



## MISSION

THE MISSION OF AIA COLORADO IS TO BE THE VOICE OF THE ARCHITECTURAL PROFESSION AND THE PRIMARY RESOURCE FOR ITS MEMBERS.

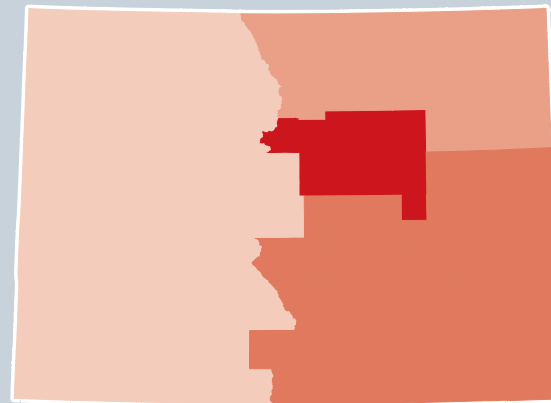
## VISION

AIA COLORADO INSPIRES MEMBERS TO BE LEADERS IN A QUALITY BUILT ENVIRONMENT.

## VALUES

- DIVERSITY
- INTEGRITY
- LEADERSHIP
- LEARNING

## AIA COLORADO MEMBERSHIP



**Membership: 2,529 members\***

- **Denver: 1,648 (65%)**
- **North: 414 (16.5%)**
- **West: 279 (11%)**
- **South: 188 (7.5%)**

\*as of February 2010



A Component of The American Institute of Architects

1515 Arapahoe St., Ste 1-110  
Denver, CO 80202  
Phone: 303.446.2266 or 800.628.5598  
Fax: 303.446.0066  
Email: [info@aiacolorado.org](mailto:info@aiacolorado.org)  
Web: [www.aiacolorado.org](http://www.aiacolorado.org)  
Facebook: AIA Colorado  
Twitter: @AIAColorado



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# STRATEGIC PLAN 2010-2014

*"Making better architects –  
and architecture a better profession"*

## INTRODUCTION

In 2009, AIA Colorado conducted a statewide member needs assessment through extensive interviews and focus groups. A five-year strategic plan was created in response to that assessment. In February 2010, this strategic plan was adopted by the AIA Colorado Board of Directors. Strategies to support the plan, which will be evaluated each year, are developed by staff and committees. Additionally, specific yearly goals are established in each area. The AIA Colorado Board of Directors will monitor progress in each area, and may institute amendments to the plan in response to changing member needs.

# GOALS

# AIA COLORADO STRATEGIC PLAN

## ADVOCACY & INFLUENCE

Protecting and enhancing the profession.

### GOVERNMENT RELATIONS

- Monitor and influence Colorado legislative and regulatory initiatives that will be beneficial to our membership and that will affect public policies.
- Encourage and guide members to participate in government appointed positions and/or run for public office.

### COALITIONS

- Work with allied organizations in the state to influence government and assure AIA Colorado's voice in key organizations.
- Leverage the resources of AIA National and the AIA Western Mountain Region to benefit advocacy and influence.
- Affect public policy toward the built environment.

## EDUCATION & RESOURCES

Delivering vital resources for members.

### EMERGING PROFESSIONALS

- Develop future leaders through mentoring and leadership development.
- Provide employment assistance.

### PROFESSIONAL SUPPORT

- Continuously review and provide programs, resources, and continuing education in response to member needs.

## PROFESSIONAL & COMMUNITY AWARENESS

Positioning architects for influence in the community.

### INTERNAL – MEMBER AWARENESS

- Increase member awareness of AIA Colorado activities around the state.
- Facilitate development of subgroups to architect knowledge communities and special interest groups to meet member interests.

### EXTERNAL – PUBLIC AWARENESS

- Support members to take leadership roles in their communities
- Educate the public on the value of AIA architects and design excellence.

### HISTORY

- Document the history of AIA Colorado.

## MEMBERSHIP

Serving the needs of members to facilitate their success.

### MAKE MEMBERSHIP IN AIA COLORADO A SOUGHT AFTER PROFESSIONAL INVOLVEMENT.

#### RECRUITMENT

- Create long-term recruitment and retention plans for all levels of membership.

#### RETENTION

- Deliver programs and services driven by the needs and expectations of members and potential members.
- Increase member participation on AIA and local chapter boards and committees.
- Monitor member satisfaction.

#### DIVERSITY

- Promote diversity, inclusiveness and balance in the association and profession.

# COMMUNICATION

Strengthen internal and external communication to support all areas of the strategic plan.

# AIA COLORADO

Structure the organization to best meet the needs of members in the state by: enhancing committee processes; maintaining strong organizational relationships; encouraging alignment and efficiency of programs; providing appropriate financial and staff resources; and creating an office environment that architects and the community will gather in for programs.