Economy & Change

Adapt to changes in the economy by being flexible and nimble, inclusive and mindful of the past (boom/bust).

Impacts

Individual
- Changes in technology
  - Downward pressure on fees, schedules
  - Do more with less
  - Knowledge gap - keep up skills

Community
- Increase in pro bono/public outreach to help the built environment tackle community problems
- State of economy is driving sustainability

Profession
- AIA needs to be more inclusive, embracing all design professionals in order to maintain the talent pool
- The growth of baby firms
- Professional diaspora
- Awareness of advocacy - to loosen up $6

Firm
- Heightened investor accountability
- Outourcing, reduced benefits & contract employees
- Lure & maintain top talent
- BD is expected from all

Outcomes
- Increased programs
  - Participants/members
  - Job placements - allies
  - Contribution to PAC - added membership value

Actions
- TABS on talent - speed dating
- "Open Door Policy" - open house (now)
- FFA: Future Fellow of America - mentoring
- Create platform for "All Things Design" - increase to PAC

Architects <-> Community
Ideas <-> Project
Advocates <-> Change