

AIA|MONTEREY BAY

STRATEGIC PLAN 2020-2025



ABOUT US

The AIA Monterey Bay Chapter is the local chapter of the American Institute of Architects, serving 5800 square miles in Monterey, San Benito, and Santa Cruz Counties. We were founded in 1955 and have grown from a membership of 3, to 109 members.

We are engaged in serving our members at all stages of their profession, providing continuing education, civic and community engagement, public outreach and active committees.

This Strategic Plan identifies our goals with respect to design standards, environmental stewardship and social equity. We seek to bring these values to our membership and the communities we serve.

The AIAMB 2020-2025 Strategic plan strives to continue our current successes while responding and focusing on our new aspirations: Responsive and sustainable design in our environment, promote the value and professions within our AIA membership, and improve social and financial sustainability for our chapter.



Mission Statement

AIA Monterey Bay is the regional voice for the architectural profession, serving as an educational resource to the community and uniting its members in fellowship to promote the quality of the built environment.





GOAL #1: ENCOURAGE AND ADVOCATE FOR HIGH QUALITY AND RESPONSIVE DESIGN IN THE BUILT ENVIRONMENT.

Strategies:

- Advertise and promote the biennial AIAMB Design Awards program in local print and social media.
- Promote and encourage membership attendance and participation at the biennial Monterey Design Conference at Asilomar.
- Promote and encourage our members to join local Architectural Review Boards and Planning Commissions.
- Support applicants of high quality design before local Architectural Review Boards and Planning Commissions.
- Increase public and member awareness of our region's rich architectural heritage.

Actions:

- Assign the role of "Design Champion" to a Board member to advocate for and monitor progress.
- Update, publish and distribute to local municipalities "The Modern Architectural Movement on the Monterey Peninsula".



GOAL #2: ENVIRONMENT | INSPIRE SUSTAINABLE, RESILIENT, AND INCLUSIVE DESIGN

Strategies:

- Promote architects as stewards of the environment.
- Promote innovation and adoption of alternative systems and materials to support sustainable practices.
- Work with local municipalities by promoting zero-carbon, equitable and resilient communities in our region.

Actions:

- Assign the role of “Environment Champion” to a Board member to advocate for and monitor progress.



GOAL #3: PROMOTE THE VALUE OF AIA MEMBERSHIP

Strategies:

- Increase awareness of the value of the AIA to our membership and potential members.
- Pursue outreach opportunities with related disciplines and partners in the Monterey Bay region.

Actions:

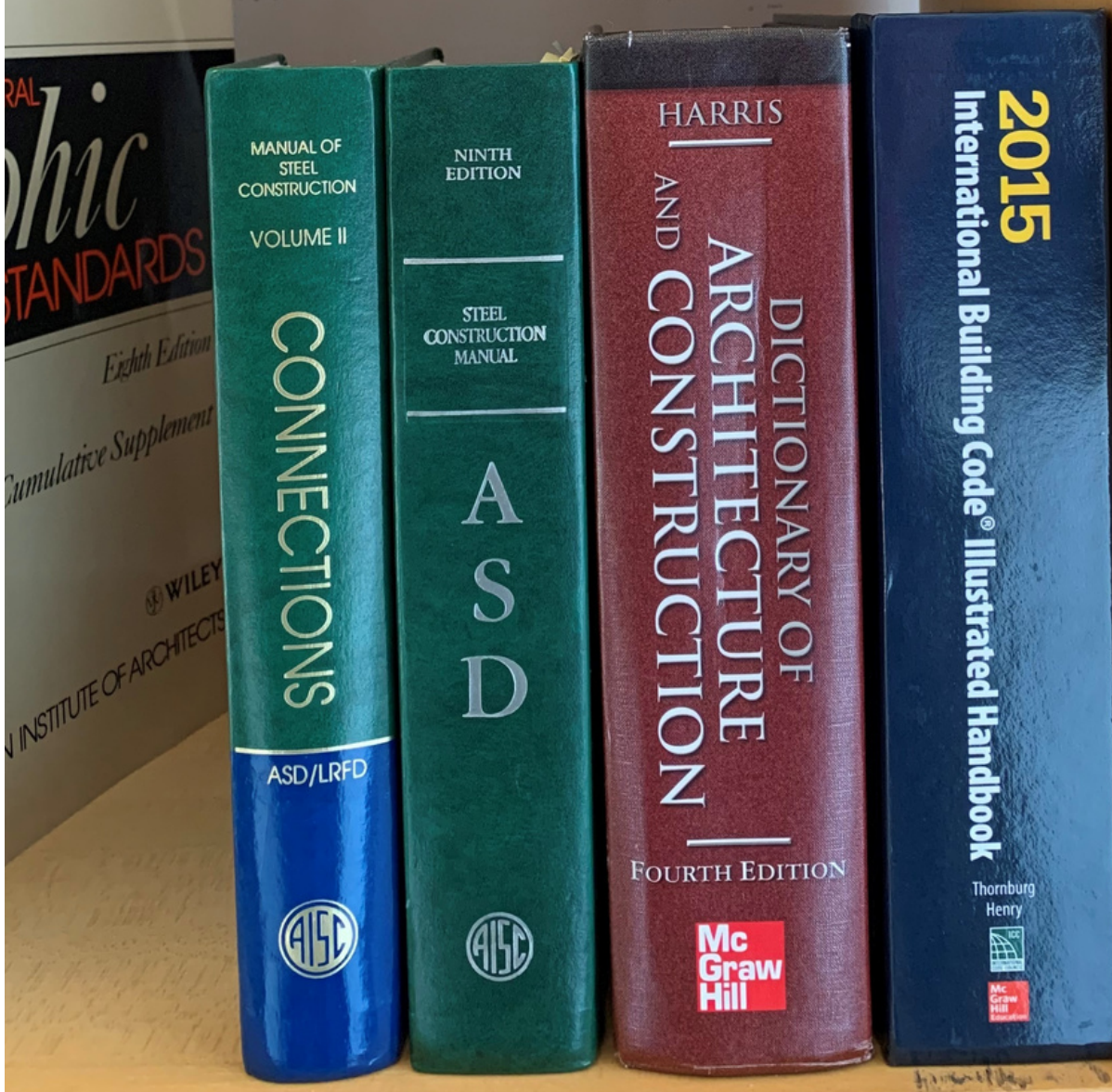
- Support mentoring opportunities, connect emerging professionals with “Tribal Elders”.
- Conduct a range of monthly to semi-monthly programs, including continuing education sessions, Arts and Architecture presentations and purely social events.
- Promote eligible and worthy chapter members to Fellowship.
- Conduct annual award programs; alternating design awards and the Stanton award annually.
- Seek out and engage architects in the outlying areas of our chapter; Santa Cruz, San Benito County, South County.
- Provide educational assistance and support to emerging professionals seeking licensure.
- Promote licensed architects as a valued member of the design, construction, and planning team, and as design problem solvers across professions.
- Promote the practice of Architecture as a career path for high school and community college students throughout the tri-County region.



GOAL #4: PROMOTE ORDINANCES BENEFICIAL TO THE PROFESSION AND BUILT ENVIRONMENT

Strategies:

- Monitor and respond to ordinances that impact the profession and built environment.
- Cultivate partnerships with local governments, agencies and allied organizations.



Actions:

- Improve public health & safety by promoting the work of licensed architects.
- Encourage members to assume leadership roles on local governing boards and commissions, and to join benevolent organizations and Chambers of Commerce.
- Assign the role of “Government Affairs Champion” to a Board member to advocate for and monitor progress.

GOAL #5: IMPROVE SOCIAL ACCOUNTABILITY

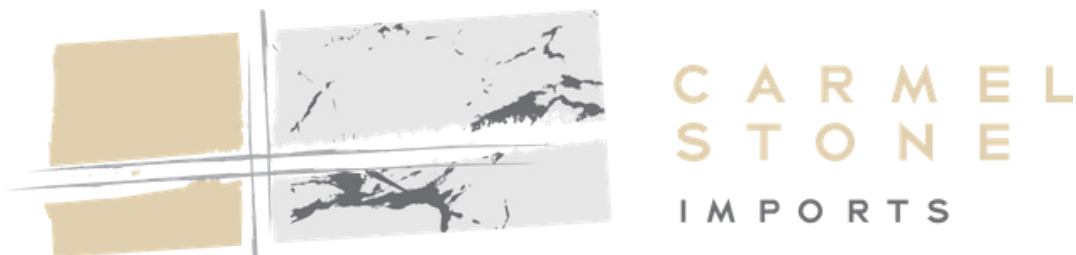
Strategies:

- Promote equity, diversity, and inclusion within the Monterey Bay Chapter community.

Actions:

- Engage and assist in disaster relief.
- Promote and assist in the development of ideas to address Monterey Bay's housing crisis.
- Advocate for Equity, Accessibility and Universal Design.





GOAL #6: IMPROVE FINANCIAL SUSTAINABILITY OF AIAMB

Strategies:

- Increase membership count
- Increase sponsorship count
- Increase the number of “pay to attend” programs by developing more programs that are of interest to both our membership and the broader, paying public.

Actions:

- Assign the role of “Membership/Sponsorship Champion” to a Board member to advocate for and monitor progress.
- Develop an outreach plan to all architects in the region including notification/invitation to programs and social events.



WORK WITH US

Mailing address

PO Box 310 Monterey, CA 93942

Email address

executivedirector@aiamontereybay.org

Our Website

www.aiamontereybay.org

Our Instagram

[@aiamontereybay](https://www.instagram.com/aiamontereybay)