2020
2021
2022

AIA Triangle
3-YEAR STRATEGIC PLAN
The Triangle region is changing.
The architecture profession is changing.
We are evolving to meet the needs of our members.

**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.
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.
OUR COMMITMENTS

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.
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)
OUR VISION

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.
CONSTRUCTION
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.
FOR UPDATES ON OUR WORK

www.aiatriangle.org