2015 is set to be another action-packed year according to the AIACC Strategic Initiative Agenda. The Council continues to expand on the efforts and accomplishments set in place in 2014. The objectives are always to raise awareness about and promote the value of design through these four specific channels. Take a look below to see what’s in store.

### Advocating for Energy, Water and Resource-Efficient Design

Architects must take ownership of resource-conscious design for a planet in environmental danger.

- Position the architectural profession as an “Agent of Change,” and bring together stakeholders in the design and construction industry, utilities, agencies, etc. to better define goals and challenges.
- Provide policy direction, information and talking points to members so they feel empowered to speak on behalf of the profession.
- Build and maintain relationships with key staff directors.
- Identify opportunities to have an architect on every working group/task group of the CEC.
- Facilitate meetings with the utilities and academy.

### Empowering the Next Generation

In an ever-changing marketplace, the success of the profession requires a well-prepared emerging generation.

- Provide opportunities for EP leadership to participate and share perspectives in regional round-ups and grassroots get-togethers.
- Facilitate communication with AEP and CAB regarding intern titling.
- Implement celebration toolkit for those who become licensed.
- Develop a statewide program to recognize licensure.

### Improving the AIA in CA

Chapters are the primary touchstone for member value and need to be appropriately resourced.

- Host and facilitate Component Alignment Repositioning focus groups
- Further develop recommendations for AIA components in California concerning compensation and employment practices for the hiring of local Executive Directors

### Resourcing Firms

Firms are the delivery vehicle for architecture in our country and should be resourced accordingly.

- Organize/share existing information/resources for firms in a format that is easily searchable.
- Email/publish “Design is Good Business” series penetrating client-based population
- Host Large and Small Firm Roundtables as well as Client Roundtables and disseminate issues of concern to work on solutions.