WEAVING AIA OHIO WITH THE LOCAL COMPONENTS

The end of last year, AIA Ohio facilitated a 1 ½ day Weave session to develop our strategic plan for 2011. The AIA National Weave was a great framework to guide the development of supporting documentation for the meetings; to structure the meetings and dialog; and to organize and prioritize all the information gathered during the discussions.

Our Weave session included the AIA Ohio board, local component executives, presidents and president-elects from our seven chapters to encourage broad participation. We started with an overview and comparison of local chapter committees and activities to frame the discussion of how local and state programs and services can complement each other. We adopted the AIA National Weave vision, mission, goals and strategies for our strategic plan.

- **Vision**: AIA Ohio is driving positive change through the power of design.
- **Mission**: AIA Ohio is the voice of the architectural profession and a resource for its members in service to society.
- **Goals**: Serve as the Credible Voice; Be the Authoritative source; Increase Member Value.
- **Strategies**: Advocacy; Communication; Collaboration; Knowledge.

We then focused on an evaluation of AIA Ohio activities/actions for 2010 and integrated them into the Weave. New actions were added to meet our goals. We prioritized and reorganized the goals and strategies so the AIA Ohio activities can effectively supplement the local chapter activities. All the actions/activities were prioritized and reorganized for 2011 based on time and dollars that should be spent on each one.

As a well-defined framework, the Weave allowed us to focus on our issues versus the process of developing a strategic plan. The discourse on issues improved our collaboration with the local chapters. The local chapters learned about the extensive array of state activities and AIA Ohio learned how to better augment local chapter initiatives. Some of the key strategies and activities are listed below.

**ADVOCACY**

*(Advance policies about design through political outreach, education and engagement.)*

**Government Relations**

**Legislative Affairs Committee** – The committee provides information and leadership through advocacy and monitoring of legislation and regulations at the state level by collaborating with allied professionals, industry representatives, code officials, and state and local representatives.

**Past initiatives include:**
- **Statute of Repose** - providing reasonable limits on an architect’s liability… twice--both before and after the Supreme Court nullified our first attempt.
- **QBS** - requiring the use of qualifications (as opposed to price) in the selection of architects … once for state purchasing and a second time for political sub-divisions.
- **Seal Law** - requiring an architect’s seal on relevant documents.

**Recent legislative efforts include:**
- **Capital Bill** – encouraging the passage of a Capital Bill to fund public projects and to create jobs.
- **2009 IBC** – encouraging the adoption of the 2009 International Building Code to promote health, safety and security in our built environment.
- **Communication** - letters have been sent to national senators and state representatives to congratulate the new candidates and to promote our issues.
- **SAO BIM Protocol** - working with the State Architects Office (SAO) on BIM requirements for future State projects.
- **Position Statements** - Adopt and promote positions that define the direction of advocacy efforts.
- **Sustainability** - worked to pass energy and design standard bills during the last three Ohio General Assemblies and worked with the Ohio Construction Reform Panel to set sustainability standards for state construction.
- **Ohio Construction Reform Panel** - worked with panel to develop alternative methods of state construction.
- **Single Prime Contracting** - supported bills that would allow single prime contracting in Ohio.
- **Licensing** - supported the Ohio Architect Registration Board’s modernization legislation and defeated numerous attempts to license others in the construction field.
• **Building Departments** - defeated attempt to allow Park Districts to establish building departments.

• **Equal Consideration for Design** - lobbied for equal consideration being given to design, as opposed to “shovel-ready” projects when allocating Ohio’s federal stimulus dollars.

• **International Green Construction Code** - promoting the application and implementation of sustainable codes.

**Day at the Statehouse** – This year, the event will introduce the membership and current AIA policies to the legislators along with an educational component focusing on the role community advocacy can have in advancing our professional aspirations and business opportunities.

**AIA Ohio PAC** - “Triple Play” program allows individuals to take up to a $50 tax credit (or $100 on joint returns) for personal contributions made to the campaigns of state office holders. Our AIA-Ohio PAC matches the member’s contribution and sends a letter to the candidate asking him/her to use the contributing architect as a sounding board for design/construction legislation. Your separate personal contribution to the AIA-Ohio PAC will assure the continuation of this important program.

**Political Outreach**

**Website** – The website was redesigned last year and it is updated on a regular basis. It includes legislative issues, a local and state calendar of events.

**Promotion Design / Honor Awards** – We continue to promote the winners of the AIA Ohio Design Awards, 25 Year Design Award, Gold Medal Firm Award and Gold Medal Award.

**Electronic Firm Directory** - The traditional firm directory will be online available to the media and clients.

**Affordable Green Homes Competition** - In 2009 AIA Ohio teamed with Habitat for Humanity and developed an affordable green homes competition for three sites that promoted the collaboration of interns and architects. Three winners were selected. Construction documents were developed and currently three of the homes are under construction.

**Advocacy Grants**

**Local Advocacy Grants** – They will continue this year to provide financial support for local chapter advocacy initiatives in their communities. Last year the grants supported the following:

• **Cincinnati**: ABC Architecture By Children, a program in the Cincinnati schools.

• **Cleveland**: An exhibit on the value of design moving from pyramids to space ships through an exhibition on architecture at the Cleveland Science Center promoting design awareness.

• **Columbus**: Camp Architecture for children, a week long day camp program offering an architectural emersion experience for school children.

• **Dayton**: A program on community awareness of architecture.

• **Eastern Ohio**: A local community awareness program using a locally produced booklet on the history of architecture in Youngstown.

• **Toledo**: An annual legislative night providing a candidate forum.

**COMMUNICATION**

*(Promote the value of design and the importance of architecture.)*

**PR/Media** – The Advocacy/Communications Committee is developing a state wide radio campaign to promote AIA Ohio and local chapters as leaders in the profession.

**Communication Outreach** – Outreach to our membership includes our updated website, social media, quarterly electronic newsletters and the electronic firm directory. We manage a state calendar with local chapter activities.

**Chapter Outreach** – We engage the local chapters with the AIA Ohio President and President-elect visits during board meetings and/or member functions. We have quarterly President’s Conference Calls. The goal is to become more familiar with pressing local issues and to give us a chance to personally share some of the state level activities.

**Conventions** – Conventions combined with our design and honor awards enhance the public’s understanding of the importance of design. In 2011, the Regional Convention in Dayton will collaborate with the city’s “Urban Nights” event promoting downtown restaurants, art galleries, shops and performance spaces.

**AIA Ohio Strategic Alignment Task Force** – In 2010, AIA Ohio worked with the local chapters to evaluate our mission, structure, dues, conventions, media relations, advocacy and management.

**AIA Ohio Strategic Plan 2011** – AIA Ohio took AIA National’s “Weave” framework and in conjunction with the local chapters developed a strategic plan. The local chapters learned about the extensive array of state activities and AIA Ohio learned how to better augment local chapter initiatives.
COLLABORATION
(Empower networks of components and allied professionals.)

AIA National – We work on a regular basis with National. Ohio is well represented on the National Board with representation on the executive committee, the board, taskforces, the advocacy and diversity committees.

OVR – We meet several times a year with Ohio Valley Region representatives to coordinate regional activities and issues. We also manage planning, administrative and financial functions for the OVR.

Local Chapters – We are a board of local chapters, that focuses on state advocacy, communication and collaboration while promoting teamwork with the local chapters and members.

AIA Ohio Foundation – We manage the Foundation administrative and financial functions and help administer scholarship grant and award programs.

State Board of Architects – We work closely with the State Board and will continue to focus on maintaining a board dedicated to architects.

Schools of Architecture – Each year, one of our board meetings occurs at 1 of the 4 schools of architecture. The meeting is used as an opportunity for the board to engage the students and professors.

Committees – State representatives and committees promote collaboration and local committee interaction:

- Associates: Promote cross pollination between AIAS, associates, young professionals and members
- IDP Coordinator: A resource for the schools and interns
- COTE: Brings local COTE committees together and advocates for sustainability at the state level
- Government Relations: Promotes our legislative agenda
- Advocacy / Communications: Promotes our communication agenda
- Past Presidents: Focuses on fellowship and mentorship
- Convention Task Force: Manages our annual convention
- Design / Honor Awards: Manages our awards

KNOWLEDGE
(Disseminate interdisciplinary study and research so AIA’s members are leaders in the profession.)

Conventions – The 2010 State Convention in Toledo was attended by over 300 participants. It offered 16 LU’s via tours, breakout sessions, and keynote speakers. Over 15 hours were eligible for GBCI credits.

The 2011 Regional Convention in Dayton will be Sept. 15-17.

Spring Meeting – In 2010 the 7.5 LU’s for members and non-members focused on the future for design firms and breakout sessions geared towards “firms in lean times” and “architects in lean times”. Over 120 people attended the event.

Schools of Architecture – In 2011, AIA Ohio will promote the dissemination of research from the four schools of architecture via a funded competition.

Private Sector Collaborations – We frequently co-sponsor private sector continuing education seminars focused on architectural issues.

SUMMARY
We look forward to a very busy year as we increase our engagement with state officials, our local chapters, allied professional organizations and our schools of architecture. If you have any questions, you may contact the AIA Ohio office at 614.221.0338 or my cell number 614.551.8896.