

# 2010 → 2015 STRATEGIC PLAN

AIA Pittsburgh

YAF Weave - 4 March 2011

Things we already do or have done.	<b>Top 3 2011 initiatives:</b>	<b>1. Establish a strong web presence</b> <b>2. Present CANstruction Pittsburgh</b> <b>3. Collaborate with community organizations/initiatives to promote good design. &amp; Mentoring</b>
Proposed initiatives or plans.		

## STRATEGIES

<p>Vision- The American Institute of Architects: Driving positive change through the power of design</p> <p>Mission- The American Institute of Architects is the voice of the architectural profession and a resource for its members in service to society.</p>	<p><b>knowledge</b></p> <p>Create, promote, and disseminate interdisciplinary study and research ensuring the AIA's members are leaders in the profession, the industry, and their communities.</p>	<p><b>advocacy</b></p> <p>Advance policies about design through political outreach, education, and engagement that are responsive to the public and the profession.</p>	<p><b>communication</b></p> <p>Elevate the voice of architects to promote the value of design and to enhance the public's understanding of the importance of architecture.</p>	<p><b>collaboration</b></p> <p>Align resources and empower networks of members, components, and allied professionals to build teamwork.</p>
<p><b>GOAL</b></p> <p><b>Serve as the Credible Voice</b></p> <p>Promote the members and their AIA as the credible voice for quality design and the built environment.</p>	<p>Carpenter's Design Build</p>	<p>YASC New member recruiting</p> <p>Events that educate about "Pro Bono" Architects' Day</p>	<p>AIAS Outreach Defined Mission Statement</p> <p style="border: 1px solid black; color: red;">CANstruction</p>	<p>Collaborate with allied organizations: YC, MBA, CSI...</p> <p style="border: 1px solid black; color: red;">                     Architecture for Humanity                      CDCP: RenPlan Consultants and Pedal Pgh                      Urban Hike                      Venture Outdoors                      Home &amp; Garden Show                 </p>
<p><b>GOAL</b></p> <p><b>Be the Authoritative Source</b></p> <p>Be the recognized leader for knowledge about the practice and profession of architecture.</p>	<p>ARE Review Sessions ARE Study Nights Pool Best Practices Building Tours</p>	<p>Parking Day</p>	<p>ACE Mentoring NCARB Involvement</p>	<p style="border: 1px solid black; color: red;">                     Architecture for Humanity                      CDCP: RenPlan Consultants and Pedal Pgh                      Urban Hike                      Venture Outdoors                      Home &amp; Garden Show                 </p>
<p><b>GOAL</b></p> <p><b>Increase Member Value</b></p> <p>Increase value to members through programs and services that effectively meet, anticipate, and exceed their needs.</p>	<p>ARE Lending Library IDP Supplemental Education</p> <p style="border: 1px solid black; color: red;">Mentoring</p> <p>Professional Development ARE Scholarship(s)</p>	<p>Engage architectural students Cocktail Toast for newly registered architects CMU Career Fair Retain/recruit local talent</p>	<p>Social Networking Facebook, LinkedIn, Twitter Networking - YAF Happy Hour</p> <p style="border: 1px solid black; color: red;">                     Website presence:                      Have YAF Tab on AIA Pittsburgh site                      COLUMNS presence (YAF contributors)                 </p> <p>Create and sell YAF T-Shirts</p>	<p>Pirate Tailgates YC Social</p>

<p><b>YAF Mission Statement:</b></p> <p>The group's mission statement is to support and encourage young professionals in the field of architecture in obtaining their license, becoming more involved with career development opportunities, and engaging allied professionals through collaboration. We continuously seek out new and fresh ideas and the energy and resources to implement them, and have fun doing it.</p>	<p><b>YAF Identified Strategic Objectives:</b></p> <p><b>To Increase:</b></p> <p><b>Visibility through marketing, promotional, community</b></p> <p><b>Community involvement through collaboration</b></p> <p><b>Diversity within the profession</b></p> <p><b>Approachability of Architects</b></p>
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**Vision Statement:** A statement that captures the long-term picture of what the organization wants to become. A vision statement must be inspirational, memorable and reflect the desires of those with vested interests.

**Mission Statement:** A mission statement is a formal short written statement of the purpose of a company or organization. The mission statement should guide the actions of the organization, spell out its overall goal, provide a sense of direction, and guide decision-making.

**Goal:** A goal or objective is a projected state of affairs that a person or a system plans or intends to achieve—a personal or organizational desired end-point in some sort of assumed development. Many people endeavor to reach goals within a finite time by setting deadlines.

**Strategy:** Action or activity leading to the completion of an objective. A plan of action designed to achieve a particular goal

**Initiatives:** Strategic Initiatives are programs or projects that turn strategy into operational terms and actionable items, provide an analytical underpinning for decisions, and provide a structured way to prioritize projects according to strategic impact.

**Objectives:** Objectives are strategy components; continuous improvement activities that must be done to be successful. Objectives are the building blocks of strategy and define the organization's strategic intent. Good objectives are action-oriented statements, are easy to understand, represent continuous improvement potential and are usually not 'on-off' projects or activities.

**Action Plans (Or Work Plans):** Action plans specify the actions needed to address each of the top organizational issues and to reach each of the associated goals, who will do what, and when.

