



2026-2029 STRATEGIC PLAN

Over the next three years, AIA St. Louis will focus on the following six goals and strategies. Tactics, timelines, and responsible parties can be found in the 2026-2029 Action Plan.

Goal 1. Develop a clear and compelling value proposition for AIA St. Louis membership.

- **Strategy 1.1.** Evaluate and align the benefits of membership to ensure that they offer value to our members and evaluate member retention and satisfaction.
- **Strategy 1.2.** 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.
- **Strategy 1.3.** 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.
- **Strategy 1.4.** Develop a program to target prospective members, orient, and welcome them when they join.

Goal 2. Strengthen programming and member engagement.

- **Strategy 2.1.** Adjust AIA's programming to respond to members' interests and needs, including advancement within the profession and opportunities for networking with colleagues.
- **Strategy 2.2.** Continue to support leadership development program (CKLDP) and explore additional programs to support emerging leaders.
- **Strategy 2.3.** Maximize the use of technology to deliver programming.
- **Strategy 2.4.** Evaluate program and membership costs to ensure this is not a barrier for attendance and explore strategies for addressing costs if necessary.

Goal 3. Broaden public awareness, advocacy, and outreach.

- **Strategy 3.1.** Identify ways to collaborate on professional development and programming with member firms and other organizations, including public awareness activities.
- **Strategy 3.2.** Consider ways to influence state and local/municipal policy.
- **Strategy 3.3.** Create opportunities to engage young architects and emerging leaders through programming, targeted development efforts and outreach.
- **Strategy 3.4.** Increase diversity in the profession through outreach to K-12 students to help them see pathways to architecture as a career utilizing current committee and program efforts to reach students in the urban core.
- **Strategy 3.5.** Position AIA St. Louis and its members as a valuable resource for the general public.

Goal 4. Increase diversity and inclusion.

- **Strategy 4.1.** In consultation with chapter members, leaders, and partners, develop and implement outreach and programming that would appeal to a wider group of participants.
- **Strategy 4.2.** Develop strategies that support female architects to stay engaged, seek leadership opportunities in their careers, and remain in the profession.
- **Strategy 4.3.** Increase membership of architects of the Global Majority in AIA St. Louis.
- **Strategy 4.4.** Continue to support training/programs that address the Chapter's diversity and inclusion objectives.

Goal 5. Support climate action for human and ecological health.

- **Strategy 5.1.** Assess the role of climate action within committees and programming.
- **Strategy 5.2.** Prioritize climate action and resilience within all programming, including continuing education and awards program.
- **Strategy 5.3.** Create opportunities for members and member firms to share their policies, work, and expertise that foreground resilience.

Goal 6. Evaluate organizational capacity to fulfill the mission.

- **Strategy 6.1.** 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.
- **Strategy 6.2.** Determine staffing and volunteer needs to implement the plan, including involvement of member firms, committee members, and others who have expertise that can benefit our AIA members.
- **Strategy 6.3.** Develop a strategy for succession planning throughout the organization, particularly to prepare for the transition of the Executive Director and other volunteer leadership roles.
- **Strategy 6.4.** Consider expanding role of nominations committee to recruit committee leaders and codify the committee's role in Chapter Policies.
- **Strategy 6.5.** Prioritize staff training to maximize effectiveness as professional resources to members and the public.
- **Strategy 6.6.** Ensure financial sustainability.