



Strategic Plan  
2024 – 2026

## AIA Orlando Strategic Plan 2024- 2026 (Final)

The future we envision:

It is 2030, and we have met the insurmountable climate crisis with courageous, creative, and decisive action. People everywhere are united under a shared pledge to create an equitable, resilient, regenerative, and carbon-free future.

AIA Orlando is widely recognized for its commitment to excellence in design professionals' education and leadership development. We foster equality, diversity, and inclusion in the profession, and promote access to good design through a participatory process for all members of the community.

AIA Orlando has energized a regional network of professionals to leverage their knowledge and activism to deliver positive change through design. Architects are positioned at the center of policy discussions surrounding the built environment.

AIA Orlando has convened broad coalitions to collaborate on solutions. We have generated, curated, and disseminated knowledge that magnifies the transformative impact of design. We have mobilized our members to meet challenges with decisive action.

AIA Orlando and allied organizational partners generate unity and accelerate progress in the design and construction industry.

AIA Orlando is at the center of the region's most urgent conversations. AIA Orlando is recognized as the driving force inspiring and empowering architects to improve society and change the world.

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### **Introduction**

The Orlando Chapter of the American Institute of Architects will deliver profound change through this strategic plan, aimed at benefiting our members, our profession, our communities, and our planet. This plan is designed to seamlessly integrate with AIA Core Member Services, answering the pivotal question for both current and prospective members: "What does AIA Orlando do for me?"

AIA Orlando has a 501c3 subsidiary, the Orlando Foundation for Architecture. The component has over 800 members including affiliates. It is our intention to serve the six-county area, ensuring relevance and impact for all the professional and affiliate members within our region.

We want to encourage, support, and engage the youth entering the profession, by imparting the inherent value, profound fulfillment and significant societal impact that architecture embodies. Communicating the value of our profession is essential for both recruitment and retention efforts, and our strategic plan actively promotes member engagement to achieve this goal. Ultimately, our plan is driven by a collective ambition to advance architecture within our region. Through targeted education initiatives aimed at both our members and the broader public, we aim to redefine architecture not merely as a title, but as an indispensable force for progress and innovation.

The combination of mission and vision serves as the brand statement for internal and external audiences. The leadership met prior to the planning session to recommend new statements aligned with AIA Nationals.

### **Mission:**

AIA inspires and empowers architects to improve society and transform the world.

### **Vision:**

Drive positive change through the power of design and focused activism.

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### **Core Values:**

Goals are the core competencies of AIA Orlando. AIA Core Member Services recommend inclusion of several goal areas:

Impactful. What we do matters and is relevant to our membership and the society. Transformative. We work for profound, lasting, positive change in the profession and in society. Visionary. We imagine a better future, and act courageously and confidently to achieve it. Equitable and Inclusive. We believe architecture is for everyone, and we model deep collaboration and inclusion in all we do. Innovative. We lead with creativity and insight.

### **Priority**

Position AIA members as leaders within the community and state dedicated to enhancing the quality of our built environment, and thereby the quality of life. Bring together and serve all who are interested in the art and science of architecture. Increase the public's awareness, knowledge and understanding of the benefits of the architectural profession. Expand the knowledge of all participating in the architectural process and improve the quality of services provided by architectural professionals.

**Engage/Empower/Advocate/Lead**

### **Strategies**

Be the voice... that architecture professionals create spaces, places and elegant solutions that delight, heal, stimulate, and enhance the human experience, while at the same time are socially responsible, sustainable, and resilient in the design.

### **Engagement:**

Facilitate the experience members want from the component through events, opportunities, benefits, and services that connect members and deliver value in unique formats to engage in fun, value added experiences. Focus and align programs, services, structures, and resources to develop innovative solutions to Central Florida's most pressing challenges.

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- A. Students - increased awareness and outreach to young students and provide valuable insight for the many issues that are at the forefront of our practice setting the course for the future of our profession.
- B. Special Interest - Facilitate opportunities for members with special interests to network in forums with a purpose and in a self-governed manner.
- C. Allied Members - Facilitate opportunities for Allied members that add value for architects, integrating fun and unique events.
- D. Allied Organization Networking - Facilitate collaboration for members with allied organizations and persons of influence.
- E. Membership - Ensure continuous growth in all membership categories to sustain at least a 3% net gain and exceed a 95% retention rate.

### **Empowerment:**

Knowledge is our currency. Generate, curate, and disseminate knowledge required for success. Equip architects with both the knowledge and physical tools needed for all stages of their career. Commitment to publicly back those in positions of leadership and give honor and credit where it is due.

- A. Expand access to the profession with focus on K-12 exposure to the role of an architect.
- B. Cultivate a culture of learning and mentorship at all career levels: student, emerging professional, recently licensed, mid-career, end of career, and emeritus.
- C. Develop leadership through training, mentorship, and celebration of accomplishments.
- D. Continuing Education – Provide educational opportunities that meet ongoing CE and designation requirements.
- E. Resource Center - Be a preeminent member resource center on successful business practices, including international practice.

### **Advocacy:**

Represent the interests of architecture in the Central Florida community that AIA Orlando represents by being responsive to the concerns of the profession. This is done through our Governmental Affairs Committee, Communications Committee, advocating for the built environment,

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supporting the Center for Architecture, and continuing to support the AIA Brand throughout the community.

- A. Government Affairs – Appoint a vibrant Government Affairs Committee to drive legislative and policy advocacy efforts. Consider candidate forums; include lawmakers in AIA Orlando events.
- B. Media Relations – Harness the opportunity for local media to promote architecture and design.
- C. Local Monitoring – Identify members to monitor and report on public policy issues and proposals in the six counties; build relations with county and city government officials.
- D. Allied Organizations - Position AIA Orlando to be a collaborate partner with allied organizations.
- E. Center for Architecture and Design – Develop a Center for Architecture & Design with the **Orlando Foundation for Architecture** as a place for convening persons of influence and promoting the benefits of good design.
- F. Communications – Increase member awareness of the issues and opportunities for grassroots involvement in government affairs; build a network so members are prepared to respond to issues when called upon.
- G. AIA – Support and leverage the resources of the Institute and Florida Association.
- H. Brand – Sustain or improve brand strength of AIA in Central Florida.

### **Leadership:**

Overview: Provide leadership in the community through collaboration with design and construction professionals, community leaders, political partners, and stakeholders alike.

- A. Development: Ensure a pipeline that effectively engages all levels of leadership. Attract emerging prospects from local firms and schools by demonstrating the virtues of leadership through the component’s activities while promoting those who ascend to serve at the state and national levels.

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- B. Outreach: Promote members to serve on boards of local organizations to represent the value of architecture, with the component serving as a market for the shared agenda related to the profession.
- C. Assemblance: Periodically convene the component's past presidents and other well-informed contributors for counsel and special projects.
- D. Processes: A framework defined by governing documents, policies, and procedures designed to facilitate and preserve the component's strategic plan and all endeavors contained therein.
- E. Resources: Carefully and responsibly manage the component's assets entrusted to leadership to be used as effectively and efficiently as possible.

### Imperatives

Protect the profession: Actively advocate to protect our members' legal rights to practice architecture; Support qualifications-based procurement process; Minimize architects' exposure to liability.

**Optimize the role of the architect:** Optimize architects' presence and impact by equipping and preparing them to serve as conveners, collaborators, civic leaders, and change agents in developing and delivering solutions to society's most pressing needs.

**Cultivate membership value:** The Board of Directors and leadership of AIA Orlando pledge to provide value for all Architects. Each professional should know they are a valuable member of our component, and they bolster the value we provide to the community at large. Join us, and we will empower you to provide passionate engagement, stronger advocacy, and exemplary leadership for the betterment of us all.

**Revolutionize research and technology:** Leverage emerging technologies to accelerate architecture's progression to a knowledge-driven discipline and evidence-based, transformative solutions. Harness an intra/entrepreneurial start-up mentality to foster rapid innovation.

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**Emphasize climate action:** Build impact by focusing on climate action and positioning architects as community leaders to drive widescale adoption of practical design solutions that will rapidly address and mitigate the impacts of climate change.

**Catalyze equity:** Foster diversity and inclusion in the profession, and advance the health, safety, and welfare of our communities through design and advocacy for lasting solutions in our built environments.

**Advance collaborative architectural education:** Transform architectural education to be more responsive to emerging trends, more inclusive of underserved audiences, and more oriented toward the future role of the architect.



## **AIA Orlando Strategic Plan 2024- 2026 (Final)**

Acknowledgements: **AIA Orlando Strategic Planning Committee**

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