



2021 AIA Louisiana Strategic Plan

AIA Louisiana empowers its members to improve communities through the profession of architecture.

PUBLIC AWARENESS

The leader of the profession of architecture in Louisiana on behalf of its members.

GOVERNMENT ADVOCACY

The voice and advocate for the profession of architecture in Louisiana.

SHARED KNOWLEDGE

The conduit for the exchange of information concerning the built environment.

MEMBERSHIP VALUE

Provide value and resources to our members assisting in their pursuit of excellence.

OPERATIONAL EFFICIENCY

A model of governance and business management practices for a professional association.

Strategies and Priorities (the Goals)

A. Media Relations – Use media relations (traditional and social media) to promote architects and architecture. Collaborate with the Louisiana Architecture Foundation to elevate public awareness.

B. Diverse Communities – Reach out to communities that may benefit from access to architecture. Promote access to the profession to students and the public.

C. Disaster Response – Be prepared to respond to disasters that may affect members and communities.

D. Public Education – Educate the public about architects to increase understanding of the profession's role in design, sustainability, health, safety, and welfare.

A. Lobbying – Maintain powerful lobbying force, nurturing the member base of grassroots advocates.

B. LAPAC – Grow member support of the political action committee to have influence.

C. Advocacy Committee – Rely on the Advocacy Committee to build and maintain relationships with regulators, government bodies, and industry associations.

D. Citizen Architects – Encourage architects to serve on appointed and elected boards to lead and be engaged in their communities.

A. Digital Library – Expand and promote the digital resources available to members.

B. Health, Safety and Welfare – Provide a mix of blended educational opportunities that support the architect's role in HSW.

C. Conferences – Plan signature quality events that draw members and serve the profession's evolving needs.

D. Licensure – Provide necessary education and support for licensure and renewal. For examples, Resiliency Summit, Annual State Conference on Architecture, Celebrate Architecture, etc.

A. Networking – Provide opportunities and platforms that connect members with peers and subject matter experts.

B. Value – Identify evolving needs of the profession, in turn creating benefits and services that deliver value to the profession.

C. Inclusion – Be an inclusive association by promoting and respecting diversity, equity, and justice.

D. Engagement – Urge professionals to be engaged and benefit from a strong association approaching its 100th anniversary of service to architecture.

A. Volunteer Leadership – Identify and develop future leaders who will impact the profession and society.

B. Operational Efficiency – Maintain efficient office operations, investing in professional staffing and technology necessary to serve the membership.

C. Financial Resources – Expand and protect the assets of the association.

D. Chapter/Section Support – Provide support, education and resources that maintain strong alliances and collaboration with chapters and sections.

Committees and Strategic Project Teams

- Public Awareness	- Advocacy - PAC - Incidental Practice Task Force	- Scholarship - Fellows - Emerging Professionals	- COTE - CRAN	- Finance - Nominating	- Membership - Affiliate Advisory - Supplemental Dues Task Force	- Presidents Council
--------------------	---	--	------------------	---------------------------	--	----------------------