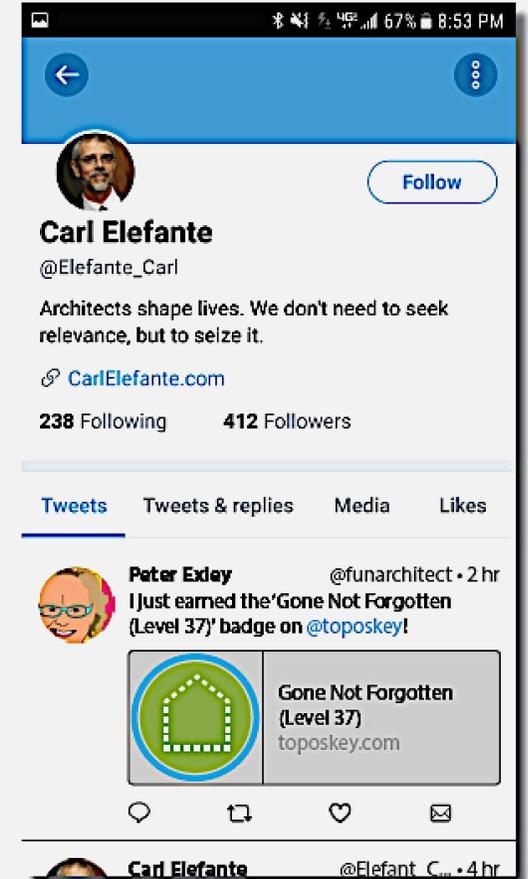
Include link to social media profile of gamer

Category accomplishments are recognized as:

- Associate
- Young Architect
- Architect
- Follow

The gamer would have the ability to have their accomplishments posted to their social media feeds.

Clicking on the badge would open the game to re-view this and other gamer accomplishments.



Original 2018 Work Groups

- Innovative Business Models
- City Architecture Initiative
- Experienced Professional Architects
- Transformation of Architecture Education
- Virtual Reality
- Targeted Public Awareness of Architecture
- Societal Changes Which Necessitate a Strategic Response
- Professional Development / EP Preparedness
- AIA Member Awareness and Collaboration
- Forecast Knowledge

A'18 AIA Conference on Architecture 2018
June 21-23, New York City



Current 2018 Work Groups

- Innovative Business Models
- Transformation of Architecture Education
- Virtual Reality
- Professional Development / EP Preparedness
- AIA Member Awareness and Collaboration
- Forecast Knowledge



Interactive Session- what councilors do

- Forecast Knowledge

Dan Hart (Janis Brackett liaison)

- Transformation of Architecture Education

Tim Hawk

- Virtual Reality

Jason Winter (Illya Azaroff liaison)



Report Out



So You Want to be a Strategic Councilor!

(go here – a.k.a. Resources)

- **2016 – 2020 AIA Strategic Plan**
- **AIA Strategic Council Handbook**
- **Strategic Council 2017 Report**

The screenshot shows the AIA website's Leadership page. The top navigation bar includes 'Architects', 'Career', 'Advocacy', 'Events', 'Topics', 'Practice', 'About AIA', and 'Contracts'. The 'Leadership' section is active, with sub-tabs for 'Board of Directors', 'Strategic Council', 'Staff Leadership', and 'Former Presidents'. The 'Strategic Council' tab is selected. Below the tabs, there is a paragraph explaining the Strategic Council's role: 'The Strategic Council advances the profession by informing the Board of Directors and other Institute bodies of important professional issues and opportunities. The Council is charged with surveying the profession to identify opportunities and threats, and engaging in strategic planning in order to inform the goals, objectives and strategies of AIA. In its first year, this resulted in the [AIA 2016-2020 Strategic Plan](#).' Another paragraph states: 'To ensure the continued relevance of the strategic plan, the Council tasked small discussion groups with exploring topics based on the Institute's strategic objectives and developing recommendations for the Board's consideration.' A third paragraph mentions: 'The major findings and recommendations are documented in the [2016 Journal of Work](#).' Below this, there is a link: 'Questions or ideas for the Strategic Council? [Send us an email](#).' The bottom of the page features a grid of names and their credentials, organized into three columns. The first column lists: Ric. Abramson, FAIA; Iliya Azaroff, AIA; J. Christopher Ball, AIA; Philip J. Bona, AIA; Janis Brackett, AIA; J. Scott Busby, AIA; Richard T. Connell, FAIA; Stuart L. Coppedge, AIA; Russell A. Davidson, FAIA; Keshika De Saram, AIAS; Charles L. Desmono, AIA; Sandra L. Dickenson, AIA Member Emeritus; Brian P. Dougherty, FAIA; Carl Elefante, FAIA; Michael L. Elliott, AIA; Jeffrey S. Ferweda, AIA; Brian J. Frickie, AIA; Timothy C. Hawk, FAIA. The second column lists: Kelly M. Hayes-McAlonie, FAIA; Darren C. Heine, AIA; Chris A. Hudson, AIA; David Huotari, AIA; Robert A. Ivy, FAIA; Judy L. Johnson, AIA; Matthew C. Johnson, AIA; Donna J. Kacmar, FAIA; Daniel L. Kirby Jr., FAIA, AICP, LEED AP; Kristina Kotliar, Assoc. AIA; Heather Baugus Koury, Hon. AIA; Chere R. LeClair, AIA; Mark L. Levine, FAIA; Michael D. Lingerfelt, FAIA, LEED AP; Yu-Ngok Lo, AIA; Richard C. Master, FAIA; Luke E. McCary, AIA. The third column lists: Ross J. Miller, Assoc. AIA; Steven W. Miller, FAIA; Jack R. Morgan, AIA; Sherryl Muriente, Assoc. AIA; Patrick P. Panetta, AIA; Jonathan D. Penndorf, FAIA; Tania Salgado, AIA; Bruce W. Sekanick, FAIA; Jessica A. Sheridan, AIA; Jaime E. Sobrino, AIA; Bruce D. Turner, AIA; Thomas V. Vonier, FAIA; James A. Walbridge, AIA; Rob E. Walker IV, AIA; Laura Weiss, Assoc. AIA; Drew White, FAIA; Jason C. Winters, AIA.

Contact Information

Jaime Sobrino, AIA

Moderator, Strategic Council 2018

(jesobrinoarch@gmail.com)

Anne Tyler Feldmann

Director, Governance

(AnneFeldmann@aia.org)

Thank you!

