



National Associates Committee
American Institute of Architects



AIA New England Region

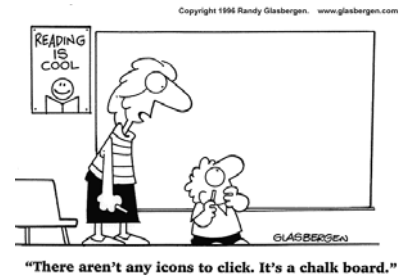
Derek J. Osterman, Associate AIA
Regional Associate Director (2012-2014)

Thursday, November 15, 2012

LEADERSHIP TRANSITION

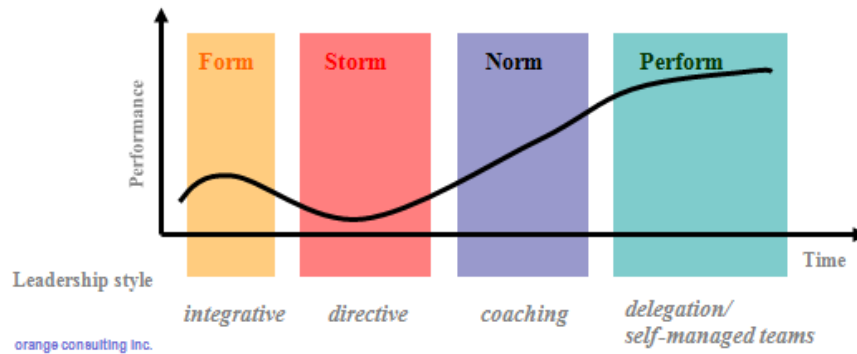
Bon Voyage:

A very special thank you to Casey Nicholson for her service to AIA New England and the National Associates Committee. We wish her well in her move to South Korea, where she will be teaching English. Thank you Casey!



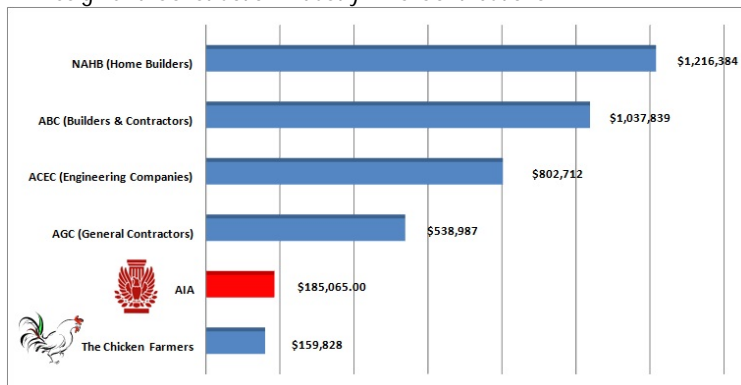
NAC FALL MEETING

Group Dynamics:

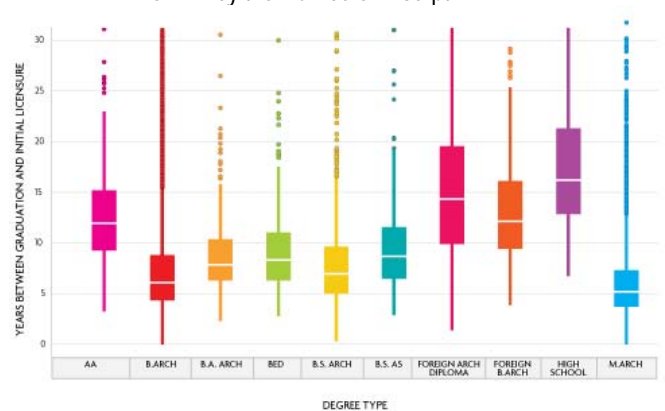


Liaisons:

Design and Construction Industry PAC Contributions



NCARB by the Numbers Excerpt





AIA

Repositioning By the Numbers

1 billion

People experience architecture every day

100%

of the public are impacted by our work daily

105 + 80,279

THOUSAND

Architects in the United States

267 **56%**

state and local AIA chapters of EPs are not satisfied with the current situation

157

Component Executives (local, state, national)

17%

of EPs represent ethnic diversity.

92%

of architects feel they deserve to be better compensated

64%

of EPs feel it's important for AIA to focus on career advancement

10%

of EPs feel AIA should focus on networking within the architecture

34%

of EPs are women

76%

of architects feel that they are well-regarded

55%

agree the profession is less satisfying than they'd like it to be, though only

8%

are strongly considering pursuing another profession

21%

of EPs identified pursuing licensure as critical

Public perceptions regarding architects, what they work on, and how they work, are primarily neutral, lacking a clear opinion positively or negatively.

This is potentially good news since it appears that there is no need to change negative perceptions, but there is a need to define and build positive perceptions. (an easier challenge, but still a challenge)

62%

feel decidedly that architects listen to clients and help them achieve their needs

56%

of EPs feel AIA should help with learning the business side of architecture

31%

of EPs feel AIA should focus on networking outside of architecture



N A C

NAC LEADERSHIP

2013 EXECUTIVE BOARD

ASHLEY CLARK, 2013
Sr. Associate Director to AIA ExCom
Charlotte, North Carolina

WAYNE MORTENSEN, 2014
Associate Director to AIA BOO
Cleveland, Ohio

HALEY GIPE, 2015
Chair
Fresno, California

VENESA ALICEA, 2013
Advocacy Director
New York, New York

CESAR GALLEGOS, 2013
Knowledge Director
El Paso, Texas

JARED HEUTER, 2013
Communications Director
New Orleans, Louisiana

2013 LIAISONS

SUSAN KLIMAN, 2014
NCARB
Tucson, Arizona

MIKE WALDINGER, 2013
CAE
Springfield, Illinois

BRENT CASTRO, 2013
AIA
Washington, DC

ERIN MURPHY
AIA National Staff
Washington, DC

JOE MAYO, 2013
Northwest & Pacific
Seattle, Washington

AMANDA HARRELL-SEYBURN, 2014
Michigan
East Lansing, Michigan

NICOLETTE FELDSER, 2014
New York
Syracuse, New York

DEVIN LITTLE, 2013
North Central States
Madison, Wisconsin

DEREK OSTERMAN, 2014
New England
Boston, Massachusetts

ERIN O'KEEFE, 2013
Illinois
Winnebago, Illinois

JASON PEIST, 2014
New Jersey
Ogdensburg, New Jersey

SAFIYA HODAR, 2014
Pennsylvania
Pittsburgh, Pennsylvania

GREG SPON, 2013
Ohio Valley Region
Youngstown, Ohio

JOSEPH LAI, 2014
Middle Atlantic
Rockville, Maryland

JENNIFER PENNER, 2013
West/Mountain
Albuquerque, New Mexico

APRIL TRUJIAK, 2013
Central States
Overland Park, Kansas

JW BLANCHARD, 2014
Virginia
Backsburg, Virginia

MELINA CANNON, 2014
Texas
Midland, Texas

MICHAEL ATKINSON, 2014
South Atlantic
Charleston, South Carolina

JARED HEUTER, 2013
Gulf States
New Orleans, Louisiana

ESTELI CAROTE, 2013
Florida-Caribbean
San Juan, Puerto Rico

N A C National Associates Committee American Institute of Architects

2013 LEADERSHIP

BLUE SKY THINKING



The following are a few examples of this thinking:

Rebranding the "Chicken on a Stick"?

Allow use of the Designation of Architect, prior to licensure?

Simplify the IDP process?

Change the world?



NAC

DRAFT SLOGAN

Membership is Important.
Licensure is Important.
You are Important!

AREAS OF IMMEDIATE FOCUS

Leadership Development Focus Group

Community Engagement Focus Group

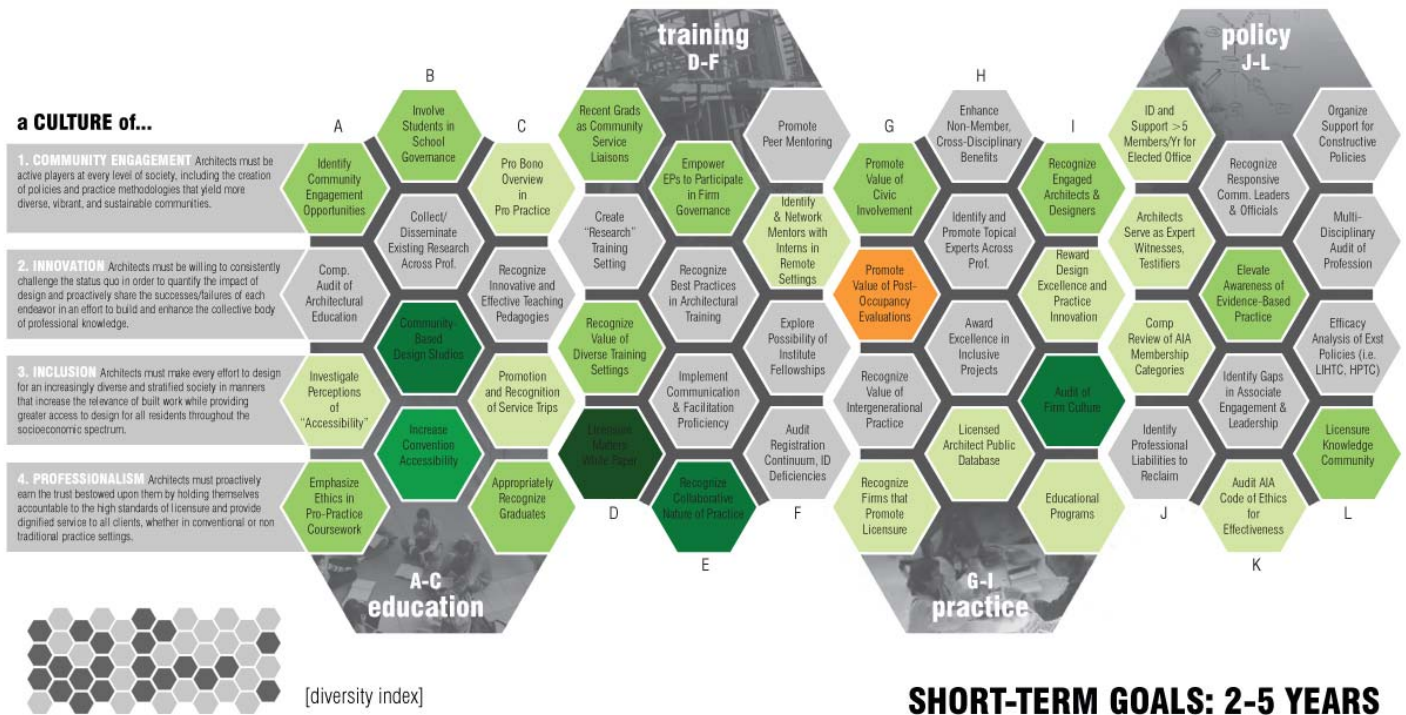
Licensure Matters Focus Group

RECONCILING GOALS WITH THE CURRENT NAC STRATEGIC PLAN

ASSOCIATE MANIFESTO - NOVEMBER 2011 (VERSION 8)

CALL TO ACTION

MANIFESTO ROAD MAP



SHORT-TERM GOALS: 2-5 YEARS