Value of Licensure

Professional Credential that ensures the competency of the design profession, and helps safety & public welfare. This credential opens doors professionally and increases the value of the individual and profession.

Define IMPACT on:

**INDIVIDUAL**
- Consulting titles: e.g. "Intern Architect" vs. "Graduate" (Public's view of our profession)
- How do we define ourselves professionally? (No longer the builder, designer, or contractor)
- Recognition of achievements in the firm and leadership track
- Increase public understanding of what the profession is

**FIRM**
- Like a "credential," it's a marketing tool for firms

**PROFESSION**
- Actively engage women (50% of architects are women, 76% licensed)

Outcomes:
- RA: Recognition of Achievements
- IPA: Professional Indemnity Agreement

Actions:
- AIA Benefits (1st year membership & convention free)
- Celebrate the achievement at the firm, local, state, & national level
- Create "YAF" Firm Award, provide toolkit for firms
- Demystify process of licensure & profession in general
- AIA/Academia/NCARB collaboration
- Real-world perspective of job/skills
- YAF member promoting licensure path in schools (YAF student)
- Bring sexiness back!

Recognition at Convention:
- Champagne toast at local level
- RA & names on firm letterhead

Actions:
- TV show, commercial, movie, print media
- Permitting process, architecture
- Mentoring @ R/F College
- Better collaboration with ACE mentoring
- Permitting process (our role)