

College of Fellows Update

1 College of Fellows Communications Plan

Over the past two years the AIA College of Fellows has partnered with IMRE to conduct research among both Fellows and non-Fellow AIA Members. The overall objective of the research has been to gain a better understanding of what the College means to both audiences, what people are looking for from the College, and what messages will resonate most with current and potential Fellows. Two quantitative online surveys were developed and fielded among samples of Fellows and non-Fellow AIA Members. A total of 317 non-Fellows, and 380 Fellows completed the surveys.

Research and surveys also pointed out that emerging professionals think and work differently than established architects, who make up the typical profile of an inductee of the College of Fellows. There is a sense among the College of Fellows Executive Committee that its message is not connecting with a new generation of architects. Further, the sentiment among leadership is that the value proposition of the College is vague and not communicated well. "It's not what Fellowship does for you. It's what you can do to support Fellowship. It's a duty to stay involved, mentor others and support the profession and the College." The Executive Committee also believes communications around the Latrobe Prize and general awareness of COF programs have not hit the mark.

To that end, the COF is developing an umbrella message around the idea of members who have "a passion for doing more." This option is meant to bring home three elements that represent what it means to be a fellow: passion, doing, and more. "Passion" is the emotional motivator that drives change and the desire to give back. "Doing" establishes Fellows as practitioners, contributing to their profession and their community; making them the best of the best, but still approachable and relevant. "More" is simple and open, allowing for growth and evolution through the years.

The message and the communication plan are still evolving, and will be tested with members in the coming year.

2. 33rd Annual BSA Fellows Dinner

The annual **BSA Fellows Dinner for 2016** has been scheduled for **Thursday, April 28, 2016**. For the third year now it will be held at the St. Botolph's Club in Back Bay. Last year's dinner featured a challenging presentation by Hashim Sarkis, the new dean of MIT's School of Architecture and Planning program. The BSA COF Committee will be meeting in the next few weeks to finalize this year's speaker.

This year the annual dinner will feature **Tamara Roy**, our 2016 President of the BSA, and hear about her focus on housing. Tamara will also update the audience on the BSA's Civic Agenda and the swirl of master planning the City is undertaking. We will also welcome several new Fellows.

3. Young Architects Forum and the AIA Leadership Institute

In October the BSA and the Young Architect Forum of New England (YAF) helped host the first annual **AIA Leadership Institute**. This one-day national conference focused on leadership education for young attendees to lead in firms and communities. It was sponsored by the **College of Fellows** and organized by the AIA Civic Center for Leadership. It took place in DC and four regional centers, of which BSA Space was one, where we hosted New York and the New England region. Several Fellows were able to attend, and contribute to the conversation.

Working with the YAF is a growing collaboration within the College. There is more about the program at:

<http://www.architects.org/news/first-annual-aia-leadership-institute>

4. The New BSA Foundation

The BSA Fellows Committee hosted a Fellows table at the new BSA Foundation breakfast in early December. The Foundation welcomed 340 people to the Harleston Parker Medal-winning MIT Media Lab in Cambridge. We raised more than \$150,000 at the breakfast, bringing 2015 annual giving to more than \$200,000. The Fellows table alone added \$21,000. It was a great venue, and lots of folks from the building community were there.

Many of the current Fellows helped found and support the original Boston Foundation for Architecture (BFA) in the past. If you're interested in learning more about the new incarnation of our Foundation, you can see the breakfast video and sign up for a "Meet the Foundation" tour at BSA Space

<http://www.architects.org/news/2015-bsa-foundation-breakfast-continuing-work>

4. BSA College of Fellows on the BSA Web Site

If you're on the site, you know the BSA College of Fellows now has spot on the BSA Web site, where we can keep you up to date on these activities, and also provide links to the AIA COF page. You can also use it to get in touch about getting involved.

You can find it by going to the **MEMBERS** button on the top menu, where there is a **COMMITTEES** choice in the drop down. That brings you to the BSA Committees list. We're the first choice in the **Professional Communities** group in the second column. You can also follow the link here:

<http://www.architects.org/committees/aia-college-fellows>