

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

Activities



Events



INSPIRATION

Activities



Events



INCLUSIVITY

Activities



Events



ADVOCACY

Activities



Events



VALUE

Activities



Events



RELEVANCY

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	Activities	Featured Events
INSPIRATION	<p>High School Career Day Visit to Belmont High School • Community College Career Days at East Los Angeles College, LATTC and Santa Monica College • 2x8 Student Design Competition with AIA LA 2X8 Committee, 11 California universities participate • Support and engage Emerging Professionals with two mixers that drew 50+ attendees, ARE Seminars, CSE Seminars, and a Mentoring Program • AIA LA Mentoring Program, matches 9 mentors to 30 proteges • AIA LA COTE hosts Climate Resolve presentation, connecting AIA LA to Los Angeles region • Core Values Conferences – Sustainability (2°C in March) and Diversity (Encompass in April), and homelessness/housing (Design For Dignity in July) • three Design for Dignity/housing roundtables • meet with UCLA re: Arts+Arch Dept. marketing • establish 2x8 Endowment to provide future scholarships • Emerging Professionals present awards for Next LA Category at 2018 Design Awards • partner with A+D Museum on Kids Draw Architecture • promote free NotLY Course at USC • meet with 2x8 Endowment Steering Committee to execute committee goals • celebrate newly licensed AIA LA members in weekly Newsletter.</p>	<p>TOURS: USC Village • Shriners for Children Medical Center</p> <p>PRO-DEV: Small Firms 101 • ARE Seminars</p> <p>AWARDS: Restaurant Design Awards</p> <p>SCHOOL VISITS: UCLA AUD Career Fair</p> <p>NETWORKING: EP Mentorship Mixer @ Rodenbeck/ALUR • WiA Speed Mentoring • New Fellows Reception at bulthaup •</p> <p>AIACC: AEP California Summit 2018</p> <p>PANEL/PRESENTATION: Emerging Professionals Firm Panel: Building Best Practices • Emerging Professionals Road Show at Price Architects</p>
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INCLUSIVITY	<p>Research, develop, publish, and promote EDI Best Practice guidelines. AIA 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 OC of UC Irvine COTE Award winning project • distributed free tickets to D4D3 to over 20 community advocates, community partners and journalists • provided ACE and SPARK mentorship programs presence at D4D • WiA Committee organized “My Ah-Ha Moment” with SoCalNOMA and AWA+D • Architects Newspaper publishes article on AIA LA EDI Guide • worked with AIA National to identify a mentor for recipient of Architects Foundation Diversity Advancement Scholarship • host FORM Magazine content meeting at AIA LA office • give LA Promise Fund mentorship programs (The Intern Project and Girls Build) presence at POWERFUL • launch internship program for students experiencing housing insecurity and/or DACA status—eight firms and three schools commit to participate as of December 2018 • Design Awards honor project that encompasses inclusivity as the 2018 Presidential Honoree Building Team • SoCalNOMA president attends AIA LA Board Meeting for intra-organization exchange.</p>	<p>SCHOOL VISITS: ELAC Architecture Department • Woodbury School of Architecture Career Fair</p> <p>TOURS: Rancho Los Amigos • Kaiser Permanente Baldwin Hills-Crenshaw Medical Center</p> <p>CONFERENCES: Encompass • POWERFUL</p> <p>PRO-DEV: EP ARE Seminar • Small, Minority and Disadvantaged Business Enterprise Issues</p> <p>AWARDS: 2x8: Interlaced Student Design Competition</p> <p>PANEL/PRESENTATION: 2x8 Behind the Scenes • Remembering Charles & Ray Eames with Eames Foundation • At Home on the Great Streets of LA</p> <p>NETWORKING: EP Barchitecture Mixer • EP Happy Hour at Santa Monica Brew Works • POWERFUL Feedback and 2019 Planning Meeting</p> <p>BREAKFAST: Stuart Marks, Co-Head - Plenary Group, • Brett Steele, UCLA Dean</p>

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<h1>ADVOCACY</h1>	<p>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.</p>	<p>PANEL: Mid-Sized Firms Roundtable – Best Practices, Design for Dignity Task Force: Roundtable Discussion on Measure HHH @ Los Angeles Community Action Network Design for Dignity Task Force: Affordable Housing from the Developer's Perspective RE:CODE LA Process and Procedures Santa Monica's City Services Building: The Next Frontier of Sustainable Design Ready to Design for Net Zero Energy?</p> <p>CONFERENCE: 2°C: A Symposium on Climate Change Design for Dignity 3</p> <p>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</p> <p>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</p> <p>TOURS: The SIX • AIA LA COTE Awards Day Tour of J. Craig Venter & Kraemer Oncology Institute</p>
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<h1>RELEVANCY</h1>	<p>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.</p>	<p>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 •</p> <p>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) •</p> <p>AWARDS: Architectural Photography Awards • Restaurant Design Awards • Residential Architecture Awards • Design Awards</p> <p>PRO-DEV: Multi-Campus Strategic Master Plan for Scripps Health Presentation • Safety Assessment Program Training with Dean Vlahos •</p> <p>NETWORKING: A Night with Lauren Rottet, FAIA, FIIDA • Design Build Makes Patient Tower a Simple Success</p> <p>BREAKFAST: Austin Beutner, LAUSD Superintendent</p>

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VALUE	<p>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 • Architect Magazine covers Mobile Center of 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 LA 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 • Architect Magazine covers 2018 AIA LA Design Awards</p>	<p>NETWORKING: Emerging Professionals Mixer at Everson Royce Bar</p> <p>BREAKFASTS: Michael Govan, LACMA</p> <p>TOURS: UCLA Health Training Center, Home of the LA Lakers • Wilshire Blvd Temple • Tour of UCLA Engine VI • Awesomeness TV Tour. Blossom Plaza Tour • Hotel Figueroa Tour • STROL Interior Architecture Committee Tour • Tour of City Hall by AC Martin</p> <p>PRO-DEV: Tax Incentives for Architects • US Visa Options for Architects & Designers • ARE Seminar: CSE • NCARB & You: AXP, ARE & Certification in 2018. ADA Seminar: Multi-Family Residential Facilities</p> <p>PANEL/PRESENTATION: Building Worlds (Woods Bagot) • Small Firms Roundtable Series • LA Plays Itself (Olympics Roundtable #2) • Reshaping End of Life Care • Who's NIFTI: EIFDs, CRIAs, AHAs & TIF Districts • LADBS & Electronic Plan Check • Under Budget & Ahead of Schedule •</p> <p>AWARDS: Residential Architecture Awards Ceremony • Design Awards</p>