

ID: TH509
Title: The Missing 32 Percent (Women) & Missing Small Architects
Date: Thursday, June 21, 2018
Time: 10:30 am
LU: 1.00 LU

Program Summary

This seminar will dissect the reasons for still meager access to steady and meaningful project opportunities for women architects - firm owners. Not only are women licensing statistics low, but like most small architectural firms they are facing roadblocks toward prosperity and equal access. Women are still not trusted for bigger, better projects by the architectural community and by the clientele at large. How is this to be changed? Public Sector could make a difference.

Learning Objectives

- A. Gain information needed to effectively communicate to the public sector why women architects and smaller practices should be given large and important project opportunities.
- B. Learn how to engage in advocacy for women and small architects, noting that production even within large firms is always limited to a contained number of team members.
- C. Find out how you can back up your advocacy efforts with statistics and facts in the push for a level playing field for women-owned and small architecture practices.
- D. Discover proven approaches and effective arguments you can use when approaching clients and public sector procurement.

Speakers:

- Dr. Rada Doytcheva, FAIA, LEED AP BD+C, RADA Architects, Chicago, IL
- Dr. Ann Kalayil, Bureau Chief, Cook County Asset Management, Chicago, IL
- Carina Sanchez, Executive Director, Public Building Commission of Chicago, Chicago, IL
- Michael Elliot, AIA, Member of the AIA Strategic Council & 2015 President, AIA Illinois

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AUDIENCE POLL:

1. State Firm Category

- Woman Led/Owned Architecture Firm
- Small Architecture Firm (up to 19 p.)
- Other

2. Firm Size

- 1-9
- 10-19
- 20-49
- 50+
- Other (please specify)

3. Why are Sizeable Commissions so Difficult for Women Led and Smaller Architecture Firms to Get

- Lack of Skills
- Lack of Network and Contacts
- Lack of Portfolio Depth
- Selection Criteria
- Other

4. Why is Growth so Difficult for Women Led and Smaller Architecture Firms

- Lack of Sizeable Commissions
- Small Jobs Do Not Make Money, Lose Money
- Lack of Meager Profits to Reinvest in Growth
- All of the Above
- Other

5. Why are Women Led and Smaller Architecture Firms Equally Capable?

- Size of firm does not guarantee better solutions
- Teams are similar in size whether in large or small firms
- Architects are trained to find path to solutions regardless of size
- "Deep" portfolios do not a guarantee successful projects
- All of the Above
- Other

6. What Could Women Led and Smaller Architecture Firms Do Better for Clients?

- Provide services more economically, in a small setting
- Generator of ideas and less organizational bureaucracy
- Close Attention to client service
- Close Attention to project documentation
- All of the Above
- Other