

2019 – 2023

STRATEGIC PLAN

The Corpus Christi Chapter of the American Institute of Architects

www.aiacorpuschristi.org | 361.887.2124

ABOUT AIA CORPUS CHRISTI

The American Institute of Architects (AIA) has been the leading professional membership association for licensed architects, emerging professionals, and allied partners since 1857. Representing approximately 80,000 members nationally, 6,000 members throughout the state of Texas, and 100+ members locally, this three-tiered organization is the largest voice of the architectural community.

The AIA Corpus Christi chapter was incorporated in 1960 as a way to bring local architects together to continue advancement and development in the profession. AIA Corpus Christi unites the community of design professionals who live and work in the Texas Coastal Bend by connecting directly with architects, associates, and professionals in the design and build industries. Acting as a resource to the general public, AIA Corpus Christi utilizes its vast local and national opportunities to educate, promote and encourage ongoing support and appreciation of innovative and historic architecture.

MISSION STATEMENT

AIA Corpus Christi is the voice of our region's architecture community. We advocate for our members, the profession, career development, and design excellence. We aim to improve public opinion and policies that shape our built and natural environment.



VISION STATEMENT

AIA Corpus Christi is a diverse and inclusive organization that strives to be **Valued**, **Connected** and **Sustainable**:

Valued as a resource to our members and the Architectural industry

Connected to each other and our communities

Sustainable as an organization and throughout our practices

VALUED

Focus on member value and engagement by boosting communication and outreach, offering quality programs and services that meet, anticipate, and exceed expectations, and provide roadmaps to career advancement and leadership through professional development opportunities and resources to members at all levels.

Increase access to the Institute to enhance overall experience for members and the public.

Provide mechanisms to encourage and enable members to access programs, share information and make connections with each other.

Promote awareness and mission of AIA in order to generate new memberships.

Develop ongoing, coordinated communications campaigns to articulate the value of AIA in Texas and Nationally.

Design professional development/CEU programming that meets the budget and needs of various sizes and types of members and firms.

Support the development of future architects and leaders of the profession.

Maximize the influence of the College of Fellows to benefit the organization and member professional development.

Cultivate allied memberships and engage them on a regular basis in the organization and the realization of strategic priorities.

CONNECTED

Elevate and advance the voice of AIA Corpus Christi on behalf of the industry and our members by communicating our vital role as architects and the importance of design to policy makers, public officials and the public.

Articulate the value of architects and importance of design to the public and increase awareness of and involvement in AIA Corpus Christi outreach programs.

Provide members the resources and platform to pursue sound public policy on critical issues that affect the architectural industry and the built environment.

Build industry alliances to increase collaboration and improve positioning.

Create a strong Advocacy program that positions members, firms, and the organization as a leader on issues that face our industry and the Built Environment locally, throughout the state and nationally.

Participate in the public dialogue regarding design and planning and reinforce the idea that all communities have the right to expect good design.

SUSTAINABLE

Maintain a commitment to ensuring the long-term health of the organization and increasing sources of diverse funding.

Foster a dynamic workplace dedicated to developing staff so that they are able to reach their potential and advance the mission of the organization.

Create and implement a five-year organizational sponsorship and development plan.

Consider the financial implications of securing a centrally located office space/Center for Architecture for use by AIA and public.

Regularly review and revise programs, events and committee structure to align with strategic priorities and better align staff and volunteer efforts.

**STRATEGIC
PRIORITIES & ACTION
ITEMS**