



AIA
Richmond

2020-2023
STRATEGIC PLAN

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Introduction

This Strategic Plan is a lens through which AIA Richmond evaluate current programs and develop new initiatives for the next three years, The strategic plan has been designed with input collected from stakeholders including the 2019 and 2020 Board of Directors (BOD) and members. This aligns with our mission to engage and connect with our members and the community.

This strategic plan is formed to advance and strengthen our mission and vision. It translates our enduring ideals into tangible outcomes and pragmatic strategies. This plan provides good elements and opportunities for continuous quality improvement and growth.

Process

Mid-year 2019 AIA Richmond Board met to brainstorm the organization's goals for the next three years, we then grouped our goals under common themes. The Board broke into groups to focus on a specific theme. Each group did further research, metrics development, and in some cases executed the goals during the last months of 2019. One of the executed goals was the 2019 Member Survey where we collected members' perceived value of AIA Richmond, their interests, and their priorities. The survey closed in January 2020. We used this feedback to further inform our goals and realign them to the interest and responses of our members. Additional information about the survey can be found throughout the document and the survey result can be found in the appendix.

Strategic Initiatives & Key Strategies

The Board of Directors operates by keeping an eye on the future. The strategic plan establishes a path to advance our mission and vision. Key priorities to guide us in our work for the next three (3) years are identified below.

1. Administration

- 1.1. Update Bylaws every five (5) years
 - 1.1.1. Review and approve updates by December 2020
- 1.2. Update Rules of the Board on Odd years
 - 1.2.1. Review and approve updates by December 2021
- 1.3. Update Policy Manual on Even years
 - 1.3.1. Review and approve updates by December 2022

2. Member Services

- 2.1. Serve as a resource for members during a recession.
 - 2.1.1. Share awareness of dues assistance program.
 - 2.1.2. Keep job board up to date to help finding people find jobs.
 - 2.1.3. Explore the opportunity to facilitate a loan out staff between firms program.
 - 2.1.4. Look into a Webinar/panel discussion with individuals who navigated the previous recession.
 - 2.1.5. Support programs and organizations that provide assistance to basic human needs.
- 2.2. Increase AIA Richmond's value to membership.
 - 2.2.1. By implementing the initiatives as set forth in this Strategic Plan.
 - 2.2.2. Re-evaluate our progress in being of value to our membership with a new yearly survey to monitor our perceived value by our membership and maintain a level of continuous improvement while exploring new approaches.

Fall 2019 Survey Insights:

- Our members would like to see more networking, advocacy events, continuing education, collaboration with other organizations, regions, and local community, as well as more building tours.
- AIA Richmond could “be more authentic” and “avoid preference or insularity”.
- 45% of Survey respondents find value in AIA Richmond
- Allied Members see benefit in hosting L&Ls, Committee Volunteering, Networking, and Sponsor Recognition.

- 2.3. Create a program to award scholarships to become a member.
 - 2.3.1. Evaluate benefits, determine requirements, and provide scholarship(s) to local architects to become a member.
- 2.4. Seek member feedback through survey.
 - 2.4.1. Survey results and summary in addendum.

3. Education

- 3.1. Connect with youth to share about the architecture profession.
 - 3.1.1. Create K12 Committee.
 - 3.1.2. Engage with local schools.
 - 3.1.3. Partner with local organizations focused on youth education.
 - 3.1.4. Strengthen and encourage arts education programs that support student achievement.
- 3.2. Evaluate the possibility of connecting with Architecture Schools to bring more emerging professionals to the Richmond area.
 - 3.2.1. Partner with AIA Virginia to connect with Colleges by December 2021.
- 3.3. Explore partnership across committees to revamp Continuing Education opportunities.
 - 3.3.1. Support committees in creating 100% CEU programming.
 - 3.3.2. Build Partnerships with other organizations that provide Continuing Education.
 - Fall 2019 Survey Insights:
 - Our members would find more value in L&Ls with a combination of credits, i.e. HSWs, GBCIs, LUs, etc.
 - Access such as free parking and distance influences attendance, locations such as AIA Virginias HQs, firm offices in Shockoe Bottom or Scotts Addition would be preferred.
 - A diversity of opportunities would be ideal, Hard Hat Tours, interdisciplinary events, and Lunch and Learns about BIM, Best Practices for HR, Operations, Practice, and day to day issues.
- 3.4. Explore opportunities to support trades and industry education.
 - 3.4.1. Explore the possibility of connecting with Community Colleges.
 - 3.4.2. Explore the possibility in partnering with engineering and contractor associations.

4. Communications

- 4.1. Improve AIA Richmond's social media presence.

4.1.1. Create Social Media Guidelines.

4.1.2. Compile active social media platforms and access codes.

4.1.3. Create a PR Event Information Form.

Fall 2019 Survey Insights:

- Facebook and Instagram are the preferred social media platforms, and that event awareness should be highlighted in both social media and email.
- Only 29% of members are up to date on events.
- 51% prefer no more than a monthly email blast

4.2. Update AIA Richmond's website.

4.2.1. Update website by December of 2020.

Fall 2019 Survey Insights:

- Members commented that they would like more information to be shared about committees, what they do, AIA Richmond's finances, and ease of access to AIA Richmond's event and operational information.
- And, they want to see more news of events and featured projects.

5. Engagement

5.1. Build partnerships with other organizations.

5.1.1. Explore hands-on happy hours or combination of happy hour/lunch n learn where vendors can promote their work/provide education hands on.

Fall 2019 Survey Insights:

- Allied Members would like "time for conversations so that they may learn about what architects do".

5.1.2. Explore one or two partnership opportunities.

Fall 2019 Survey Insights:

- Potential partnerships with other organizations our members suggested in the 2019 Survey are: Habitat for Humanity, CSI, HBar, USGBC, Society for College and University Planning, Greater Richmond Association for Commercial Real Estate, CREW Network, Preservation Virginia, Historic Richmond Foundation, Branch Museum of Architecture & Design, Urban Land Institute, Congress for the New Urbanism, Housing Opportunities Made Equal, Virginia Supportive Housing, Storefront for Community Design, Historic Richmond, International Living Future Institute, NOMA, AIGA, ACE, BIM-R American Institute of Building Design, Institute of Classical Architecture and Art, National association of Home Builders, International Building Code, National Association of the Remodeling Industry, American Institute of Building Design.

5.2. Increase architecture firm participation.

5.2.1. Continue and evaluate increase of firm visits.

5.2.2. Each L&L should promote AIA Richmond (potentially in the last five minutes of the presentation).

5.2.3. Pedestal – highlight work from more firms.

Fall 2019 Survey Insights:

- 56% of our members do not know about or read The Pedestal.

5.3. Engage Emerging Professionals.

5.3.1. Develop existing mentorship program.

5.3.2. Increase Hard Hat Tours to allow for CA hour experience.

5.3.3. Expand design competitions, leadership series, and round table programming.

Fall 2019 Survey Insights:

- ARE candidates would be interested in study groups, trivia nights, and open forum to support their studies.

5.4. Increase awareness of AIA Richmond to non-AIA members and general public.

5.4.1. Increase direct education opportunities through teaching and advocating.

5.4.2. Provide more speaker panel opportunities (i.e. Front porch, other).

Fall 2019 Survey Insights:

- Topics for Front Porch is sustainability and climate change, architecture in Richmond, development trends, luxury multi-family vs affordable housing.

5.4.3. Connect with local electives/city council members by reaching out to local district city council members and share what AIA Richmond does and how AIA Richmond could get involved.

Fall 2019 Survey Insights:

- 49% of respondents would consider participating in a Capitol Hill Day type of event.

5.4.4. Foster a culture – both internally and with our members – that embrace listening, creativity, and experimentation, that provides sharing across area of focus, and that acts on innovative ideas in order to achieve the strategic objectives.

Committees

Allied Membership

Brings allied professionals' higher visibility, networking, and promotional opportunities through our events and professional development opportunities. The Committee also provides recognition through Honors & Awards for their part on award winning projects.

Public Relations

To effectively communicate the activities and programs of AIA Richmond with our members.

Professional Development

Organizes AIA Richmond's Lunch and Learn Program and provides opportunities to earn AIA/CES learning units. Monthly programs are offered at The Branch Museum during lunch and are solely provided by our Allied Members.

Community & Government Affairs

Connects our members with the local government and community through outreach programs. Through outreach we can help create stronger connections between the design industry and the community we live in.

Executive Committee

Administer and manage AIA Richmond in a transparent and open manner to ensure our committees are effective in serving our members.

K12 Outreach

Promotes design as a critical thinking tool and bring awareness to the architectural profession in the K-12 age group.

Richmond Women in Design

Provides opportunities to educate, enhance, explore, and celebrate the historic and present contributions of women in our industry through education, networking, mentorship, outreach, and professional development.

Young Architects Forum

Provides an environment that promotes mentoring, networking and development opportunities to our members and specifically for emerging professionals.

Honors & Awards

Acknowledgements

Board of Directors 2019 & 2020

Nick Cooper
Krystal Anderson
Mayda V. Colón
Jaclyn Miller
Taylor Clark
Ryan Alkire
Ashleigh Brewer
Kendal Nicholson
Nea Poole
Susan Reed

Cody Solberg
Sarah Stumpo
Christine Snetter
Patrick Thompson
Robert Vaughn
Rhea George
Rachel Shelton
Luis Huertas
Keith Murphy
Anca Lipan

Appendix A 2019 Survey Results

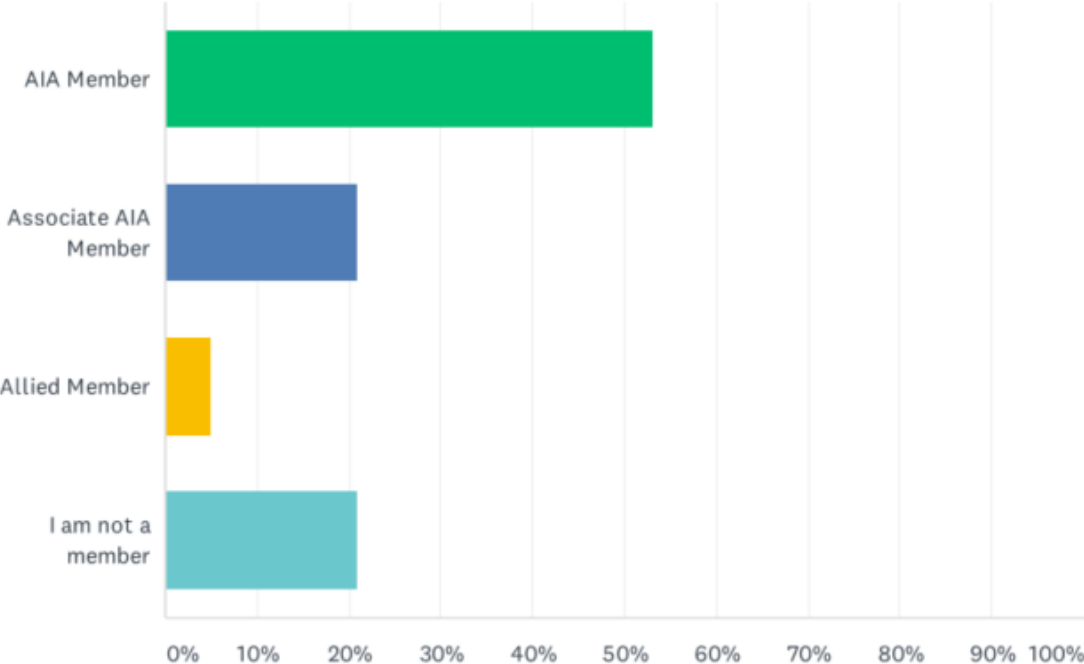


AIA
Richmond

Membership Survey Results

Q1 What is your AIA membership level?

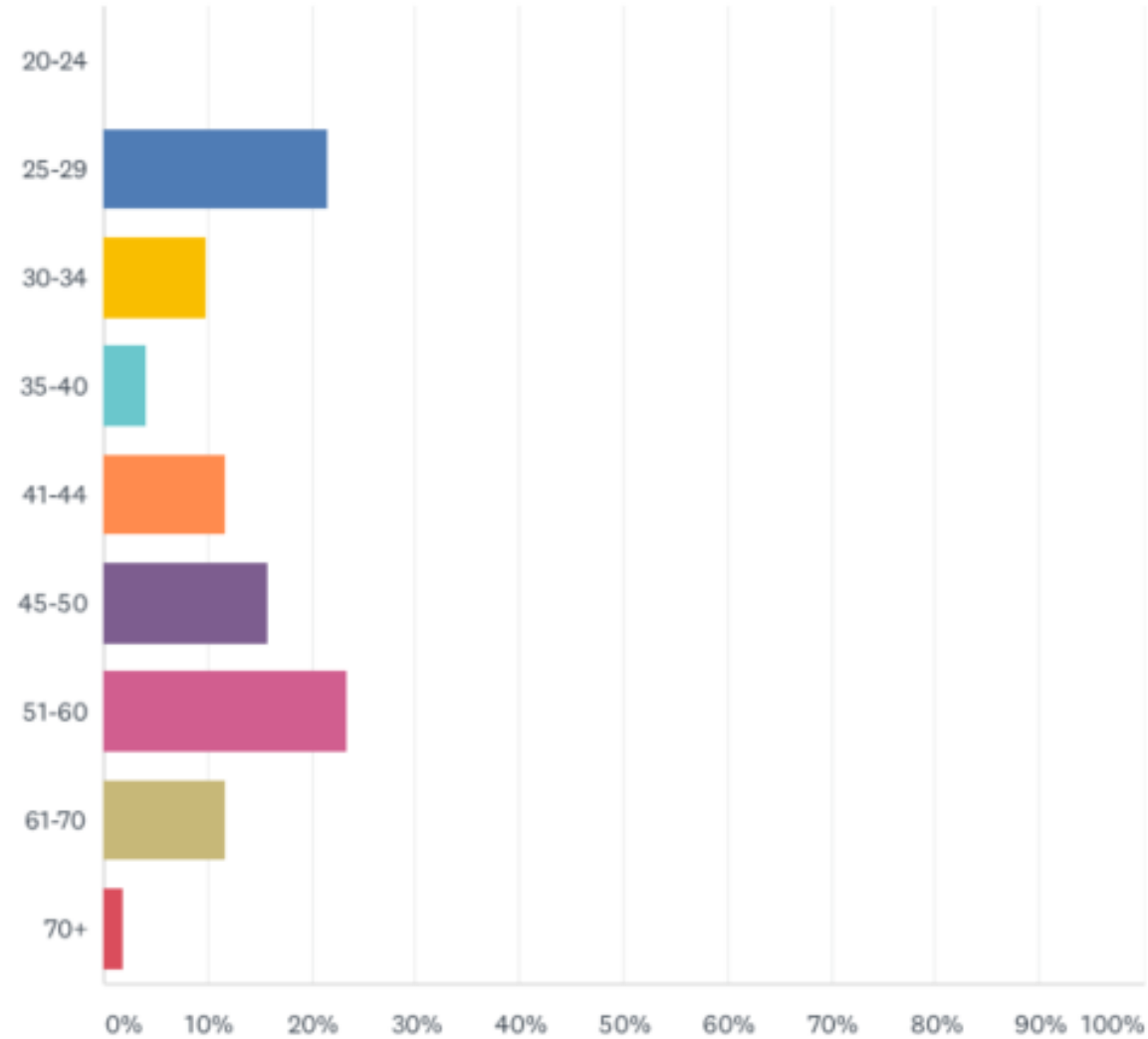
Answered: 81 Skipped: 0



ANSWER CHOICES	RESPONSES	
AIA Member	53.09%	43
Associate AIA Member	20.99%	17
Allied Member	4.94%	4
I am not a member	20.99%	17
TOTAL		81

Q2 Age

Answered: 51 Skipped: 30



Q3 When you think of AIA Richmond, what is the first word or phrase that comes to mind?

Answered: 49 Skipped: 32

Local oriented
Networking
architecture
building the city
not sure
advocate for community involvement and progress going forward
community outreach
Community
social
License
eh
Exclusive
architects meeting to improve
revitalization
colleagues
Too many emails from the varying factions - local, state, national, subcommittees, etc, etc
expensive
Active
Architects club
Architects
Christmas Party
Local AIA Chapter
huh?
Local Chapter!
History

Helpful resource/strong advocacy
Networking
I need to get back involved.
architecture
It doesn't seem to have any affect on my career or the industry in Richmond other than "meet and greets" and awards to ourselves.
Bureaucracy
Professionals
Front Porch
architect
tight knit community, ARE preps.
Local
community
Opportunity for new connections
Inconsequential
local professionals
Architectural Events
local chapter
Opportunity
YAF
conservative
Champions of the cause (that cause being our field in general)
Community
community
Community

- Community/Advocacy - 8
- Local - 6
- Architecture - 10
- Exclusive - 5
- Networking/Event - 10
- Inconsequential - 6
- Comments/Critiques - 2

Q4 As we plan for 2020, what would YOU like to see more of? (Please be specific! If it's something new, please explain. If you really enjoy a current offering, please tell us!)

Answered: 47 Skipped: 34

- Community/Advocacy - 6
- Collaboration - 4
- Building Tours - 3
- Continuing Education - 6
- Networking/Event - 7
- Comments/Critiques - 1

Social networking events to bring together a variety of members and possible new members

partnering with architects in other countries

not sure

architectural tours

more monthly meeting and seminar and continuing education

I like the networking events, as it's difficult to make time to meet other Architects in the area. Wouldn't mind seeing more front porch discussions. I find those very interesting.

Public outreach

more continuing education opportunities

Friday Happy Hours.

Authenticity

More involvement cross disciplinary (Including all trades and careers associated with Architecture). More Involvement with the community and public (old and young).

important architects lectures

More morning events?

lunch or breakfast timed meetings and learning offerings. evening events are difficult for members with families to attend.

continue focus on development of architects and community engagement

I enjoy Richmond Women in Design, especially because it is not just architects. Interdisciplinary events are what I enjoy best, and especially if they are educational.

Not sure as I have not been really involved.

I'm afraid I'm a bit removed from the AIA, despite going to the national and state conferences.

CE Lunch & Learn

New Buildings Tours

Industry Wide Mixer was great - aiming to get a wider range of related industry professionals together is a great goal.

AIA Richmond does a good job at providing networking opportunities and resources for architects.

Tours

not sure.

engagement with the building community

No idea

Diversity

I want to see an active effort to place diverse people in power and speaking positions that provide a different voice than the same old white men that have been in power in the United States for generations. I want the AIA to acknowledge its role as one of the hundreds of organizations in America that perpetuate elitism and inequity. I want AIA to put in effort into providing resources and assistance to marginalized people so that the architecture field no longer has an eerie and discomfoting endless sea of old white men.

Continuing education opportunities

Ways to earn learning units. Units that overlap with GBCI credentialing would be great. Those are hard to come by (free ones, anyway!) Community outreach Education RE the value of hiring an architect.

I enjoy the current offerings, specifically the lunch & learns and the community events like bowling or movies.

Q4 As we plan for 2020, what would YOU like to see more of? (Please be specific! If it's something new, please explain. If you really enjoy a current offering, please tell us!)

Answered: 47 Skipped: 34

More industry wide events and more educational presentations from firm leaders / city officials to offer strategies of bettering our city through design

The AIA is suppose to represent architects yet little you do helps architects. Instead of focusing on saving the world , focus on your members on ARCHITECTS even if for just one year. You have programs for students, interns etc but you never seem to actually focus on helping architects and their practices. Work with the DOJ to bring clarity to many of the murky accessibility issues. Clarify tax issues such as the research tax credit. I have heard over and over that it is great for architects but I can't find anyone using it. Many architects are small business owners. Hold forums where senior firm members can discuss issues/share experiences of important to architects running businesses (insurance, HR companies, hiring issues, firm transitions, the ethics of employee poaching etc.). I want the AIA to thrive but believe it needs to take a huge step back and remember who it is suppose to serve.

Tours of projects

Tours of completed projects.

you do a good job of providing opportunities for multiple interests and different career levels--keep it up!

Meetups for ARE information and interactive events.

ARE test study groups. ARE test support. I would also like to see a urban sketch group/ team. I think that this will help grow the architectural draw community in Richmond. Drawing is learning!

Had a great time at the Holiday party. Was really nice to have a networking event that had something to actually do (play pool). More activities at networking events interests me. More events that bring in new perspectives / speakers / education are also interesting. More events that speaker to the broader audience of architecture (not all of us are architects but we do work in the industry).

Community engagement. Architecture Month, Front Porch, CANstruction, and Park(ing) Day are great, and to make sure they are even more widely broadcast to the general public would be ideal. We could maybe engage the community in other ways, like a public lecture series, having a booth at city-wide events or festivals, really just making sure we are visible in the community we are largely responsible for designing.

Hard hat tours, happy hours

partnerships with non-profits to do community projects

Non-profit sponsorship

For those of us who live to far away to take advantage of much it would be nice if you had a brake in dues.

I would love if we did more events for YAF like they do in Hampton Roads and if we have a study group for AREs or materials to help studying.

AIA Richmond in the local news headlines

i enjoy the ARE prep sessions.

Fun vendor engagement

I enjoyed the movies at the Byrd.



Community/Advocacy - 2



Collaboration - 3



Building Tours - 3



Continuing Education - 3



Networking/Event - 3



Comments/Critiques - 4

Q5 Do you have any general comments, questions, or concerns about AIA Richmond?

Answered: 40 Skipped: 41

Note: A few people have commented on the rising dues cost.

Information regarding what committees exist and what the intent of the organization is would be helpful to promote/distribute

so far I like the events I have attended

possibly more dinners, in prior AIA organizations that had more bi-monthly dinner meetings.

Would love to find out ways to become more involved.

Great enthusiasm

Too much is during the week. People with children have a hard time making these events.

I rarely participate because it feels more like slimy corporate networking than authentic engagement and learning

Like I said, not vested

You're doing a great job!

AIA Dues are entirely over-priced. The services/offerings are not worth the price.

I have not been active with the chapter. So I cannot speak to any concerns.

Meh

I appreciate that an organization such as this exists. I would like the organization to acknowledge the immense impact that architecture as a field places on climate change and the impending climate catastrophe. I would love for this organization to feel a sense of urgency and motivate all architects across the U.S. to implement environmentally conscious building methods. As I type this climate change is causing Australia to burn. We must take responsibility and become more aware of our field's ambivalence and poor resource management.

Doing a great job!

Having a better/easier to search website would be desirable.

At the annual meeting there was boasting about a surplus but dues continue to rise. It would be nice to more clearly understand what the dues are paying for especially if each year results in surplus.

Leadership and innovation has greatly improved over the past few years. Thank you

I would like to see more interactive events, like drawing tours, work shops, model making games or competition, "sip & paint" or maybe a "Sip & Arc".

Would love to see AIA Richmond be more involved with Richmond specific architecture conversations. And not just presentations from developers but maybe panels or bigger conversations on what's best for the city or what voices aren't being heard in important development/architecture conversations.

I think our local chapter does a good job of engaging professionals and the community at large. And I am happy to see the YAF committee getting a bit more leeway to bridge generational gaps and represent AIA RVA in the community, as well.

Looking forward to many great learning based activities to attend and expand my knowledge and network

Community/Advocacy - 2

Dues - 2

Website - 1

More information about AIA Richmond - 1

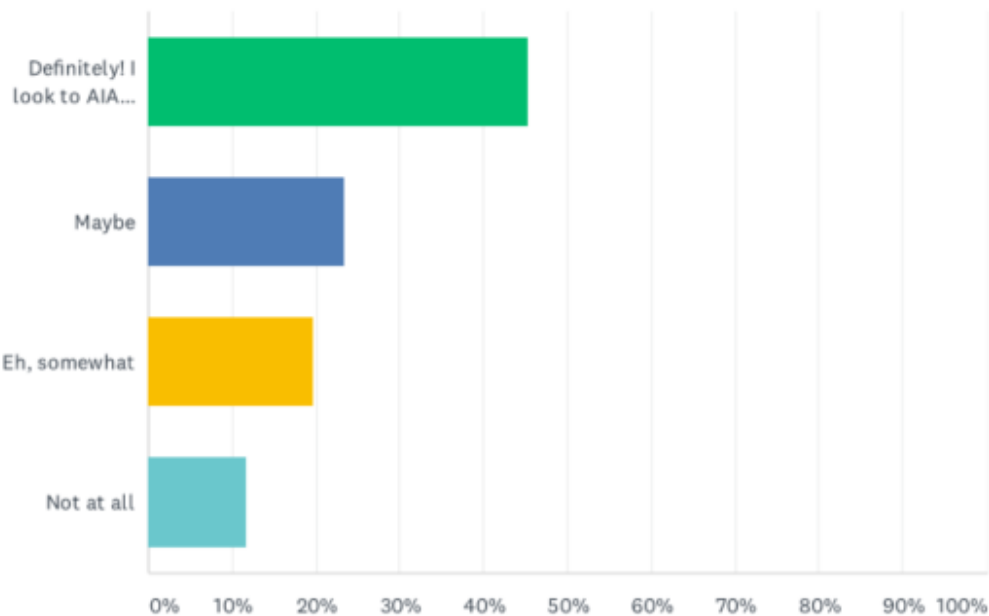
improvement opportunity - 4

Networking/Event - 3

Comments/Critiques - 6

Q6 Do you believe that your membership to AIA Richmond adds value to your professional development?

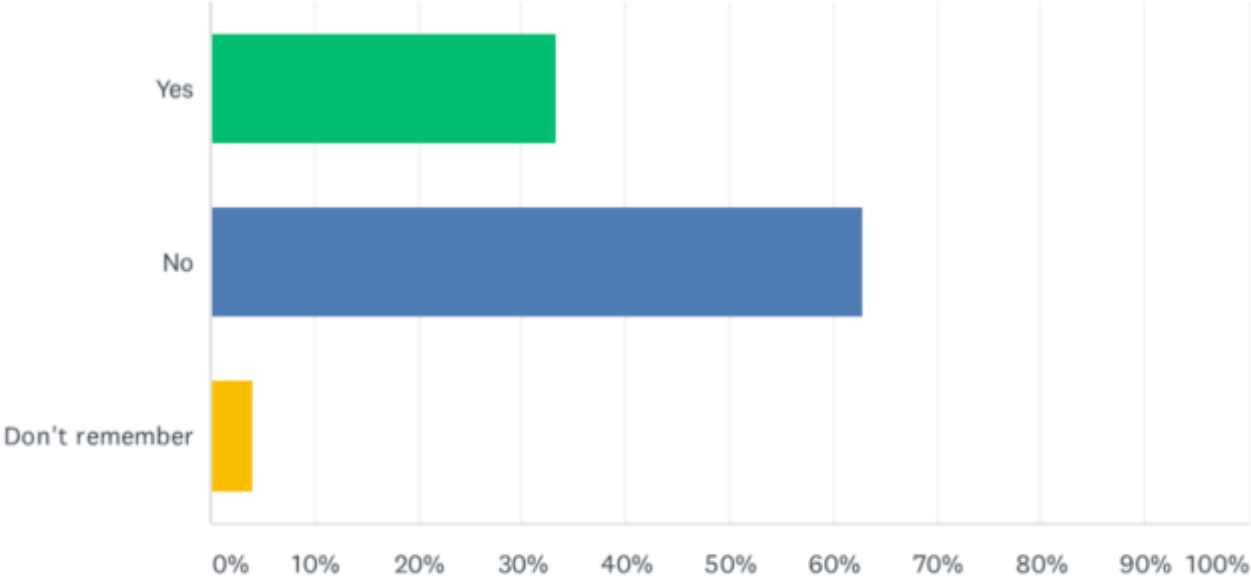
Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
Definitely! I look to AIA Richmond specifically for profession development opportunities.	45.10%	23
Maybe	23.53%	12
Eh, somewhat	19.61%	10
Not at all	11.76%	6
TOTAL		51

Q7 Did you attend an AIA Richmond Lunch & Learn in 2019?

Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	33.33%	17
No	62.75%	32
Don't remember	3.92%	2
TOTAL		51

Q8 If you did not attend an AIA Richmond Lunch & Learn last year, could you tell us why?

Answered: 38 Skipped: 43

Difficult getting to L&L location during work day



Schedule - 9

am new to aia



Travel/Location - 5

did not know about the group

not a member



Not an AIA member - 3

bad timing of events, or seminar wasn't necessary.



Firm provides Lunch and Learns - 6

Schedule during the work day.
Schedule conflict



Didn't know AIARVA had Lunch and Learns - 3

i was not already a member



Employee Poaching - 1

frequent out of town travel



Too basic, wants more advanced topics - 1

We don't live or work near enough. But still have to pay for them.

It is hard to get out of the office at noon. Also, our office provides L&L opportunities for us.

Our office hosts lunch and learns frequently. They are convenient and free.

Our firm has a multitude of Lunch & Learn options in our office each week, so to go somewhere else and take more time is less appealing

I have in the past and do did always appreciate then L&L's. Too tied up this year.

My office offers plenty of L&Ls. I have attended a couple AIA Richmond ones in the past, but not recently.

we have many in our office and they are more convenient, however the topics AIARVA offered were good.

Never worked with my schedule.
no reason, but I need too.
Busy schedule

Not being a member and not regularly checking AIA Richmond's website, I didn't know of any event.

I didn't think too hard about it. I'd be open to attending one.

Live/work outside of town and can't always get into town. L&L with Architecture and GBCI credits would be a draw for me.

Far away from office, on a work day.

Most are too cursory. ← This person thinks that lunch and learns are just too basic.

Most of the time breaking away for more than hour to get to a Lunch & Learn is not feasible with the busyness of the week

Our office holds bi-weekly lunch and learns. Plus I am always suspect of the a specific firm hosting a lunch and learn or any AIA event. From my experience it is an advertisement for the firm and a great time for them to poach employees.

too busy

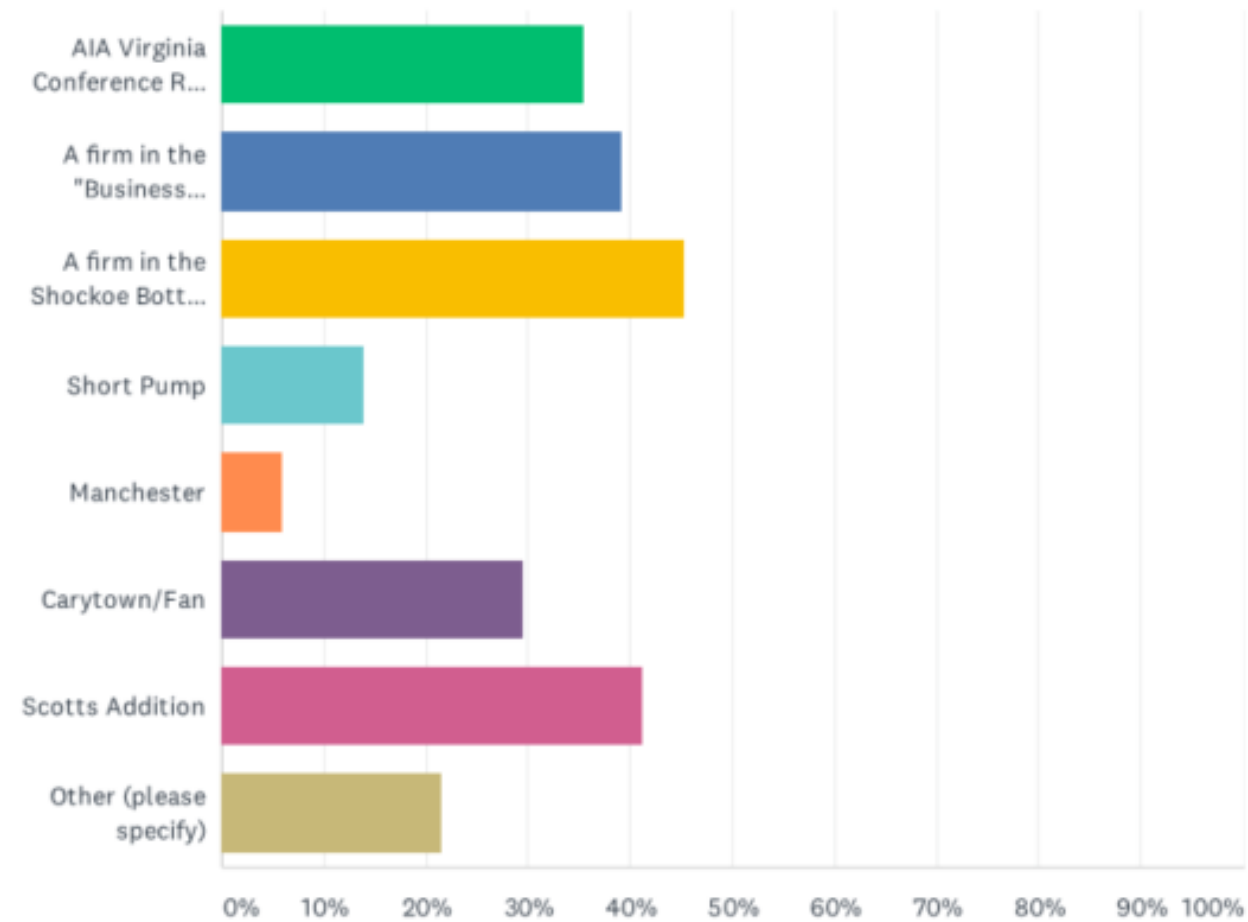
Either had conflicts during the time or simply chose not to attend.
work schedule

I'm not a member because I'm not an architect so I selectively attend events as they relate to me. I did attend, and found the one put on by the folks at the law firm that presented at Baskervill to be particularly useful!

Time constraints and location

Q9 Where are you most likely to attend a Lunch and Learn? Select up to 3.

Answered: 51 Skipped: 30



Q9 Where are you most likely to attend a Lunch and Learn? Select up to 3.

Answered: 51 Skipped: 30

ANSWER CHOICES	RESPONSES	
AIA Virginia Conference Room (Bookbindery Building)	35.29%	18
A firm in the "Business Downtown" area	39.22%	20
A firm in the Shockoe Bottom area	45.10%	23
Short Pump	13.73%	7
Manchester	5.88%	3
Carytown/Fan	29.41%	15
Scotts Addition	41.18%	21
Other (please specify)	21.57%	11
Total Respondents: 51		

Northside!

I'm not likely to attend

it is important to consider availability of parking when planning meeting locations and event locations

fredericksburg

Where the drive is quick and the parking is easy.

Our office

branch house

Branch Museum

anywhere there is easy, preferably free, parking

Church Hill

My office

Q10 What other Professional Development opportunities would you like to see AIA Richmond offer?

Answered: 34 Skipped: 47

networking

more collaboration with other groups

Construction material manufacturers / distributors

promote architecture contest

engaging speakers and presentations; opportunities for learning credits

Project Tours; historic building tours; office tours

I think they are doing pretty good.

Lectures

Emerging Leaders program is good.

Watercoloring classes?

Tours

advanced learning

Guest speakers, perhaps. Again since not being a member and not regularly checking AIA Richmond's website, I don't know if AIA Richmond has a regular established lecture series.

I'd appreciate a series that specifically progresses further into green building, smart growth, Viridiant certification, etc. to arm architects with the tools that will be most needed once the United States begins taking responsibility for their contribution to climate change.

Project tours

Lectures

Hard Hat Tours

Hard hat tours which are fun

No change - 2

networking/social event - 6

collaboration - 2

Discussions with political leaders in the community.

Meeting with developers & city officials

Best architectural accounting practices-tracking project profitability, firm profits, employee time etc. Firm transitions - growing junior people to leadership positions, selling a firm, should a firm sell stock, firm culture etc. Tax strategies for arch firms ADA/Fair Housing/ANSI seminar (I am continually surprised by the lack of knowledge some firms have on these) Seminar on taking a firm international-how to get clients, dealing with language/drafting/code/fiscal issues Employee Benefits- What is the new norm? What are best benefits to offer, what do younger employees value, what are more seasoned employees looking for. Open discussion forum on topics such as BIM (are the benefits worth the heartburn, not all firms agree), professional liability insurance & experiences, lessened learned from past problems, current trends in client contracts Etc. etc. Basically despite what we were told in school architecture is WAY more than just good design and the AIA should be our go to for dealing with all of our day to day issues.

Keep up the awesome work! Events like Welcome to Richmond, ARE Seminars, Mentor Series make the membership all worth it! Not to mention opportunities to give back like CANstruction.

REVIT work shop and others

More interdisciplinary events

To maybe organize plant tours and more hardhat tours though I know YAF will have a couple of those this year. Maybe a partnership with Habitat if possible.

Technology in Architecture, BIM, Business Development

HSW, life safety topics

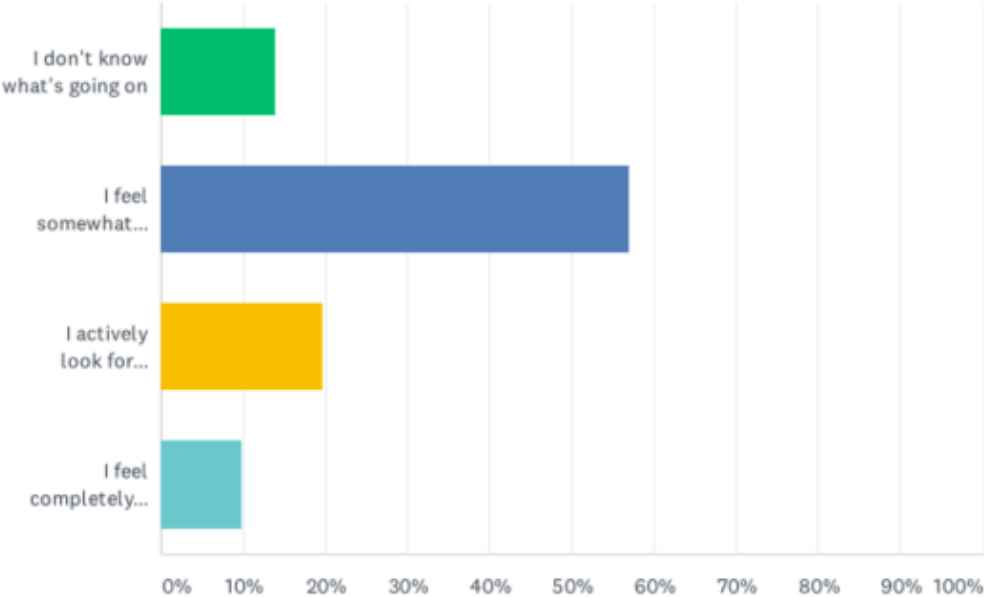
community/advocacy - 2

Lectures/Lunch and Learns - 12

Building Tours - 6

Q11 How effective do you think AIA Richmond is with “spreading the news” about upcoming programming and events?

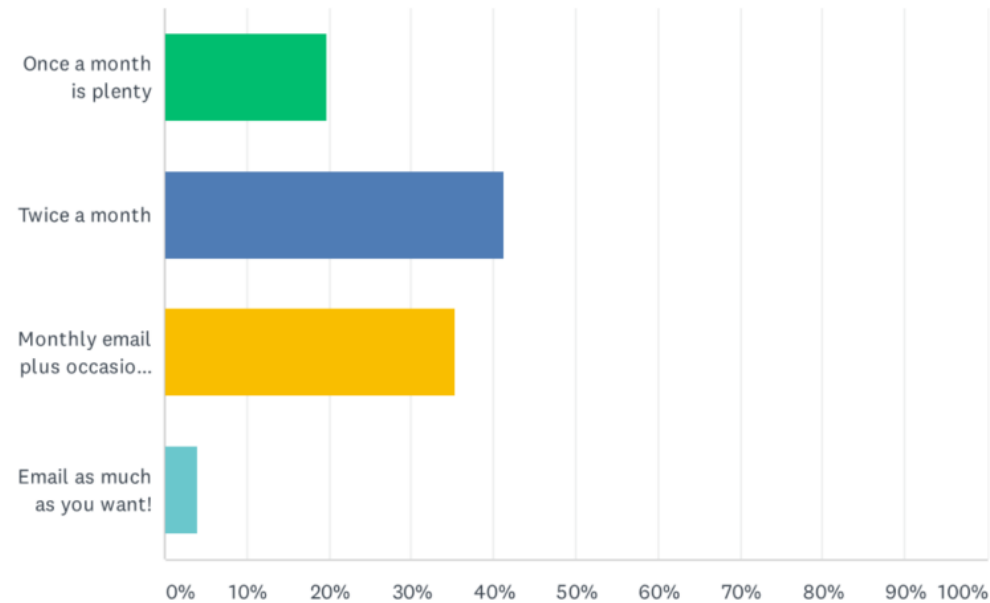
Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
I don't know what's going on	13.73%	7
I feel somewhat informed	56.86%	29
I actively look for information on the website/social media to stay up-to-date	19.61%	10
I feel completely plugged in -- I see information everywhere	9.80%	5
TOTAL		51

Q12 How many times a month is acceptable to receive email blasts from AIA Richmond?

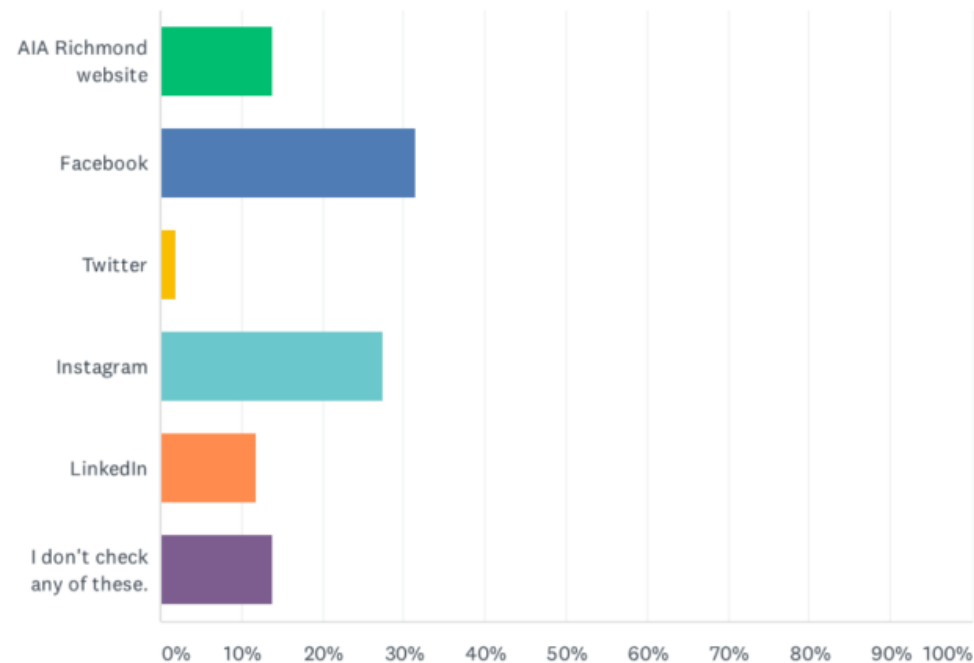
Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
Once a month is plenty	19.61%	10
Twice a month	41.18%	21
Monthly email plus occasional event reminders (sometimes up to 5/month)	35.29%	18
Email as much as you want!	3.92%	2
TOTAL		51

Q13 What communication/social media platform do you check most often?

Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
AIA Richmond website	13.73%	7
Facebook	31.37%	16
Twitter	1.96%	1
Instagram	27.45%	14
LinkedIn	11.76%	6
I don't check any of these.	13.73%	7
TOTAL		51

Q14 How could AIA Richmond improve awareness about upcoming events?



Email - 8



Advertise - 1

Answered: 35 Skipped: 46



Social Media - 9



Focus on Richmond - 1



Announce Events to allow for decent sign-up time - 2



No change is needed. - 2



Suggestions - 5

More emails for specific events.

e-mailing

i think all bases are covered

regularly scheduled e-mails (NOT on Fridays!)

regular email distribution

social media

social media

Let everyone know they have all the avenues above to stay connected.

Instagram posts

Announce them through emails

Post on all social media platforms and keep the website up to date.

Keep doing what you're doing.....

Emails to firms.

email - I think you do well on emailing info

I get industry related mail from non-AIA related companies offering continuing education classes. I'm sure they are getting this information from some sort of state registry of Architects. I may still throw away a flier the same as the other stuff but I'll be more informed.

I'm not sure. Good luck!

More lead time

I think communication has definitely improved over the last couple of years. Be sure to include us sole practitioners! Email is the best for me but I also use FB and LinkedIn

Office liaisons

Avoid sharing random articles and focus on Richmond specific events. Bring back Instagram presence. Website is not easy to follow or use for events.

Perhaps get a contact, like office manager, at member firms and have that person hype the event within the firm.

Give more time for sign up

Including events happening during the month in the email blast and then sending out friendly reminders.

Linked in post

better newsletters. They could use a redesign.

Get events 'reported' or advertised by BizSense, the Times Dispatch, and maybe a quick bite on the news, especially for Architecture Month. Need to treat it like the big deal that it is so that we can get some heavy attendance.

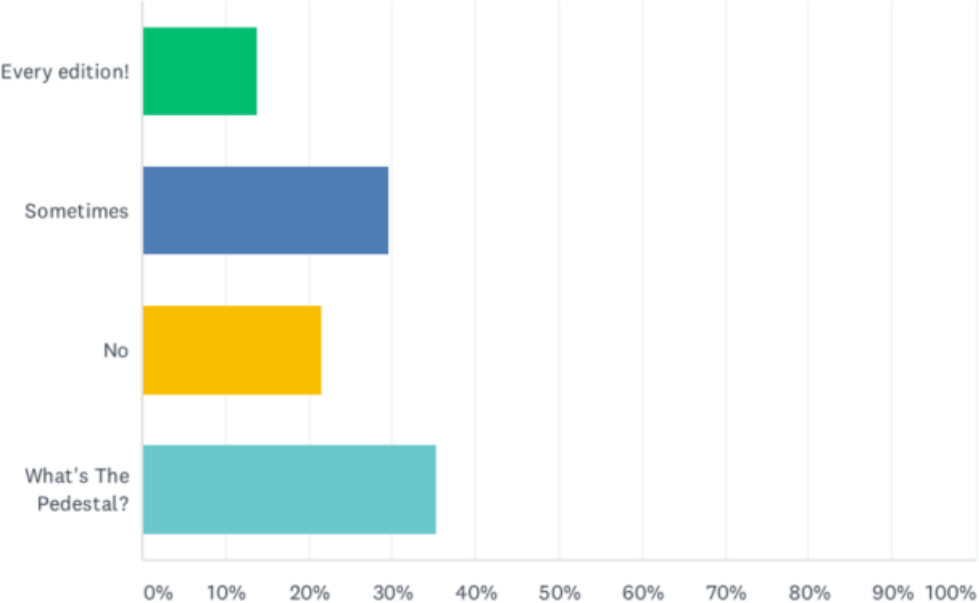
Keep on sending the information as you have been, email, LinkedIn

Make more frequent posts about events

Better Instagram presence

Q15 Do you read The Pedestal?

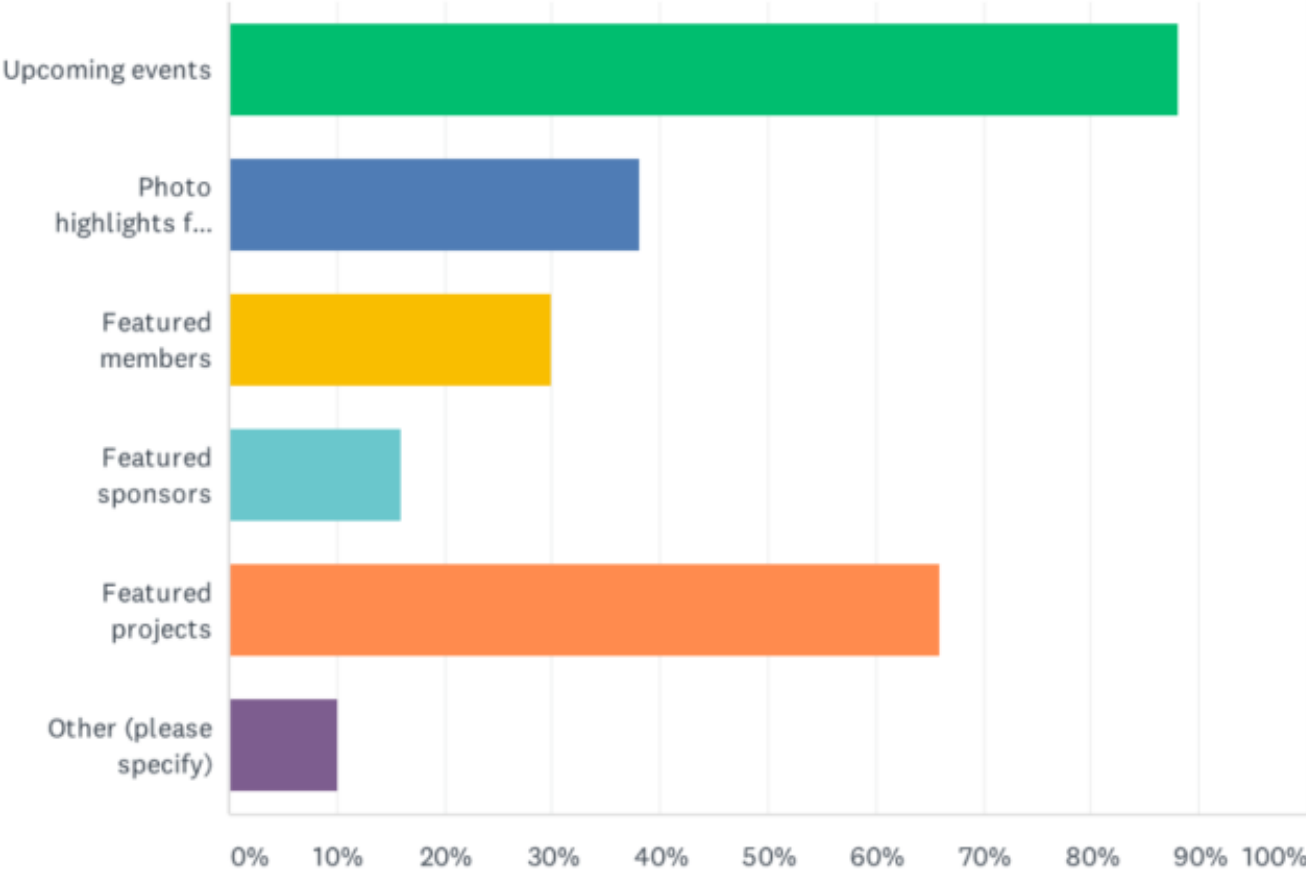
Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
Every edition!	13.73%	7
Sometimes	29.41%	15
No	21.57%	11
What's The Pedestal?	35.29%	18
TOTAL		51

Q16 What kind of news are you most interested in receiving from AIA
Richmond? Check all that apply.

Answered: 50 Skipped: 31



Q16 What kind of news are you most interested in receiving from AIA Richmond? Check all that apply.

Answered: 50 Skipped: 31

ANSWER CHOICES	RESPONSES	
Upcoming events	88.00%	44
Photo highlights from recent events	38.00%	19
Featured members	30.00%	15
Featured sponsors	16.00%	8
Featured projects	66.00%	33
Other (please specify)	10.00%	5
Total Respondents: 50		

research

What AIA Richmond is actively doing in the community

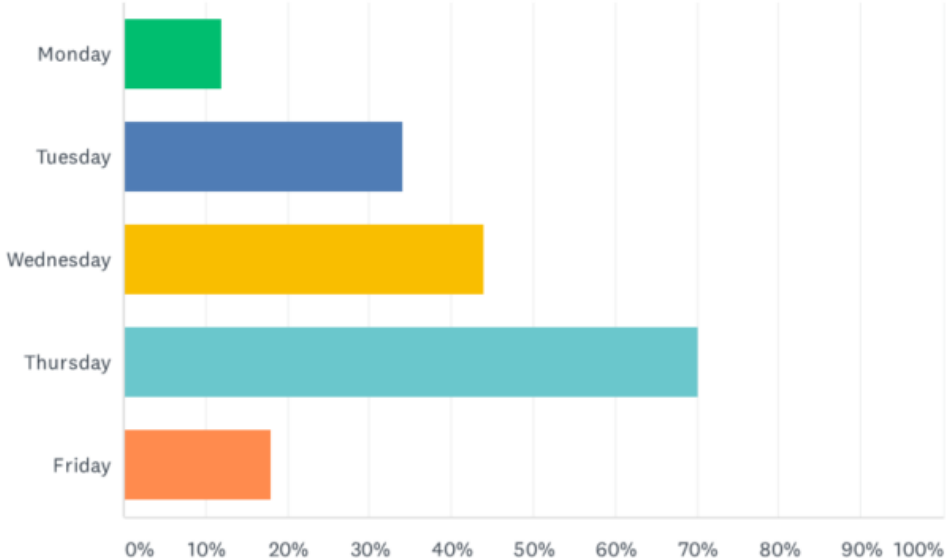
job opportunities

maybe some political discussion regarding city planning and architecture

I would like to add the last two but am hesitant. AIA Richmond has a reputation and a closed clique where the same few firms get all the PR, all the awards, all the profiles. You need to be more inclusive with local firms. Right now the perception is it is very insular.

Q17 What night of the week is best for Happy Hours? Select up to 2 nights.

Answered: 50 Skipped: 31



ANSWER CHOICES	RESPONSES	
Monday	12.00%	6
Tuesday	34.00%	17
Wednesday	44.00%	22
Thursday	70.00%	35
Friday	18.00%	9
Total Respondents: 50		

Q18 Are you studying for the ARE? Let us know how we can offer support. Would you like to have occasional study groups/meetups, a trivia night based off exam questions, or “Open Forums” hosted in an office or group office study nights? Please share your thoughts!

Answered: 34 Skipped: 47

Yes. Meetups could be beneficial; Open forums are also very helpful

Yes to all of these.

i am studying for the ares, would be great to organize meetings and share information between members

love if there was resources to know the other members studying so that I did not know I was going at it alone. and a study group would be helpful

no

I encourage any platform for group participation - perhaps with guest presenters!

I'm no longer studying for the ARE but these would have been helpful when I was studying.

I am not Study groups were great when I was taking the exam

No. Already registered

I am studying for the ARE and all those sound like great suggestions.

Trivia night and study groups/meet ups would be great! I'm sure this will take some work but it would be even better if theses events were not the same night/week as other design events.

Sure

Although I completed my exams this past year, I think the trivia nights and open forums would prove most useful for those looking to get started & stay engaged with taking their exams.

Yes and i would like to see more study groups/meetups, a trivia night!

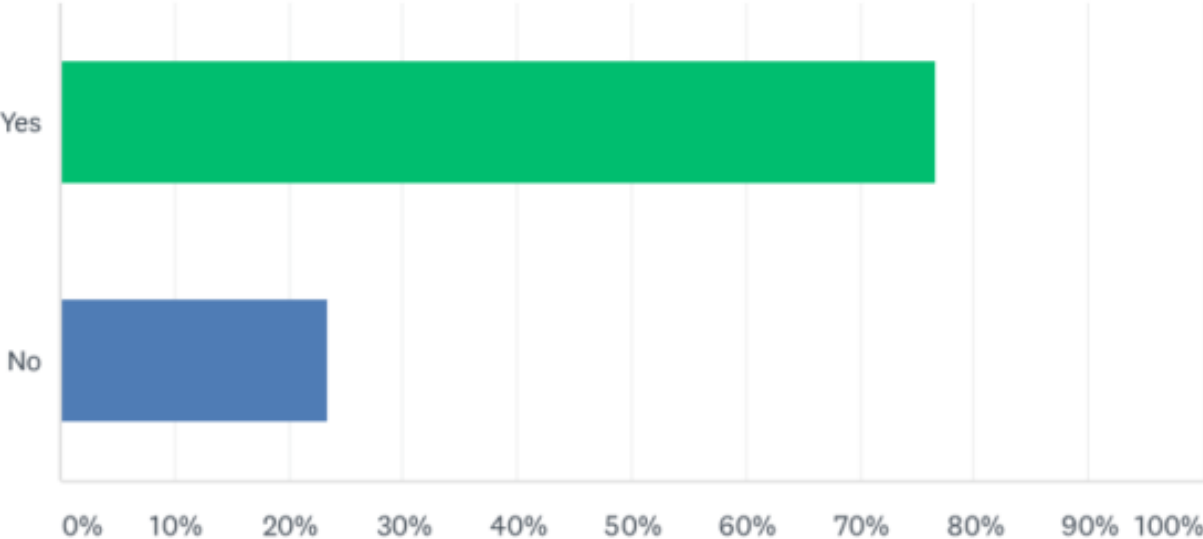
I am! It would be stellar to create some study groups and have that accountability built in, and the chapter could be a good conduit for that for sure.

Not particularly for me, but for those studying for the ARE I think it would help tremendously and be a little bit of fun as well.

- Open Forums - 2
- Trivia Night - 1
- Study Groups - 1
- All the Above - 7
- Not Studying - 3
- Information on Study Materials/Resources - 1

Q19 Did you know that AIA Richmond is involved with local government affairs?

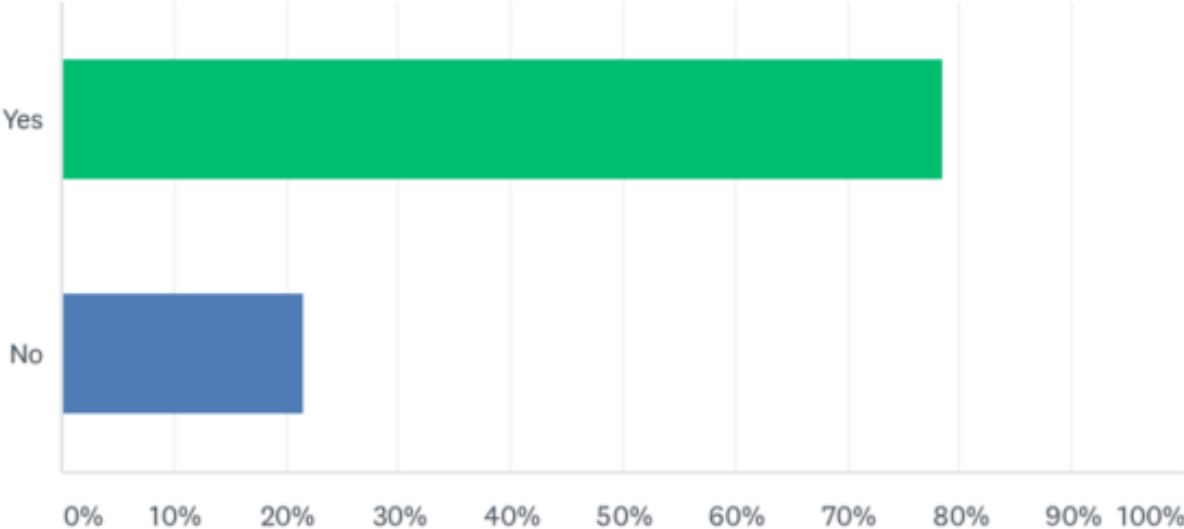
Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	76.47%	39
No	23.53%	12
TOTAL		51

Q20 Would you attend an event on local government hosted by AIA Richmond that educates members on legislation affecting our industry?

Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	78.43%	40
No	21.57%	11
TOTAL		51

Q21 What other organizations are you apart of? Do you see an opportunity for a partnership between AIA Richmond and the organization you are a part of? What might those partnerships be?

Answered: 32 Skipped: 49

definitely, I am working on a sisterhood project primarily between Italy, Toscana & la Virginia

rwid

young democrats, james river hikers, DHD,inc, **habitat for humanity**

HBAR

CSI, yes, partnerships on programs of joint interest would be good.

alumni group

The Moose Lodge. not likely.

SCUP, **VEU**

USGBC, alumni groups, **HBAR**, **Habitat for Humanity**, etc

i am not part of another organization

GRACRE, **CREW**

national - **APA**, that's about it

Preservation Virginia, **Historic Richmond Foundation**, **Branch Museum of Architecture** and Design - Promote and attend each others' events

ULI, **CNU**...working with urban design groups to find ways to integrate architecture and urban design

Henrico county vocation educational and training foundation

volunteer for several nonprofits but can't think of a collaboration opportunity at the moment. I do wonder if you have collaborated with **Housing Opportunities Made Equal** or Virginia **Supportive Housing**, but something tells me you have I probably just wasn't paying attention when it happened.

NCARB, **USGBC**, **ILFI**

Please continue communication/partnership with **Storefront for Community Design**, **Historic Richmond** would be a good partner too.

Neighborhoods, trade associations

NAHB, **IBC**, **NARI**, **AIBD**

Historic Richmond Foundation

SCUP--probably not a partnership

ICAA, **NOMA**

Interior Design groups **AIGA** **Rebelle Community**

ACE (Architecture, Construction, Engineering) Mentorship Program of RVA - BIM-R (Residential) training through the **AIBD (American Institute of Building Design)** Definitely an opportunity for partnerships for both. First one with kids, especially high school kids wanting to get in our industry. Second one with technology in our profession.

Historic Richmond Foundation and Habitat for Humanity are listed more than once. It seems like most suggest a number of different organizations.

Q22 What does Front Porch mean to you? Do you have any recommended changes or topics for 2020?

Answered: 30 Skipped: 51

bring back the breweries! Front porch is a great forum for spreading the word on new projects/involvement in the local community.

do not know of it

talking in a relaxed way

networking and community involvement

Wish there were more!

This should be seen as an opportunity to promote architecture in general to the public. Perhaps by highlighting a major project or "hot" issue.

great education

a gallery in front of the main entrance. You should talk about modern architecture in richmond and custom made homes.

don't know it

a casual networking event for friends to reconnect.

Just rings a bell

Front Porch should go back to its roots and involve architects and related design groups!

It's a community wide discussion of a current topic that impacts us all. Maybe a look at development trends, luxury multi-family versus affordable housing and condos versus industry...

It's the best event AIA sponsors. Sustainability would be a relevant topic.

awesome time. have not been in years though

Nothing other than a social event

I'm not sure what it means to me but it would be great if it was connected to the climate crisis and helped architects understand how they can transition from being the "typical" architect who designs without climate change in mind and the "new" architect of the future we will all need to become eventually.

Biggest community related event of the chapter

Networking Party. Way to catch up & enjoy!

Allied engagement

More panel discussions with varied speakers adjacent to architecture

What Duany likes to front a residential street with; other than that no idea.

A covered area in front of home where one can sit and observe the community . The buffer between the front door and the street.

means nothing to me

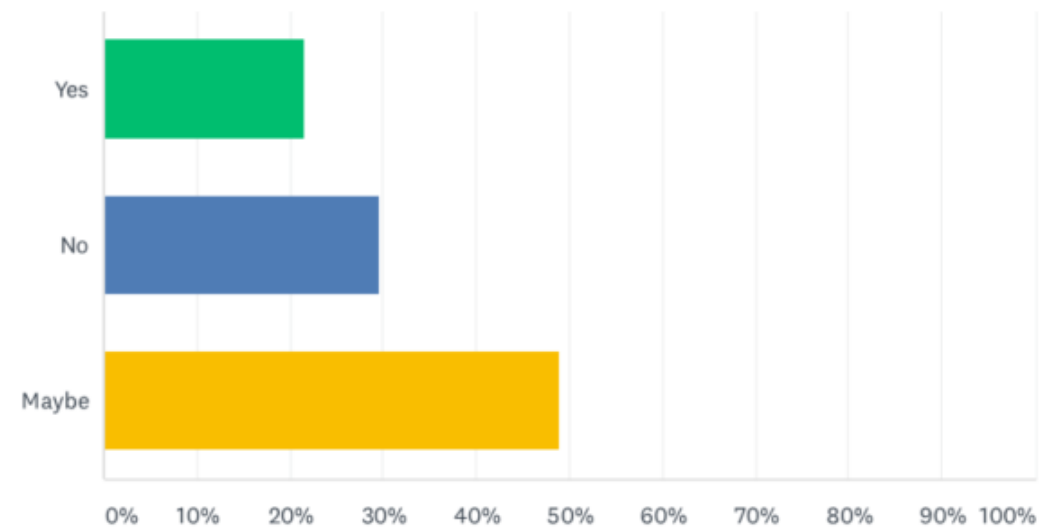
Project specific tours and information. No changes

Teaming with other non-profits that our shaping our city

	networking/social event - 6		community/advocacy - 4
	generally approving - 2		Front Porch Topic Idea - 6
	Never heard of or knows little about Front Porch - 4		Front Porch Critique - 2
	Wants more than 1 Front Porch event per year - 1		

Q23 Would you participate in a Capitol Hill Day in Richmond like AIA National does in DC? This would be a day-long event visiting elected officials and talking to them about our profession.

Answered: 51 Skipped: 30



ANSWER CHOICES	RESPONSES	
Yes	21.57%	11
No	29.41%	15
Maybe	49.02%	25
TOTAL		51

Q24 Do you feel that you are receiving good value for your “membership dollar?”

Answered: 4 Skipped: 77



ANSWER CHOICES	AVERAGE NUMBER	TOTAL NUMBER	RESPONSES
	8	33	4
Total Respondents: 4			

Q25 Is there anything we can do to improve your experience as an Allied Member?

Answered: 4 Skipped: 77

More networking events

No

allow some time to spend for brief conversations with allied members. we understand it's important to talk with other architects, but we are interested in what you do also.

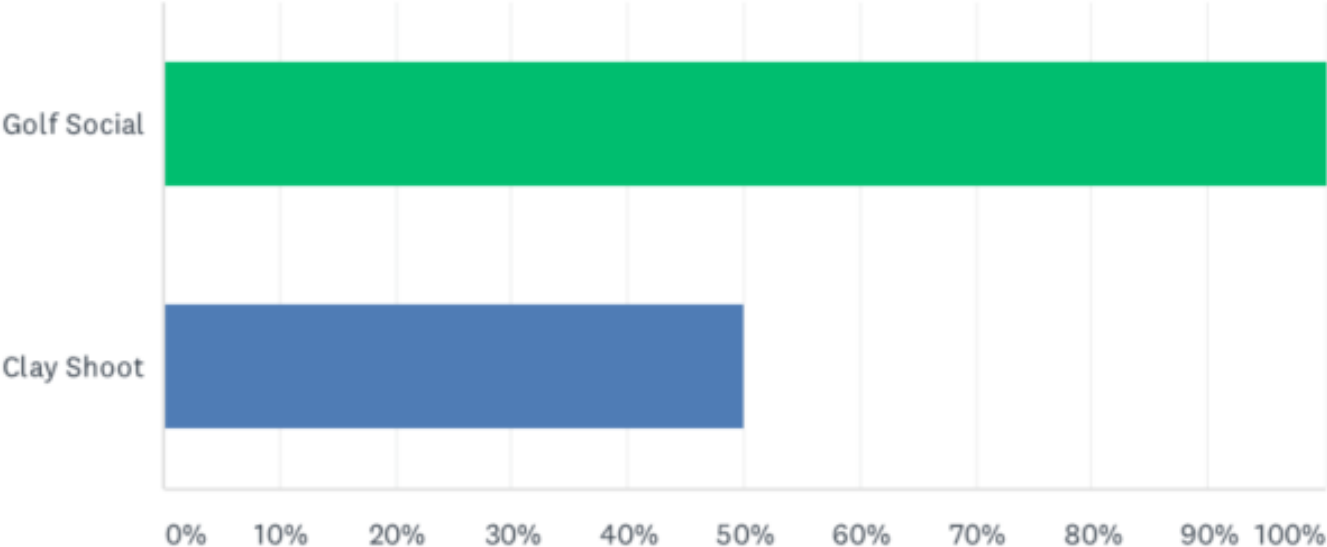
Every committee is doing a great job.

networking/event - 2

approving - 2

Q26 Did you attend these events? (Check all that apply)

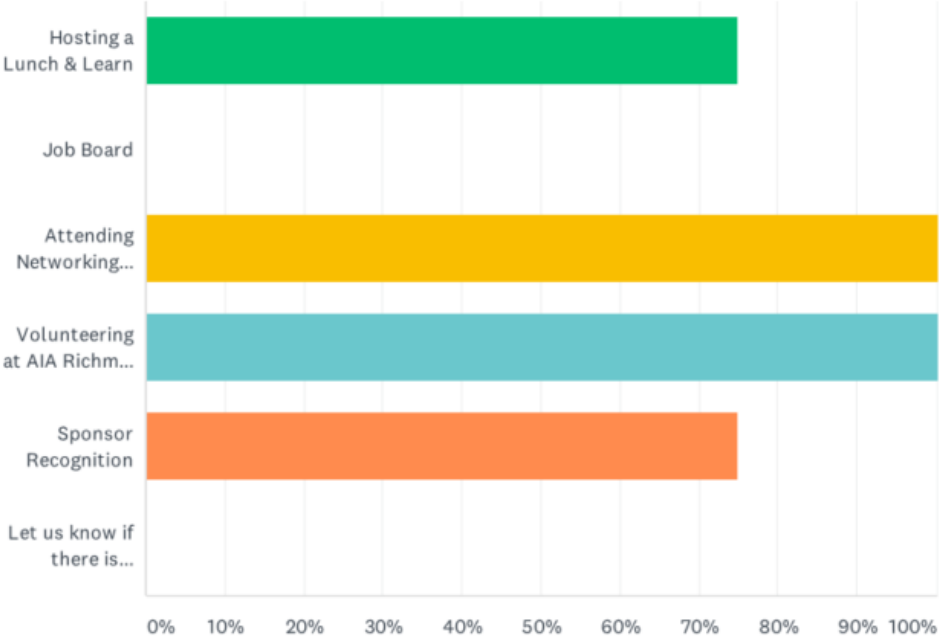
Answered: 4 Skipped: 77



ANSWER CHOICES	RESPONSES	
Golf Social	100.00%	4
Clay Shoot	50.00%	2
Total Respondents: 4		

Q27 What Allied Member benefits are you using to your advantage?
(Check all that apply)

Answered: 4 Skipped: 77



ANSWER CHOICES	RESPONSES	
Hosting a Lunch & Learn	75.00%	3
Job Board	0.00%	0
Attending Networking Events	100.00%	4
Volunteering at AIA Richmond Events or Committees	100.00%	4
Sponsor Recognition	75.00%	3
Let us know if there is another benefit you'd like to see.	0.00%	0
Total Respondents: 4		