

# **STRATEGIC COUNCIL**

## **FALL 2021 UPDATE**

The **Strategic Council** advances the architecture profession by informing the Board and other Institute bodies about important professional issues, opportunities, and threats. Although it is not an AIA governing body, the Council's work is vital to AIA's ability to serve the profession. The Council approaches its tasks with an emphasis on an outward and forward-focused vision.

# 2021 COUNCIL SPRINTS

*(Short term exercises taking place within the larger objective)*

## CLARIFYING THE COUNCIL

**Abstract:** *A sprint that will last 2-3 months with the goal to submit our findings to the Council the Board and the Members Voice Task Force in October.*

The Sprint has met four times so far. We started asking questions: What does the Council mean to membership? We started talking about what kind of communications we should be having with membership and how often? This led to us looking us into creating guidelines to propose that would address this.

## DIVERSITY

**Abstract:** *Explore the impact of diversity within the Strategic Council and the new States representation model.*

Considering the new States Governance model adoption, our workgroup continues to work closely with AIA Component Collaboration and Resources and the Equity, Diversity and Inclusion Strategies Group identify opportunities assist components with identifying diverse candidates for Council and providing guidelines their selection. We have developed the framework for a short video focusing on Council members reasons for serving. The intent of this work is to share faces of the Council and promote awareness and encourage future Council candidates.

## SCALABLE CLIMATE ACTION

**Abstract:** *Catalyze the architectural practice at all scales/regions to fully implement climate action in the next two decades.*

Our work was shared with the Board of Directors at their September meeting. Pending final edits with copyeditors, we are excited to share this report widely on aia.org and directly. The report summarizes actionable recommendations in each topic and a Roadmap with specific incremental goals at all scales – from individual to firm, to community, to national. We coordinated our work with stakeholders across the organization and beyond and shared our work with the Council at the middle of July. We have started communicating the recommendations with some stakeholder groups involved in the research.

# 2021 AREAS OF STUDY

*(Groups focused on specific topics from the professions perspective)*

## RURAL + SUBURBAN AGENDA

**Abstract:** *DESIGN a Rural + Suburban agenda identifying resources for our members and communities within which they practice.*

We completed regional rural + suburban professional workshops with New York, Pennsylvania, Minnesota, North/South Dakota, Florida, California, Missouri, Kentucky, New Mexico, Wyoming, and Illinois. These interactive workshops (Zoom and MURAL) are with AIA members who practice predominantly in Rural + Suburban areas.

We have also completed virtual information meetings with universities including Montana State, Washington State, North Carolina State, Univ of Arkansas, and Kansas State. These institutions, and many others, have community design centers with active studies in rural + suburban environments. In some cases, these centers are engaged with hands-on community planning engagement and design-build development.

Our AOS is now compiling and summarizing the information from our listening workshops and University engagements into a “chart of work.” This information will inform the opportunities and challenges regarding how Local and National AIA organizations (and allied industries) can support design professionals who practice in these communities.

# 2021 AREAS OF STUDY

*(Groups focused on specific topics from the professions perspective)*

## HOUSING & INFRASTRUCTURE

**Abstract:** *Create AIA pathways to support architects' reach to champion equitable housing and communities.*

The Challenge: Demand for affordable and equitable housing is rising at a faster rate than the design and construction industry can currently meet.

Since questions about how infrastructure contributes to living well and creating better communities, we are casting wide nets. We had a great presentation/interactive session with the Strategic Council at its September Coffee & Conversation. We shared our work to date, presented a case study how a group of architects achieved long-term results in a single project, hosted a workshop, and then gathered at the end to discuss what each workshop discussed. Much centered around “The Donut Economic Theory” evolved now with a new diagram for linking shared objectives.

# 2021 AREAS OF STUDY

*(Groups focused on specific topics from the professions perspective)*

## MENTAL HEALTH + ARCHITECTURE

**Abstract:** *To build a bridge between existing mental health expertise and the architecture profession.*

We continue our view on mental Health and well-being being critically important and is likely bigger than what we can do within Council. We are considering how to expand by working with member groups and Knowledge Communities already in place. Recently, our leadership met with the Board Knowledge Committee and staff to explore how to accomplish this.

We have been extending invitations to AIA Staff and other stakeholders to our bi-weekly calls to help inform our conversations

# 2021 AREAS OF STUDY

*(Groups focused on specific topics from the professions perspective)*

## TECHNOLOGY IMPACTING PRACTICE (TIP)

**Abstract:** *To expand TIP's 2020 Summit Call to Action to a Resolution in New Ways of Practice, Delivery & Monetization.*

We've accelerated our work and are meeting once weekly. We're working with broader stakeholders (Large Firm Round Table, Small Firm Round Table, Bethune Fellows, Knowledge Communities, and others) and are looking forward to that collaboration. We are trying to get everyone caught up on our thought to date and also work done in previous years. Towards this effort, we developed a main graphic and highlights to show what we have done to date. A huge part of what we are doing is "No firm left behind". We look forward to sharing more as our calls grow and the thought leadership continues.