**Advancement of the Profession**

**Redefine Traditional Role and Public Perception of the Architect, By Educating the Public to the Added Value of Our Diverse Skillset**

**Impacts**

**Individual**
- Increase application of diverse skillset
- Employability
- Marketability
- Increase job satisfaction

**Community**
- Building a broader influence
- Turning "luxury" into necessity
- More well-designed neighborhoods
- More universal application on sustainable issues

**Firm**
- Increased revenue stream
- Broader opportunities
- Better retention of qualified professionals
- More collaboration in allied fields

**Profession**
- Adding perception of value
- Strengthens our brand
- Enhances integrity of what we do
- Broader influence

**Outcomes Increased**

- Billings + Salaries + Hiring + Civic leadership
- Placement of grads in viable jobs + community
- Community involvement by architects = architect - involvement in code & legislation development
- Architects engaging communities

**Actions**

**Leadership**
- Publish YAF mission statement
- Create ad campaign
- YAF member placement on boards & committees
- "next generation"

**Placement**
- Lic architects in broadened range of service sector

**Mentorship**
- Expand mentorship program
- Include non-trad print
- Webinar: Architects - we do more than buildings
- Scholarships: AIA, ACE
- Build relationship w/ AIA

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