



# AIA New England Regional Council

## AIA STRATEGIC COUNCIL REPRESENTATIVE REPORT

**March 1, 2017**

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Rich Connell, FAIA, Class of 2018

- I. Since Last AIA New England Board Meeting on September 30, 2016:
  - A. Council Assembly (December 8, 2016)
    1. Study Group Session: Prior to the Assembly, each of the nine 2016 Study Groups provided a report that summarized the group's work and documented both near-term and long-term recommendations for the AIA Board's consideration. As previously noted, these Study Groups related to the specific objectives included in the 2016-2020 AIA Strategic Plan: Career Pathways, Influence (Political), Influence (Social), Influence (Financial), Innovation, Outreach, Policy, Research, and The Next Big Thing (this is actually not an objective but reflective of the Council's role to also be keeping an eye to the future of the profession). There were over seventy recommendations that were prioritized and six were considered by the Strategic Council during the Assembly, through the lenses of firm size and then geographic region. The top two were:
      - a. Data collection from recent graduates from both accredited and non-accredited programs, to better understand how they envision their career paths to better understand the needs of our newest members.
      - b. Educational initiatives for AIA members to become conversant in the fundamentals of resilient building measures.
    2. Convention Transformation: A generative exercise in support of transforming the AIA Convention into the AIA Conference on Architecture to attract more members, make it more career relevant, and leverage the potential to engage the public. Some of these are apparent in this year's Conference.
    3. YAF Future Workforce Initiative Update: Understanding the "Future Workforce Jetpack" document, the future workforce survey, and component conversations of future workforce issues.

4. 2017 Operating Plan and Budget: Review and endorsement of these documents. In 2017, the operating plan and budget were developed using a new portfolio management approach that is aligned with the priorities outlined in the 2016-2020 Strategic Plan.
  5. Setting the Table for 2017: The Strategic Council Moderator for 2017 is Jason Winters, AIA. He outlined his plan for the Council in 2017 that looks to have a much stronger relationship between the work of the Council and the Board's agenda.
- B. Letter from Tom Vonier, FAIA, 2017 AIA President: In response to the request to better align the Strategic Council's work with the Board's Agenda, Tom issued a letter suggesting areas that the Council should consider studying this year. These are:
- How can the Institute optimize the contributions of its components in pursuing education, information and advocacy objectives?
  - How can the AIA help architects to elevate and innovate business models that are relevant to emerging market conditions?
  - What can we do to support the entire lifecycle of an architect?
  - How can the AIA help architects to apply technology, big data, and the internet of everything to advance business and professional aims?
  - How can we educate the public about the importance of design to society?
  - What can we do to bolster the AIA's reputation for relevance and value to members?
  - How do architects and the AIA become leaders in sustainability?
  - What must we do to build a pool of future leaders of the Institute and the profession?
  - How can we increase our agility as an organization?
  - What actions can we take to reinforce member engagement and to ensure that members regard the AIA as their organization?
- C. Council Assembly Webinar (February 14, 2017)
1. 2017 Overview: Defining a framework for success. Took a look at the calendar for the year and ways to increase face-to-face and other methods of communication for the Council.
  2. Grassroots Council Assembly Overview: Russ Gaskin from Co-Creative Consulting has been engaged to provide exercises during the Assembly that will help hone the Council's effectiveness and Board relationship. This feels like a very positive next step for the Council. The 2017 Study Groups will also be determined. The Strategic Council will also have a prominent presence at Grassroots looking to engage the other participants.

3. Conference on Architecture Overview: The Council will have Town Hall space to engage membership in conversation in a manner like but further enhanced from last year's "The Wall" approach.

## II. Upcoming Activities

- A. Council Assembly at Grassroots (March 8, 2017)
- B. AIA Conference on Architecture (April 25-30, 2017); Orlando