

May 02, 2016



RE: AIA Michigan Position for the AIA National Strategic Council

I would like to be selected as the AIA Michigan representative to the National Strategic Council. I believe that my leadership as both the AIA Michigan Board President in 2015 and Chair of the National Small Firm Round Table in 2014 has prepared me to act as the conduit for Michigan to AIA National. It is important that individual members feel they have as strong a voice within the National Component as they do in the Local Chapter. The AIA National advancement statement declares bold visionary leadership is needed and I support that by saying we need to be the group that defines what our profession will look like for the next decade and beyond. When National started discussing the repositioning, we knew we had the perfect opportunity to define what we wanted to be as an organization. We need to definitely determine our core services, while making the necessary changes to be relevant again. These are the same goals I took on when I assumed the responsibility to lead our region. In that time we made great progress. The dialog between all 10 of Michigan's Chapters/Sections has never been higher, but it's just a beginning of what we can achieve together.

I support the AIA with more than just words. One hundred percent of my staff are members or associate members of the AIA. More than fifty percent of my staff have served on both the local and national levels. Currently my staff includes the Michigan Representative for Young Architect Regional Director, and the 2016 Associate Director to the AIA National Board. It's clear that I do all I can to encourage the emerging professionals surrounding me.

Over past six years I served on the National Small Firm Round Table concluding as the Chair in 2014. This has provided me with exposure to the national staff as well as the presidents and leaders of the Institute. I took full advantage of this opportunity to cement friendship with members from every region of the country. This network allows me direct access to the people making decisions--I won't spend my first year as Council Representative learning the ropes.

The Strategic Council is only about two years old; it still has a lot of work to do. The council has set the following direction as its main objectives in the 2017 year and beyond:

1. **IDEATION:** The council demonstrated that AIA CAN be focused on the big picture, the long term with the assembly in Detroit. The Council is the think tank of the Institute. It is about IDEATION, the board is about AUTHORIZATION and the AIA committee structure is about IMPLEMENTATION.
2. **STUDY:** The Council is pursuing a number of significant areas of inquiry through study groups. All of which are of great import to our members and to society.
 - a. **Career Pathways:** How do we encourage new career pathways for architects in response to societal changes and trends?
 - b. **Influence (a):** What event(s) can the Council formulate for local/state components to expand the influence of architecture and architects in the political realm?
 - c. **Influence (b):** What event(s) can the Council formulate for local/state components to expand the influence of architecture and architects in the social/community realm?

d. **Influence (c):** What event(s) can the Council formulate for local/state components to expand the influence of architecture and architects in the financial realm?

e. **Innovation:** How do we harvest examples and how do we award/recognize innovation?

f. **Outreach:** How do we make architects approachable to the public?

g. **Policy:** How do we educate our members to own, sell, and build resiliency?

h. **Research:** How do we make connections; how do we make information accessible (BRIC, etc.)?

3. **THE NEXT BIG THING:** This is AIA's blue sky thinking. This is where we can be bold and not just forecast the future but actually influence the preferred future.

I would be honored to be chosen as your AIA Michigan Strategic Council Representative. I have the experience, enthusiasm, and ability along with a proven record of service and dedication to be the conduit for our members to National.

Regards,

Jeffrey S. Ferweda, AIA

2015 AIA Michigan President

2014 AIA National Small Firm Exchange (formerly Small Firm Round Table) Chair

2010 AIA Michigan Board Member of the Year

2007/2008 AIA Flint President

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