



FINANCIALS AT A GLANCE

2014 TOTAL INCOME

\$537,532

2014 TOTAL EXPENSES

\$518,252

From providing ARE review support and networking opportunities to fostering mentorship and fellowship, the Young Architects Forum is a great way to get started in the right direction—and with a stamp.

NICOLE GRAYCAR, AIA

VP YOUNG ARCHITECTS FORUM,
CAMPUS DESIGN AND FACILITY MANAGEMENT
CARNEGIE MELLON



ANNUAL REPORT

2014

 **AIA Pittsburgh**

As we reactivate the foundation, we will be able to provide support to individuals interested in developing their leadership skills to make a difference within the organization and in the greater community beyond the profession.

JEN BEE, AIA

2014 CHAPTER PRESIDENT,
DESMONE ARCHITECTS

AIAPGH

AIAPGH.ORG

520

MEMBERS

105

INDUSTRY PARTNERS

144,258

UNIQUE PAGE VIEWS

15%

INCREASE FROM 2013

IMPROVING THE QUALITY OF THE BUILT ENVIRONMENT BY FURTHER RAISING THE STANDARDS OF ARCHITECTURAL EDUCATION, TRAINING, AND PRACTICE; FOSTERING DESIGN EXCELLENCE; AND PROMOTING THE VALUE OF ARCHITECTURAL SERVICES TO THE PUBLIC.

ARE
REVIEW SERIES

NEWLY REGISTERED ARCHITECTS RECOGNITION

IDP
OPPORTUNITIES

BUILDING TOURS & ARCHITECT'S SPOTLIGHT

YAF
COMMUNICATIONS



ENGAGING YOUNG AND EMERGING PROFESSIONALS

LEARN MORE ABOUT YAF AND ALL PROGRAM OFFERINGS FOR OUR EMERGING PROFESSIONALS!

AIA | 2030™

COTE INTENSIVES SERIES

ANNUAL MEETING

PRESIDENT'S HOLIDAY PARTY

UP 6% FROM LAST YEAR

CONTINUING EDUCATION

MEMBER PROGRAMS & SERVICES

385
TOTAL ATTENDANCE



DEDICATED ADDITIONAL STAFF



NEW MEMBER FIRM DIRECTORY

FEATURING SIGNATURE FIRM MEMBERSHIPS

2015 LAUNCH

BUILD PITTSBURGH

26,555
VISITED BUILD PITTSBURGH PAGES ON OUR WEBSITE

INITIATIVES 2014

DESIGN PITTSBURGH

48,849
VISITED DESIGN PITTSBURGH PAGES ON OUR WEBSITE

LEGISLATIVE ACTIVITIES

INDUSTRY PARTNER MEMBERSHIP CAMPAIGN

35 NEW PARTNERS!



1000
ATTENDED GALLERY CRAWL

EXTERNAL OUTREACH

WEBSITE, COLUMNS MAGAZINE, & E-NEWS

LETTER CAMPAIGN TO POTENTIAL MEMBERS

MEMBER OUTREACH

450
AWARD CEREMONY & GALA

PechaKucha Night™

SPRING 2014:

70
ATTENDEES

FALL 2014:

130
ATTENDEES

91% AIA MEMBER RETENTION RATE

OUTREACH FOR MEMBER RETENTION

UP 12% FROM LAST YEAR

IMPORTANCE OF INDUSTRY PARTNERS /
SPONSORING GATEWAY

We continue to partner with AIA Pittsburgh because we believe in collaboration and community. By positioning ourselves with a progressive and proactive organization, we are able to make a visible impact by supporting programs that promote the value of good design, opportunities to share knowledge, and the creation of meaningful partnerships within the design/build industry.

RUTHANN L. OMER, PE
PRESIDENT
GATEWAY ENGINEERS

IMPORTANCE OF LICENSURE

The ongoing ARE Review Series, produced by the Young Architects Forum on behalf of AIA-Pittsburgh, reflects the chapter's commitment to bringing value to emerging professionals in our region by supporting them in their path to our profession's most important credential—architectural licensure. Presented by recently registered architects alongside prominent members of the AEC industry, each session provides an overview of general concepts and preparation tips which are intended to demystify the exam and augment an candidate's personal study process. Particularly for the unemployed or those working in smaller offices, who can often feel as if they are alone in their studies, the series also provides an important sense of community or esprit de corps to the examination process, something that has been inadvertently lost in the shift to a multiple-division exam that can be taken at any time. In addition to helping to reinforce difficult topics, the communal spirit of each session—which averages between 20–25 attendees—gives each individual candidate a feeling of camaraderie and even friendly competition, which many of our chapter's members have cited as the motivation to help them complete the ARE.

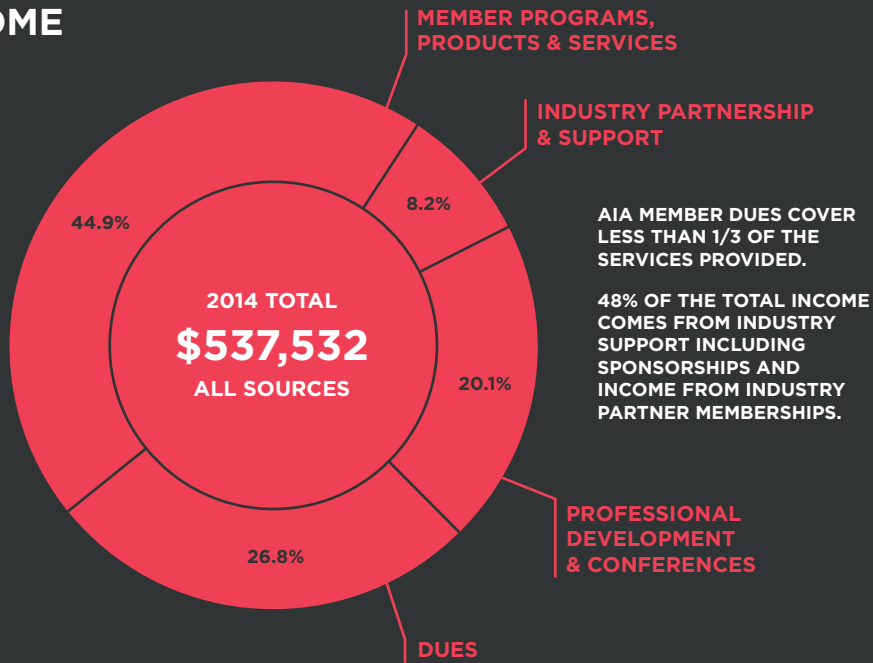
SEAN SHEFFLER, AIA
LGA PARTNERS, ARCHITECT LICENSING ADVISOR, NCARB

IMPORTANCE OF INDUSTRY PARTNERS/SPONSORING
OSWALD COMPANIES

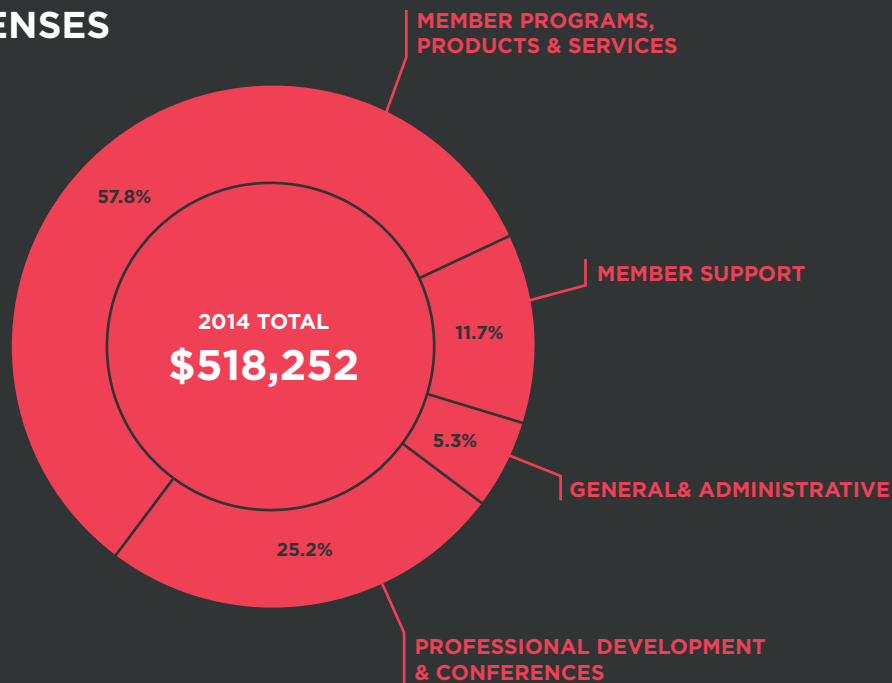
“We believe relationships have led to our success over the last 30 years and to that end the partnership we have with AIA Pittsburgh, through sponsorship opportunities, fits within our mode. Over the last several years it's given us visibility which has positively affected our bottom line and allowed us to further develop our relationships with our clients.”

PAULA SELVAGGIO
SR. VP AND PRACTICE LEADER,
OSWALD COMPANIES

INCOME

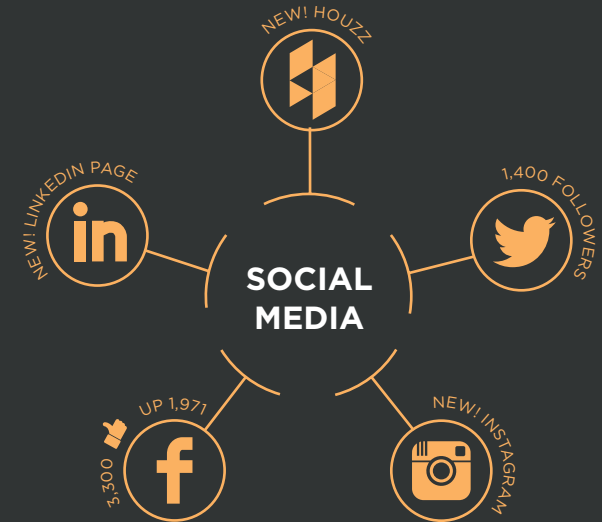


EXPENSES



E-COMMUNICATIONS & SOCIAL MEDIA

EFFECTIVELY AND QUICKLY COMMUNICATING INFORMATION TO MEMBERS OF THE DESIGN/BUILD COMMUNITY



“AIA Pittsburgh’ social media presence builds relationships between members and industry partners.

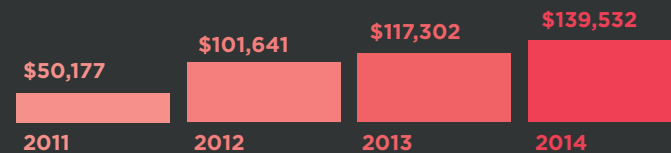
It also provides opportunities to connect to a broader audience and engage in conversations important to the profession.”

KEVIN KUNAK, ASSOC. AIA

COMMUNICATIONS COMMITTEE CHAIR,
ROTHSCHILD DOYNO COLLABORATIVE

THE AIA PITTSBURGH BOARD OF DIRECTORS FOLLOWS THE BEST PRACTICE OF KEEPING 3 TO 6 MONTHS OF OPERATING EXPENSES IN THE RESERVE FUND. AT THE END OF 2014, AIA PITTSBURGH HAD 4 MONTHS OF OPERATING EXPENSES IN RESERVES.

NET ASSET GROWTH



UNIQUE PAGE VIEWS

144,258



INDUSTRY RESOURCE DIRECTORY WAS ONE OF THE **TOP 5** TRAFFICKED PAGES ON OUR WEBSITE

JOBS AND JOB SEEKERS



WEBSITE MAGAZINE & E-NEWS

2000+ eCOLUMNS SUBSCRIBERS

ENHANCE THE PUBLIC AWARENESS OF ARCHITECTS

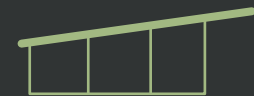
“Young Professionals have been some of the most active writers of Feature Articles and Viewpoints on Columns, even pieces that are openly critical of the profession at large. As the AIA looks to adapt, I love having the website as a way to have a voice in the important conversations”

RAY BOWMAN, ASSOC. AIA

ASSOCIATE BOARD MEMBER, LGA PARTNERS



CONTINUE AND EXPAND HIGH-QUALITY PROGRAMMING



IMPLEMENT FIRM VISITS

2015

FOSTERING THE FUTURE



RE-LAUNCH THE AIA PITTSBURGH FOUNDATION



EVALUATE & IMPROVE EXISTING COMMUNICATIONS TOOLS

CREATING A TWO-WAY CONVERSATION

REQUIRE ALL AIA PITTSBURGH COMMITTEES TO INCLUDE AN EMERGING PROFESSIONAL



PROVIDING LEADERSHIP TRAINING

EXTERNAL OUTREACH

SKILL SETS TO BUILD CAPABILITIES FOR LEADERSHIP THROUGH SERVICE ON BOARDS, COMMISSIONS, AND COMMITTEES

ISSUE ANNUAL REPORTS

