**Mission**

The American Institute of Architects (AIA) St. Louis is the voice of the architectural profession, dedicated to serving its members, advancing their value, and improving the quality of the built environment. AIA St. Louis provides services and fellowship to the architectural profession and eastern Missouri.

**Goal 1: Strengthen programming and member engagement.**

Objective 1.1: Adjust AIA’s programming to respond to members’ interests and needs including advancement within the profession and opportunities for networking with colleagues.

Objective 1.2: Develop curated leadership development programs, potentially using the national cohort model.

Objective 1.3: Maximize the use of technology to deliver programming.

Objective 1.4: Identify ways to collaborate on professional development and programming with member firms and other organizations, including more “public” programming (tours, book signings, etc.).

Objective 1.5: Develop training/programs that address the Chapter’s diversity and inclusion objectives. (See Goal 3)

Objective 1.6: Enhance usage of the Resource Center in order to serve as a “home base” for AIA St. Louis, provide a public-facing space for building community in the profession, and generate revenue for the chapter. (See Goal 5)

Objective 1.7: Evaluate program and membership costs to ensure this is not a barrier for attendance and explore strategies for addressing costs if necessary.

Objective 1.8: Consider ways to influence state and local policy that would benefit the profession.

Objective 1.9: Explore partnership opportunities with member firms to leverage existing resources that could enhance programming.

**Goal 2: Develop a compelling membership program with a clear value proposition.**

Objective 2.1: Evaluate and adjust the benefits of membership to ensure that they meet members’ expectations.

Objective 2.2: Identify key messages to communicate to AIA members and other architects; allied professions; and others that could benefit from the chapter’s offerings about the value of AIA membership.

Objective 2.3: Develop strategies to communicate the value of membership at programs/events and through social media, as well as promoting AIA as a leader in design and architecture.

Objective 2.4: Develop a program to target prospective members and orient and welcome them when they join.
Goal 3: Increase diversity and inclusion.

Objective 3.1: In consultation with chapter members, leaders, and partners, develop and implement programming that would appeal to a wider group of participants. (See Goal 1)

Objective 3.2: Develop strategies that support female architects to stay engaged, seek leadership opportunities in their careers and remain in the profession.

Objective 3.3: Solidify and enhance the partnership between AIA St. Louis and NOMA’s St. Louis chapter.

Objective 3.4: Explore opportunities to increase diversity in the profession and to engage young architects and emerging leaders through programming, targeted development efforts and outreach to students from K-12 to college and university programs.

Goal 4: Increase organizational capacity to fulfill the mission.

Objective 4.1: Determine staffing and volunteer needs to implement the plan, including involvement of member firms, committee members, and others who have expertise that can benefit AIA.

Objective 4.2: Develop a strategy for succession planning throughout the organization, particularly to prepare for the transition of the Executive Director and other volunteer leadership roles.

Objective 4.3: Assess the role of the board and all committees to ensure effectiveness and efficiency, to avoid duplication of efforts, and to encourage collaboration among volunteer leaders.

Objective 4.4: Determine a formal strategy for recruitment and retention of volunteers to increase engagement and advance the goals of the chapter.

Goal 5: Ensure financial sustainability.

Objective 5.1: Create and implement a three-year financial development plan that focuses on non-dues revenue.

Objective 5.2: Develop a financial model and plan to generate revenue opportunities through use of the Resource Center.