On September 10, 2016, a group of members and leaders from AIA Cincinnati came together to initiate a five year strategic planning process. This document serves to summarize their ideas, conversations, and conclusions.

PARTICIPANTS

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We strive to:

*Create a compelling and dynamic plan to help evolve/shape a relevant, meaningful, & inspirational organization.*

**VISION**

Establish a clear, unified, and coherent voice.
Come together as AIA Cincinnati.

**VALUE**

Define member value.
Build programs, foster networks, advocate, and lead.

**ENGAGEMENT**

Nurture the design community.
Increase active participation.

**IMPACT**

Promote architecture and elevate design.
Drive visibility and exposure throughout the region.
We must:

*Establish a clear, unified, and coherent voice. Come together as AIA Cincinnati.*

- Craft a compelling vision statement.
  - Engage active membership and consider alternative audiences
  - Make it unique, forward-thinking, and compelling.

- Unify disparate perspectives.
  - Address mistrust and silos.
  - Build a bigger tent.

- Create something “special” and generate “fear-of-missing-out.”
  - Combine physical and virtual experiences.
  - Dream together and make memories.

- Drive continuity and consistency.
  - Understand the organization’s past and plan for the future.
  - Build a roadmap to the “where.”
We must:

Define member value.
Build programs, foster networks, advocate, and lead.

- Identify high-value programs, services, and experiences.
  - Engage with members and non-members.
  - Audit current practices.
  - Target high-impact areas.

- Address resource deficiencies.
  - Member time is limited. Be selective.
  - Volunteer time is limited. Allocate strategically based on strengths.

- Create a compelling value proposition.
  - Member Value at different career stages.
  - Organization Value at a global level.
  - Communicate value.
  - Be visible and relevant.
We must:

*Nurture the design community.*
*Increase active participation.*

- **Consider AIA as Design Hub.**
  - AIA at the heart of the design community.
  - Consider brick and mortar location.
  - Engage allied organizations.

- **Drive membership.**
  - Increase membership numbers.
  - Increase member activity.

- **Be a collaborative repository for knowledge in the region.**
  - Join forces.
  - Act collectively.
We must:

*Promote architecture and elevate design* in our community

*Drive visibility and exposure throughout the region.*

- Advocate and promote architecture.
  - Have a voice.
  - Engage in the design conversation.

- Increase visibility and advance the profession. Tell our story.
  - Increase awareness, particularly with laypeople.
  - Engage with students and young architects.
  - Empower outreach and create a bridge for future leaders.

- Embrace the region.
  - Bring the region together.
  - Get out of the office and into the community.
  - Create opportunities for public participation.
IMAGINE | A CENTRAL HUB

- Public clients
- Educators
- Private clients
- Builders
- Public
- Youth
- Suppliers

1. Importance of good architecture
2. Culture of good architecture
3. More work

AIA Cincinnati
IMAGINE | A LOCAL CHAPTER WITH REACH

CITY OF CINCINNATI

AIA CINCINNATI

URBAN DESIGN
ARCHITECTURE
INTERIORS
LANDSCAPE
GRAPHIC DESIGN
IMAGINE | A BRIGHT, PROSPEROUS, SUSTAINABLE…
CAREER STAGES

1. Arch. Student
2. Associate AIA
3. AIA
4. Fellow-Ship FAIA
5. Emeritus

- Graduation
- Licensing
- Comm. Involved for Everyone
- Capture all Architects
- Apply
- Reins
Key Question:
What is AIA Cincinnati in ___________?
• Dream together and asking Big, Scary, What-Ifs?
• One voice across the chapter with one clear message
• A Translator, Cultivator, Aggregator, and Activator with AIA members on business committees

Ideas for Action:
1) Mission/vision statements for AIA Cincinnati to be finalized and approved
2) Share AIA National and AIA Cincinnati mission/vision statements with profession and community
3) Make it cool to be an architect in Cincinnati
4) Mentorship program between professionals, young professionals and students
5) Forums on good design (new or existing event)
   • 2x4 events with moderator that are open to the public
   • Provide an "AIA Commercial" for the public to connect events with AIA Cincinnati
6) Advance architectural practice and enlighten the public
7) Create presentation and recruit speakers for high school career days
8) Public Vision session to inform our value and role in the community
9) Have a local presence.............AAA Vine St., Cincinnati, OH 45202
   • Office space task force to continue research around a office location
10) Local media news segment discussing current and complex architectural questions

Success Criteria:
A message that is:
• Consistent
• Current
• Enduring
Key Question:
What is AIA Cincinnati value to its diverse membership?
How do we define value in membership?
What motivates someone to pay $500+ a year to join the AIA
  - public awareness, advocacy
  - Thought leaders that advocate for design

Ideas for Action:
1) Create a one page document that states member value (leverage AIA National)
2) Establish a roadshow that visits firms and schools to explain value
3) Connect with firm leadership to discuss value of AIA
4) Monthly blog post on the Big Rock topics
5) Advocacy for membership and the profession
6) News articles about local projects state who the architect is on the project
7) Annual Report – Summary of Achievements for the Year
8) Resource of continuing education and ARE sessions
9) Re-evaluate cost structure for events
10) Create a value proposition list and publish
    1) Career support
    2) Learning Units
    3) Continuing ed. Specific to career stages
    4) Jobs board
    5) Contract Documents
11) Peer Mentor program  (peer to peer sharing as a connection)
    Relationship leads with aligned professionals (Mentorship Program)
12) Clearly explain and promote the AIA Trust and other discounts
13) Professional resources (knowledge communities/committees, conventions, etc.)
14) Professional network
15) Maintain an executive director position to manage membership, programs and finances
16) Media Exposure
17) A place for passion and fun
18) Flip the question – what can you do for the AIA?!
19) Roundtable Discussions – Key Firm Owners and/or Membership
Key Question:
How does AIA Cincy engage the design community + allied professions?
What gets a member involved in AIA?

Ideas for Action:

1) Outreach through events
   - CDA and CRAN Awards
   - Community events that have a social impact.
     Volunteer day at ______
     - FreeStore
     - Habitat for Humanit and Paint that House
     - Neighborhood projects and parks
   - Tri-state area (connect with other chapters – OVR region)
   - Bring in nationally recognized speakers
   - Building and hard hat tours
   - Strong programming including 2x4 and Critical Conversations
   - Create programs to engage allied professions (beyond CDA)
   - Partner with Ladies of Barber Gil (Architects)

2) Physical presence
   - Central location with other design professions
   - Retail storefront
   - AIA "Food Truck" and mobile presence
   - Gallery exhibiting local firm work

3) Engaging emerging professionals
   - Leverage Vision Program graduates on initiatives and committees
   - Interaction w/ schools and universities
     - AIA Road show
     - AIA Best of Show Award
   - Social events for Emerging Professionals
   - Relationship leads with aligned professionals (Mentorship Program)
   - Onboarding program

4) Sell our story (to the profession)
   - AIA Board Tour (offices and schools)
   - Create programming for non-AIA firm leaders
   - Membership Campaign

5) Communications
   - Review and expand current database
   - Develop a stronger social media platform
   - President’s Message (quarterly at minimum)
   - Capturing events on video and posting to website
   - Tell our story to the profession

6) Public Relations
   - 1x/month publish
   - Press release to local media when AIA produces 5-year vision
   - Develop PR team and media plan
   - Identify opportunities for Speakers Bureau
   - Hire PR/Marketing Firm, if really needed
Key Question:
How does AIA Cincy engage the design community + allied professions?
What gets a member involved in AIA?

Ideas for Action:
1) Outreach through events
   • CDA and CRAN Awards
   • Community events that have a social impact. Volunteer day at ______
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   • Tri-state area (connect with other chapters – OVR region)
   • Bring in nationally recognized speakers
   • Building hard hat tours
   • Strong programming including 2x4 and Critical Conversations
   • Create programs to engage allied professions (beyond CDA)

2) Physical presence
   • Central location with other design professions
   • Retail storefront
   • AIA “Food Truck” and mobile presence
   • Gallery exhibiting local firm work in the community

3) Engaging the Next Generation
   • Leverage Vision Program graduates on initiatives and committees
   • Partner with AFC’s DesignLab and other kids events
   • Engaging w/ schools and universities
     • AIA Road show
     • UC Summer Camp
     • AIA Best of Show Award
   • Social events for Emerging Professionals

4) Communications
   • Review and expand current database
   • Develop a stronger social media platform
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   • Capturing events on video and posting to website

5) Public Relations
   • 1x/month publish
   • Press release to local media when AIA produces 5-year vision
   • Develop PR and media team
   • Identify opportunities for Speakers Bureau
Key Question:
How does the AIA impact and inspire the community?

Ideas for Action:

1) Promote the citizen architect
   • Engage the community at large
   • Engage politicians at state and local level
   • Design solutions to social / economic issues through community charrettes
   • One community charrette per year and publicize after the event
   • Minimum of one Advocacy event per year

2) Expose future architects to the profession.
   • Children’s programs
   • Partner with local architecture schools for community events
   • Partner with UC Summer Camp
   • Mentoring program with local schools
   • Partner with AFC’s Design Lab
   • Shadow an architect program
   • Architect road show

3) Sell our story (to the profession)
   • AIA Board Tour (offices and schools)
   • Membership Campaign

4) Tell our story (to the public)
   • Advance all media channels
     • Blog, Twitter, Facebook account access on AIA Website for individual stories
     • Use social media to ask questions to the public ‘The best architects in Cincinnati _______?’
     • Promote upcoming events beyond architecture list. Use media outlets for promotion.
     • Social impact and relevancy through external programming

5) Outreach through events
   • Host major openings
   • Participate in community events
   • At least one architectural tour open to the public per year
   • Architect Day on the Square to explain what we do in the community
   • “Ask an Architect!” booth on Fountain Square
   • Community charrettes
   • At least one Workshop per year
   • Catalogue past efforts and past successes
<table>
<thead>
<tr>
<th>SUCCESS CRITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INFLUENCE &amp; DESIGN</strong></td>
</tr>
<tr>
<td>An influential AIA Cincinnati</td>
</tr>
<tr>
<td>AIA is a valued community resource advancing design issues.</td>
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</tbody>
</table>

| **AWARENESS** |
| Everybody knows the AIA and what we do for society. |
| The general public understands why architecture matters. |

| **RECOGNITION & LEADERSHIP** |
| Clear recognition as an organization valued broadly by both the public and the profession. |
| When everyone (public) recognizes the AIA as leaders in the industry. |
| Architects become the leaders in our built environment. |
| A vibrant organization at the head of the table. |

| **CLEAR VOICE** |
| Establish a clear, unified, and coherent voice. Come together as AIA Cincinnati. |
| Creation of a AIA goal matrix that can be used as a “measuring stick.” |

| **ACTIVE MEMBERSHIP** |
| Unprecedented growth in membership. |
| All architects are AIA members 100%. |
| Diversity. |
| AIA grows, gets younger, and dreams together. |
| Happy, Content Architects / Community |
### Vision

**Definition:** Establish a clear, unified, and coherent voice. Come together as AIA Cincinnati.

**Actions:** Mission/vision statements for AIA Cincinnati to be finalized and approved. Share AIA National and AIA Cincinnati mission/vision statements with profession and community.

**Outcomes:** Continued increasing awareness of the architectural design industry in the Tri-State.

### Value

**Definition:** Promote architecture and elevate design. Drive visibility and exposure throughout the region.

**Actions:** Promote the citizen architect. Expose future architects to the profession (Engaging the Next Generation).

**Outcomes:** Increased exposure and positive press, validation of our worth.

### Impact

**Definition:** Define member value. Build programs, foster networks, advocate, and lead.

**Actions:** Create a one-page document that states member value (leverage AIA National). Establish a roadshow that visits firms and schools to explain value.

**Outcomes:** Increased membership.

### Engagement

**Definition:** Nurture the design community. Increase active participation.

**Actions:** Outreach through events. Physical presence; Engaging the Next Generation.

**Outcomes:** Creating & sustaining Design Community & respect to the craft of Architecture.
<table>
<thead>
<tr>
<th>ACTION</th>
<th>TIMING</th>
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<tbody>
<tr>
<td>REVIEW WITH BOARD</td>
<td>November 2016</td>
</tr>
<tr>
<td>PRESENT TO ADVANCE TEAM</td>
<td>January 2017</td>
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<tr>
<td>FORM STEERING COMMITTEES</td>
<td>February 2017</td>
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<tr>
<td>PRESENT TO MEMBERSHIP</td>
<td>February 2017</td>
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<tr>
<td>ADVANCE WORK</td>
<td>Throughout 2017</td>
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</table>