STRATEGIC PLAN: MEASURES OF SUCCESS IN 2018
Activities and Events organized by AIA|LA Staff and Committees to fulfill our 2018-2020 Strategic Plan

2018-2020 AIA|LA STRATEGIC PLAN

2018 FEATURED ACTIVITIES AND EVENTS

Inspiration

Inclusivity

Advocacy

Value

Relevancy
# STRATEGIC PLAN: MEASURES OF SUCCESS IN 2018

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## STRATEGIC PLAN

### INSPIRATION

<table>
<thead>
<tr>
<th>Activities</th>
<th>Featured Events</th>
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<tbody>
<tr>
<td>High School Career Day Visit to Belmont High School</td>
<td>TOURS:</td>
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<tr>
<td>• Community College Career Days at East Los Angeles College, LATTC and Santa Monica College</td>
<td>• USC Village • Shriners for Children Medical Center</td>
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<td>• 2x8 Student Design Competition with AIA</td>
<td>LA 2x8 Committee, II California universities participate • Support and engage Emerging Professionals with two mixers that drew 50+ attendees, ARE Seminars, CSE Seminars, and a Mentoring Program • AIA</td>
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## INCLUSIVITY

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<td>Research, develop, publish, and promote EDI Best Practice guidelines. AIA</td>
<td>LA staff works with Board of Directors, Encompass Task Force, and 100+ attendees of Encompass to develop • Instagram campaign promotes diversity in field • meet with CMAA, ULI and A+D Museum • support young professionals by adjusting AIA fees to encourage membership • advertise community programs for Free School of Architecture • organize tour with AIA</td>
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**ADVOCAacy**

Citizen Architect: Doug Teiger, AIA appointed to LAUSD School Construction Bond Citizens’ Oversight Committee • advertised Santa Monica City Planner Role and UCLA University Architect in AIA|LA communications • administer survey to identify AIA members involved in civic activities such as municipal boards/committees • publish AIA|LA advocacy reports • co-produce events with LA Conservancy • AIA|LA Executive Director moderates design day at Italian Consulate • Italian environmental installation artist keynote at 2°C AIA|LA COTE conference • AIA|LA Director of Public & Governmental Affairs attends meetings of BizFed, USGBC, Climate Resolve, Abundant Housing LA, SCAMF, Investing in Place • AIA|LA Director of Marketing and Communications on board of Westside Urban Forum • AIA|LA Executive Director serves on Advisory Board of FORM Magazine • Director of Public & Governmental Affairs represents chapter at AIA advocacy meeting in DC, AIA Capacity Building meeting in Denver • AIA|LA Executive Director invited to present chapter initiative and represents interests of chapter at AIA National’s Blueprint for Better conference • AIA|LA Executive Director confers with other Executive Directors at national ASAE conference • organize Legislative Day and following meetings to promote civic engagement for architects and connect them with influential Los Angeles leaders • AIA|LA executives meet with LA City Chief Design Officer, Christopher Hawthorne to discuss collaboration.

**Featured Events**


Conference: 2°C: A Symposium on Climate Change Design for Dignity 3

Breakfast: Amy Anderson, PATH Ventures • Regina Waugh, LA County Women and Girls • Milton Curry, Dean USC School of Architecture • Gary Gero, Chief Sustainability Officer, City of Los Angeles • Breakfast with Jennifer Ferro, KCRW • Councilmember Monica Rodriguez, CD 7, Sydney Kamalger-Dove, Assemblymember 43rd District

Presentation: Shaping the Skyline of Downtown Los Angeles Design for Dignity Task Force: Homelessness in a Global Housing Crisis • Urban Inequality In L.A. Revisited: The View From Harvard

**TOURS:** The SIX • AIA|LA COTE Awards Day Tour of J. Craig Venter & Kraemer Oncology Institute

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**RELEVANCE**

Spread value of design to public through Architectural Photography Awards and Restaurant Design Awards • expose public to design excellence by AIA members on Instagram • promote 2018 Presidential Honorees to press • target general public on new AIA|LA About page on website • AIA member speaks about sustainability on Beverly Hills Realtors panel • bring architecture to children through age-appropriate program, Kids Draw Architecture, with A+D Museum • communicate value of architecture to over 20 elected officials, City of LA General Managers, and influential leaders during Legislative Day 2019 • Commercial Observer story communicates AIA|LA member viewpoint on safety in school design • DNA broadcasts series of interviews on housing with architects curated from Design for Dignity speakers.

**Featured Events**

TOURS: Cedars Sinai Clinic Tour • Santa Monica Hotels • NoMad & Freehand Hotels • The Jeremy Hotel • Sheats-Goldstein Residence • PetSpace • UC Irvine Mesa Court Towers • Hotel Figueroa

Panel/Presentation: Mega Housing Projects in Los Angeles • Light & Health • Healthcare Committee Whole Moments: Designing a Mission-Forward Replacement Hospital for Loma Linda University Hospital • COTE Climate Resolve Presentation • Right for Los Angeles? (Historic Conservation)

AWARDS: Architectural Photography Awards • Restaurant Design Awards • Residential Architecture Awards • Design Awards

PRO-DEV: Multi-Campus Strategic Master Plan for Scripps Health Presentation • Safety Assessment Program Training with Dean Vlahos

Networking: A Night with Lauren Rottet, FAIA, FIIDA • Design Build Makes Patient Tower a Simple Success

Breakfast: Austin Beutner, LAUSD Superintendent
### Activities

- Publicized member wins, such as publication and awards: Bustler and Archinect cover 2018 Restaurant Design Awards, AIA Knowledge Net posts writeup of 2°C Symposium on Climate Change.
- Architecture and Design initiative: winners of Architectural Photography Awards draw attention to program through viral sharing on social media. City Councilmember Huizar (CD14) acknowledges AIA in Instagram post on Supportive Housing & Motel Conversion.
- Increase profile of 2x8 Student Design Competition through social media campaign highlighting how winning benefitted 2017 recipients.
- Breakfast Series and Conferences connect members with elected officials, organization directors, and developers.
- Designing an Inclusive Olympics Series panel brings architects into the Olympic conversation, attended by 70+.
- Citizen Architect interview series increases profile of members participating in civic engagement.
- Ask Large Firms Roundtable to champion proposed AIA|LA Mobile Center.
- Promote RFP & RFQ opportunities to membership, including RFQs for Silver Lake Reservoir, Culver City Transit improvements, and Rikers Detention Facilities Renovations.
- Schedule second tour of Hotel Figueroa due to high demand.
- Inform membership of LAUSD open call for prequalification applications for architecture firms to membership on LinkedIn and in Newsletter.

### Featured Events

- **NETWORKING:** Emerging Professionals Mixer at Everson Royce Bar.
- **BREAKFASTS:** Michael Govan, LACMA.
- **TOURS:** UCLA Health Training Center, Home of the LA Lakers, Wilshire Blvd Temple Tour, Tour of UCLA Engine VII, Awesomeness TV Tour, Blossom Plaza Tour, Hotel Figueroa Tour, STROL Interior Architecture Committee Tour, Tour of City Hall by AC Martin.
- **PRO-DEV:**
  - Tax Incentives for Architects.
  - US Visa Options for Architects & Designers.
  - ADA Seminar: Multi-Family Residential Facilities.
- **PANEL/PRESENTATION:** Building Worlds (Woods Bagot), Small Firms Roundtable Series, LA Plays Itself (Olympics Roundtable #2), Reshaping End of Life Care, Who’z NIFTI: EIFDs, CRIAs, AHAs & TIF Districts, LADBS & Electronic Plan Check, Under Budget & Ahead of Schedule.
- **AWARDS:** Residential Architecture Awards Ceremony, Design Awards.