

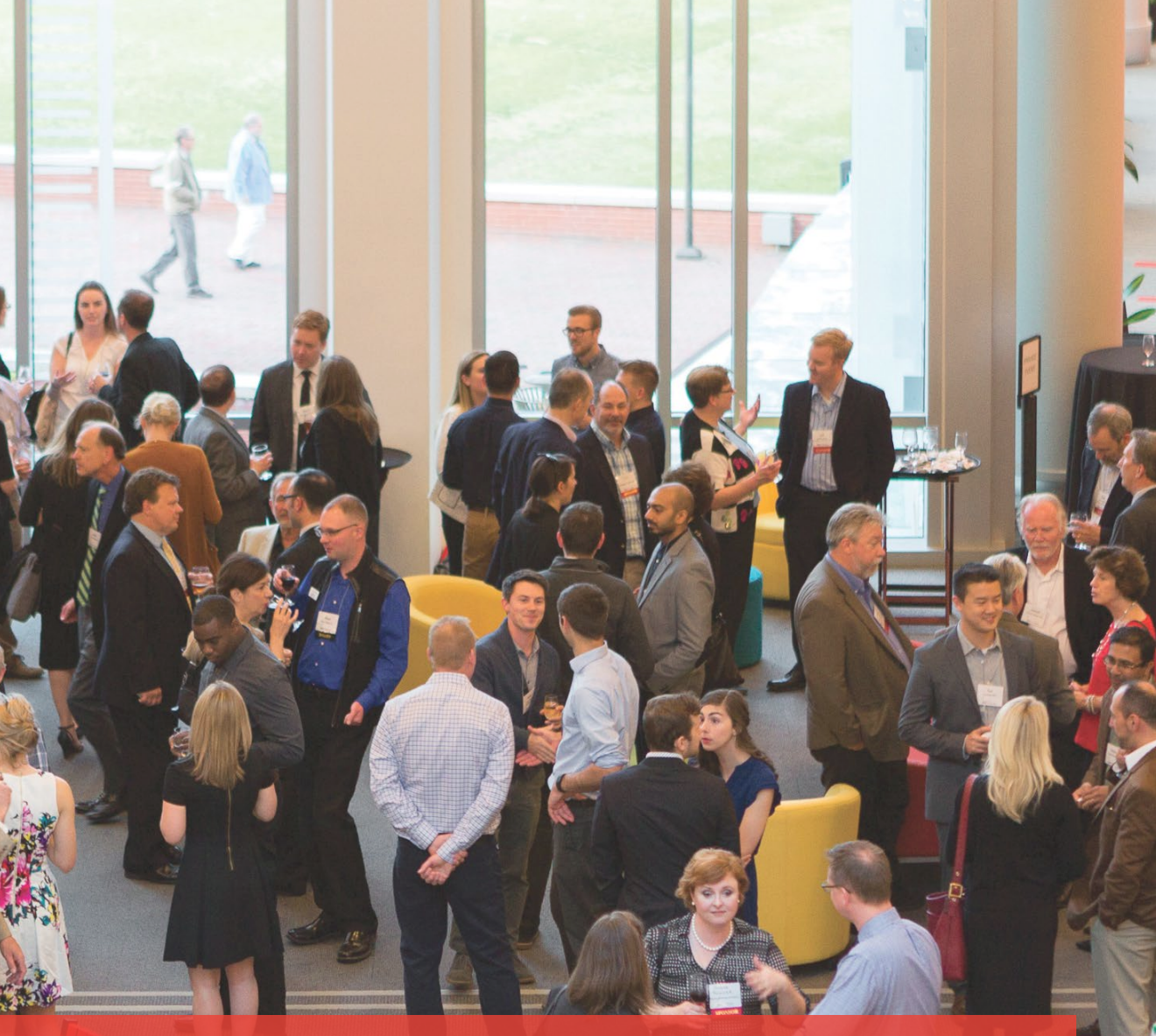


# 2021 2022 2023



**AIA**  
Triangle

3-YEAR STRATEGIC PLAN



# THE INTENT

To give structure and accountability in improving programs and strengthening operations to meet the changing needs of this region.

To be a leader in shaping the future of local architecture.

To guide decisions and actions that impact our organization and its members.

To keep us intentional and efficient with resources to serve our members.

The Triangle region is changing.

The architecture profession is changing.

We are evolving to meet the needs of our members.

# OUR HISTORY

AIA Triangle was formed on January 1, 1999 when the AIA Raleigh and AIA Durham/Chapel Hill sections voted to dissolve and merge.

AIA Triangle currently serves over 800 members across a ten-county area that includes Wake, Durham, Orange, Lee, Chatham, Franklin, Warren, Vance, Granville, and Person counties. It is the 3rd largest chapter in the AIA's South Atlantic Region.



# OUR MISSION

As part of the work of this strategic plan, the AIA Triangle mission statement was updated.

previous

The mission of the AIA Triangle is to serve its members and the Triangle community by enhancing and promoting the profession of architecture.

updated

**AIA Triangle empowers architects by connecting with the community, advocating for our profession and promoting the quality of local design.**

## WHAT WE DO

Empower architects

## WHY WE DO IT

We believe in the importance of the profession of architecture

## HOW WE DO IT

Connect with the community  
Advocate for our profession  
Promote the quality of local design

# WHAT WE MEAN

## EMPOWER ARCHITECTS

Provide resources for our members to support them in achieving their best work

## CONNECT WITH THE COMMUNITY

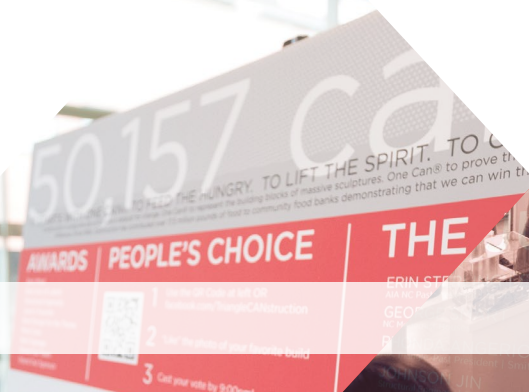
Spread awareness and understanding about how architects can serve people and make a difference

## ADVOCATE FOR OUR PROFESSION

Use our voice to represent the interests of architects and foster positive relationships

## PROMOTE THE QUALITY OF LOCAL DESIGN

Recognize, elevate and communicate the importance and uniqueness of design created in the Triangle.





## OPERATE WITH EXCELLENCE

Maintain a sustainable and stable organization through consistent leadership and responsible resource use.



## VALUE FOR MEMBERS

Build confidence in the value of membership and a sense of pride in being a member of the AIA Triangle community.



## MEMBER ENGAGEMENT

Create an environment that incites enthusiasm, participation and fulfillment in members through AIA Triangle programs and activities.



## INCREASED PUBLIC AWARENESS

Communicate stories that express the value of design and how architects can serve their communities' needs.



## ENHANCED COLLABORATION WITH AIA NATIONAL AND OTHER CHAPTERS

Cultivate opportunities to work with AIA National and other chapters to share initiatives, uphold best practices, and encourage mutual success.



## A LEADER IN LOCAL DIALOGUE ABOUT DESIGN

Inspire critical thinking about the role and responsibility of architects in our community and what makes great design. Serve as a trusted resource for public officials and other key leaders.

# OUR COMMITMENTS

## **EXPAND COMMUNICATION PLATFORM FOR GREATER INTERNAL VISIBILITY AND PUBLIC AWARENESS**

- Improve website functionality
- Grow social media platform and followers
- Establish firm visits as a best practice

## **INCREASE EFFORTS TO SUPPORT & ACKNOWLEDGE MEMBERS AT ALL STAGES OF THEIR CAREER**

- Revive mentorship programming
- Refine recognition programs that celebrate member successes
- Involve Emeritus members

## **CREATE ADDITIONAL OPPORTUNITIES FOR PEER NETWORKING & UNIQUE CONTINUING EDUCATION PROGRAMS**

- Offer member socials
- Organize various roundtable discussions to members with similar professional interests
- Arrange tours highlighting different types of projects for decision makers in various industries

## **BOLSTER ADVOCACY & COMMUNITY OUTREACH EFFORTS**

- Reinvigorate the Residential Tour
- Host Town Hall meetings throughout the Triangle
- Strengthen partnerships with civic and collateral organizations (i.e. WakeUP Wake County, Durham Area Designers, Durham Appearance Commission, Visual Arts Exchange)

**IMPLEMENTATION  
PRIORITIES 2020**





## **ALBERT** **AWARENESS**

Increase public awareness of architecture by sharing what architects have to offer and how they can help improve lives.

Enhance existing AIA Triangle public outreach programs, specifically in K-12 demographic to encourage more young people to consider the profession of architecture.



## **PHILLIP** **DIVERSITY**

Improve the diversity in the field of architecture by encouraging role models who inspire others to know they can do anything they are interested in.

Communicate with audiences beyond our immediate reach, particularly those who do not know what architects do.

Engage members in a holistic and democratic way.



## **ELIZABETH** **ENRICHMENT**

Work to enhance member participation in our programs by helping them see the difference they make through their contributions.

Focus on opportunities in our community for AIA Triangle to participate in new ways that create value for our members and partners.

# **OUR VISION**

# CORE PROGRAMS

## CANSTRUCTION

Provides thousands of pounds of food for hunger relief assistance while spotlighting the design and construction industry and giving back to the communities in which they design and build.

## SMALL FIRM ROUNDTABLE

Advance mutual interests of architects by offering forums for peers to share invaluable insights on important issues and practices focused on growing their business. Connect architects with a network of small practitioners in other professions (engineers and other consultants) who may provide services to smaller firms.

## JOINT LECTURE SERIES

Enhance education opportunities for students and design professionals in partnership with NC State College of Design. Programming includes a dynamic mix of a nationally recognized architects and designers.

## GOLF TOURNAMENT

Brings architects and design industry professionals together with A/E/C industry partners in support of the AIA Triangle Scholarship Program. Proceeds from the annual golf tournament benefit Triangle area students studying architecture.

## RESIDENTIAL TOUR

Promote awareness of the value of architecture and AIA Triangle. Educate and inspire the public about quality residential design and solutions for living.

## BUILDING ENCLOSURE COUNCIL (BEC)

Deliver an interdisciplinary, collaborative forum where architects and those with an interest in the enclosure (envelope) of commercial, institutional, and residential structures and the related building science can discuss common issues, obtain information, and address subjects relating to the building.

## DESIGN AWARDS

Promotes the recognition and celebration of design excellence throughout the AIA Triangle membership by coordinating the AIA Triangle Design Awards.

## LEADERSHIP FORUM

Provide access to a variety of speakers, design firms, and activities for a select annual class of local emerging professionals. Cross-strengthen the entire class with a collaborative learning program through pooled resources and reflective practice.

Foster strong connections to the community through volunteer activities, educational initiatives, and expands participants' understanding of successful leadership.

## YOUNG ARCHITECTS FORUM

Serve emerging professionals (within 10 years of licensure) through a variety of resources including personal and professional development programs focused on mentorship and fellowship.

## WOMEN IN ARCHITECTURE

Encourage diversity in AIA by empowering female architects in all stages of their career to achieve professional and personal growth by providing opportunities to network with potential mentors and connect to resources in an environment that allows sharing of professional experiences and support of one another.

## CONTINUING EDUCATION

Enable members to stay at the top of the field of architecture by offering an assortment of educational programs on trending topics and a transcript service that keeps track of member's AIA Learning Units. Offer 60+ continuing education hours annually to advance the profession.

## K-12 EDUCATIONAL OUTREACH

Engage the community by being visible and involved with schools and non-profits in the Triangle region. Promote awareness of the profession and the impact architecture has on the world and to the children who shape our future.



**AIA**  
Triangle



FOR UPDATES ON OUR WORK  
[www.aiatriangle.org](http://www.aiatriangle.org)