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**MISSION**

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**GOALS**

- **VALUE** - Increase value through programs and services that effectively prepare our members to meet the challenges of the profession.
- **KNOWLEDGE** - Advance knowledge that increases architects’ and design professionals’ value to their clients, their work, and their communities.
- **COMMUNITY** - Demonstrate our commitment to the architecture community and to the community at large.
- **ENVIRONMENT** - Dedicate programs and activities that enable members to preserve and improve the quality of our natural and built environments.

**OBJECTIVES**

**INSPIRATION**

Set forth an example that current and future practitioners can look to as leading the charge into the future of the industry, while solidifying our relevance in the public’s perception.

**CONNECTION**

Provide opportunities for members to make enriching social, professional, and personal connections throughout their communities.

**CHARITY**

Give back voluntarily to those in need, creating a positive impact for the greater good of the whole community.

**OUTREACH**

Make architecture more accessible by creating opportunities for the public to engage with their local architects.

**SUSTAINABILITY**

Become a champion for the environment and be proactive to not only preserve our natural resources, but become thought leaders and contribute to policies that prioritize environmental health.

**DIVERSITY**

Promote and encourage people from all backgrounds to enter the design profession, while mentoring and educating all persons so that they can succeed and push to the highest levels of our profession.

**INFLUENCE**

Expand architects’ power to effect change within our communities and to inspire others to advance the quality of our natural and built environments.

**RELEVANCE**

Reinforce the central role architects play in advancing solutions that directly impact our most compelling social, economic, and environmental challenges.

**INNOVATION**

Redefine perceptions of the architectural profession by broadly disseminating innovative and effective models of entrepreneurship, collaboration, consulting, design services, and corporate culture.