National Associates Committee
American Institute of Architects

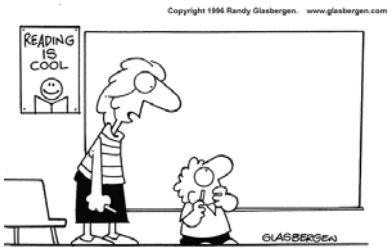
AIA New England Region

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

Thursday, November 15, 2012

LEADERSHIP TRANSITION

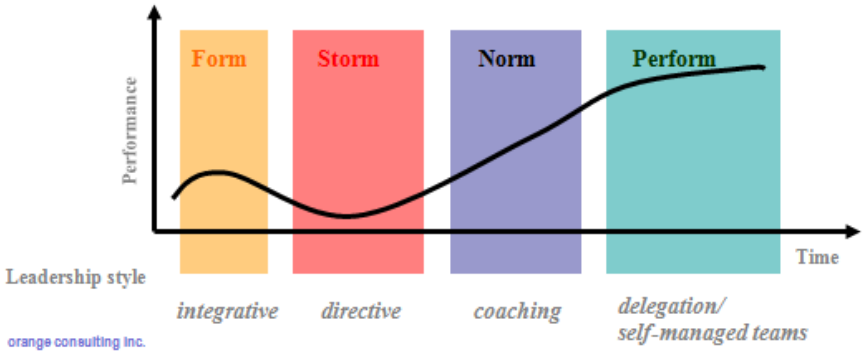
Bon Voyage:
A very special thank you to Casey Nicholson for her service to AIA New England and the National Associates Committee. We wish her well in her move to South Korea, where she will be teaching English. Thank you Casey!



"There aren't any icons to click. It's a chalk board."

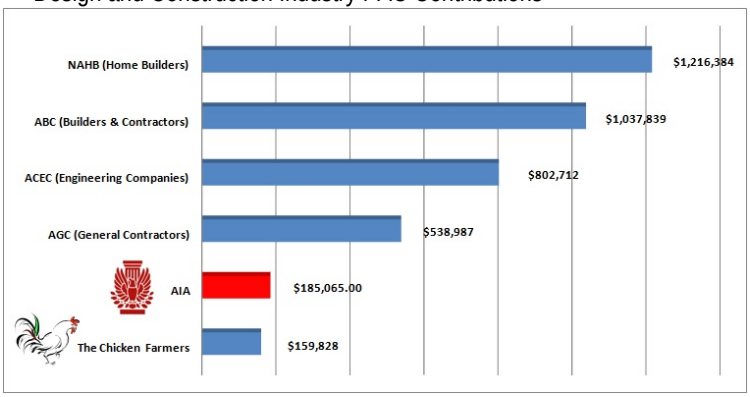
NAC FALL MEETING

Group Dynamics:

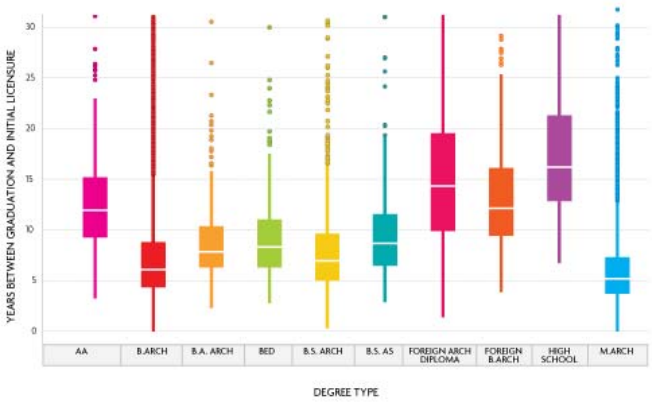


Liaisons:

Design and Construction Industry PAC Contributions



NCARB by the Numbers Excerpt



NAC

AIA **Repositioning By the Numbers**

1 billion
People experience architecture **every day**

100%
of the **public** are **impacted** by our work daily

105 THOUSAND
Architects in the United States

+80,279
AIA Members

267
state and **local** AIA chapters

56%
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

NAC 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?

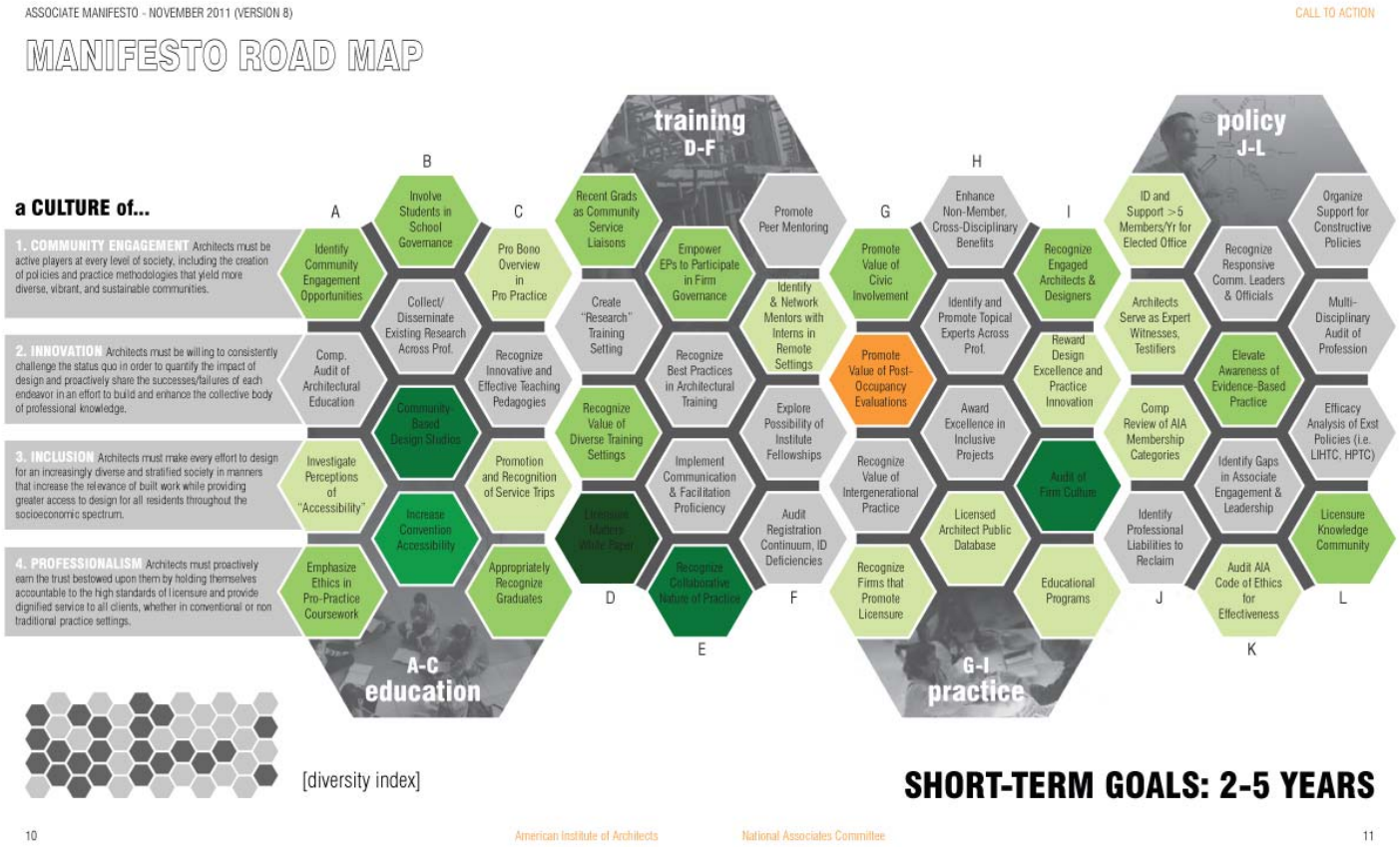
DRAFT SLOGAN

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