

2012
2017

2015/16 Update

A Strategic Plan for the American Institute of Architects Orange County Chapter

A Five Year Strategic Plan



November 1, 2015

2015 & 2016 Board of Directors
American Institute of Architects
Orange County Chapter

2012/2017 Strategic Plan - 2015/2016 Update and State of the Chapter

Dear Board of Directors,

This letter is to serve as a recap and update to the 2012-2017 Strategic Plan and as a general assessment of the Chapter.

Outlined herein are those items and objectives that have been met and remain to be met. Also listed are objectives that ultimately concluded with a conscious decision to go in another direction. Finally there is a list of new objectives, not previously identified and will be attempted to implement in 2016.

Strategic Plan Objectives Met

2012-2017 Strategic Plan initiatives that have been met Include:

- Develop a bi-annual community outreach program
 - Artwalk continues to grow and be a very well received within the allied design communities. It is the intent to continue Artwalk for the foreseeable future.
 - Major Tour Event of Southern California Landmark Architecture. Two Eichler home tours have been held.
 - It is our intent to continue at least one major tour a year.
- Develop a Student Scholarship program at Orange County Colleges
 - A student design competition has been sponsored by a Chapter firm. The firm provides volunteer personnel to administer the competition, assist the students with critiques of their projects, provide a place to meet and give cash awards (scholarships) to the winners of the competition.
 - Every two years firms will be given an opportunity to apply to be the host firm.
- Develop an Emerging Professionals program
 - An Emerging Professionals program has been started. Bike tours and gatherings at local restaurants and bars have been organized and well attended.
 - We would like to expand the networking of the Emerging Professional program with adding more events tailored for this group. Ideally we would like to host 4-5 events a year.
- Sponsor a Social Networking
 - LinkedIn, Twitter and Instagram are being used to communicate with members.

Strategic Plan Objectives Met - Continued

2012-2017 Strategic Plan initiatives that have been met Include:

- Develop a Fellows Initiative
 - A Fellows Committee has been established and meets regularly.
 - The committee gives input into the goals and direction of the Chapter.
 - The Fellows Committee has been a sources of mentors and program providers for both ARE candidates and Emerging Professionals.
- Develop a new monthly meeting and programs
 - Numerous new Lunch and Learn & Evening Seminar programs have been developed.
 - Development of new programs will continue

Strategic Plan Objectives remaining to be met:

- Continued development of a CES Webinar Initiative

Strategic Plan Objectives attempted but ultimately not successful:

- Develop an Affiliate Program
- Develop a Leadership Academy

New Strategic Plan Objectives for 2016:

- Launch a new website with more content, greater usability, increased interaction by members and makes the public face of the Chapter as impressive as possible.
- Develop Post-Earthquake Seismic Safety Assessment Course(s) with the State of California Emergency Management
- Develop New Tours (and lectures) to possibly include: Catalina Island Casino tour; Christ Cathedral Tour & Lectures; Gamble House or other LA Architecture tours; Hess lecture
- Develop a committee to move forward getting the Eichler tracks in the City of Orange listed on the: Department of Interior's National; State of California; and City of Orange Historic Registries
- Update the Chapter's collection of significant architecture for publishing on the new website
- Develop a Large Firm Liaison Program where a designated person from large firms will be the firms' primary contact with the Chapter.
- Improve visibility among our Congressmen and Congresswomen by hosting meet the candidates night or meet our Congressional Representatives night.
- Develop Open Waters computer interface for Artwalk
- Develop the small firm workshops
- Develop webinars for Chapter Members

State of the Chapter

During the recession and the years following, the Chapter's membership was down approximately 35% and sponsorship a fraction of what it once was. The Chapter downsized staff, leased less expensive space and curtailed expenses wherever possible. Our cash flow was in the negative and we had to take out a loan from National to stay afloat.

Today, the Chapter is in excellent condition. We have paid off all of our debts incurred during the recession and have about 8 months of reserves in the bank. Our cash flow continues to be positive each year with spending less than revenues.

Chapter fees have not been raised since 2009.

The Chapter membership continues to grow. We have recovered about half of the members lost due to the recession. Attendance at activities is increasing. Our community outreach event Artwalk, has grown from less than 50 attendees five years ago to nearly 300 attendees this year.

Due to the recession, the building space the Chapter currently occupies continues to be a compromise to our image and operations. We have looked for other space but have not found a suitable location we can afford. We will continue to look for a new home that better reflects the Chapter's values, vibrancy and desired image.

We are very proud of our excellent and committed staff led by Jeffrey Gill, FAIA and hope to expand their roles and hours in the upcoming year.

I look forward to the upcoming year and serving as the Chapter's President. I know our objectives for 2016 are ambitious. We are making an effort to set our goals high in order to respond to members' needs and desires for a more active and relevant Chapter. I look forward to working with you and the Chapter's Directors in achieving our goals.

Sincerely,

Mark J. Paone, AIA
Vice President/President-Elect
AIAOC