

A.I.A. NEW ORLEANS 2007	STRATEGIC PLANNING SESSION	DECEMBER 9, 2006
MISSION		
AIANO's mission is to serve, promote, and advance the profession of architecture in the Greater New Orleans area.		
GOALS FOR 2007	ACTION ITEMS FOR 2007	LONG-RANGE GOALS
1. Increase membership by 10% from the 2007 baseline, which will be determined by March 2007. Add 100 new affiliate members. Maintain 25% of our membership as associates.	Create an active Membership Committee to recruit and retain members and to develop them into active members.	Include as members 75% of licensed architects in our region.
	Create an active Associates' Committee to better serve and engage our younger members and potential members.	
	Create an active Communications Committee to find and implement new ways to frequently communicate with our members and the public.	
	Implement programs that will increase participation of members in the entire AIANO region.	
	Make monthly meetings free to our members.	
	Complete the overhaul of the website and enhance its value to our members.	
	Increase lead-time on communications regarding upcoming events including posting a calendar of events on the website.	
	Simplify application process for new members.	
	Utilize survey to recruit members for service on committees.	

	Educate members about AIA Documents service and their options regarding electronic documents sales.	
	Review AIA Membership Tools DVD to come up with ways to reach out to potential members. Review AIA National's survey of non-members and other relevant resources and then reach out to those individuals. Develop a database of potential members.	
	Arrange for Board members to welcome new members personally.	
	Post on AIANO website a quarterly "President's Report."	
	Post on the website a synopsis of Board meetings.	
2. Become more actively engaged in the civic arena.	Create a more active Advocacy Committee.	Streamline the means by which AIA members are informed of issues.
	Better monitor and influence local legislative activities and learn earlier what legislation we need to take a position on.	Propose legislation rather than just react to it.
	Work with AIALA to begin a Legislative Day in Baton Rouge.	Our government officials and others in similar positions would not consider making a decision about the built environment without seeking AIA's position on the matter.
	Further support the Baton Rouge chapter in its efforts in the Legislature.	
	Promote the new State Fee schedule to all public clients who have not yet accepted it. Track these efforts.	The new State Fee schedule will be the standard for public clients.
	Find a legislator who will sponsor legislation requiring certification of lawsuits against architects.	Find among our members potential candidates for public office.
	Educate our members about our advocacy efforts.	Field an architect as a City Council or mayoral candidate.
	Put in place a policy regarding AIANO's role in advocacy of the	

	preservation of architecture and other issues that may arise.	
	Investigate the desirability of forming a PAC for AIANO in addition to that of AIALA.	
3. Increase visibility of the profession in the community and establish AIA architects as leaders in the planning and rebuilding of the region. Advocate the value of good design.	Create an active Programs Committee to recruit and advance the work of active subcommittees for each event.	
	Create an active Communications Committee to find and implement new ways to communicate with our members and the public.	
	Find a permanent storefront.	Make the AIANO storefront the center for all things design in New Orleans.
	Increase the attendance at and revenue from all of our events.	Make all of our events popular and known for being well attended.
	Pursue appropriate sponsorships.	
	Expand Design Awards in terms of number of awards and in terms of the event's visibility as a cultural event. Increase attendance at the Awards banquet to 150 people.	Increase attendance at Design Awards by at least 10% each year.
	Add a Beaux Arts Ball to our list of annual events.	
	Continue to promote Times Picayune publications of AIA architects' work and develop similar relationships with other publications.	Educate press on the idea that the AIA is where one finds the best architects.
	Commission a committee to begin planning for an Open House New Orleans in 2008.	
	Display the GEMS, possibly at the AIALA 2008 Convention in New Orleans.	

	Encourage two members to apply for FAIA status.	Increase the number of FAIA members to a level appropriate to AIANO's size.
	Apply by August 2007 to be the Chapter of the Year at the 2008 Grassroots Conference.	
	Begin the creation of a new AIA Guide to New Orleans Architecture to be completed by 2011 AIA National Convention.	
4. Improve continuing education opportunities for our members.	Present at least one continuing education opportunity each month, in addition to the regular monthly meetings.	AIA is THE source of continuing education opportunities for architects.
	Sponsor more events on the northshore and locations outside of New Orleans proper.	Establish a "Design Mart" with affiliated organizations.
	Create study center at AIANO for interns and registered architects—IDP, ARE, LEED, etc.	
5. Increase opportunities for outreach to and alliances with external organizations.	Co-sponsor with Tulane a lecture series.	
	<p>Create an active Tulane Committee to Further develop AIANO's relationship with Tulane. Ask the committee to consider:</p> <ol style="list-style-type: none"> a. President of Tulane AIAS attends an Executive Committee meeting. b. One AIA NO board member attend AIAS meetings. c. Advertise monthly AIA meetings as open to AIAS members. d. Sponsor TGIF at Tulane. e. Increase faculty and student involvement in CANstruction. f. Make students aware of AIANO's study center. g. Have a reception for new graduates of Tulane. Coordinate with AIALA's efforts to reach out to all architecture schools. h. Participate in career days. i. Ask the students what they think of AIA NO, and what they want from us 	AIANO and TSA will be partners in advancing the architectural profession.

	Further develop and clarify AIANO's relationship with affiliated organizations such as AUGI, BEC, CityWorks, DOCOMOMO, Friends of Great River, GBC, PRC, ASLA, CSI, IIDA, ASCE, CEC, AGC, ABC.	
	Further develop and solidify the relationships with other AIA components that have been established since August 2005.	
6.Develop AIANO into a model AIA component.	Create more active committees.	Serve our members as well or better than model components such as AIANY and BSA.
	Ensure that AIANO meets all of AIA's "Guidelines for Component Excellence."	
	Create a By-laws committee and present proposed revisions to membership at Annual Meeting.	
	Approve 2008 budget in December 2007 with 2008 Board attending this Board meeting.	
	Provide Board with Quarterly Financial Reports.	
	Determine AIANO's boundaries.	