1. Repositioning the AIA for the Future
   A member in their first year is the most critical to retain because it may be the last time they join. Engaging the individual in something meaningful to them is the easiest way to communicate value and ultimately see membership renewal. The easiest time to engage someone is when membership dues are at its lowest – as an Associate. My home chapter of Dallas recently instituted a pilot program to lower the Associate dues and saw an amazing increase in Associate numbers. This is an opportune time to engage a member. Once the member becomes licensed, the cost of membership can be cost prohibitive. Resolution 15-2 titled ‘Graduated Membership Dues’ allows the newly licensed member a cost effective way to maintain their membership for a few years post licensure. New programs like these are great examples of ways the AIA can assist in increased penetration.

2. Increasing the Public Awareness of the Profession
   Through Repositioning, members asked the AIA to promote the value of good design to the public. What better way to magnify what architects do than a mass-market commercial campaign. In archery, you aim high so that when your arrow comes down, it meets its target. The first iLookup commercial is broad and aiming high. AIA Leadership has stated the subsequent commercials will begin to target specific values. As At-Large Director, I will push for a more defined focus so that we meet this target. I would measure the value of this campaign with how chapters capitalize on the commercials with their own public marketing efforts. Value in this campaign could be evident if a chapter took this commercial and was able to broadcast it in their area.

3. Ensuring Equity in the Profession
   As a woman and a minority, I have seen firsthand the lack of equity in the profession. Though graduating from a University with a 50% male to female ratio and a substantial minority population I entered the workforce to find a completely different environment. Where did my colleagues go? I believe the reason underrepresented populations are not more prevalent in the workforce is due to the lack of opportunities for them at the higher level. In many work environments, the ceiling is low and there is little diversity in leadership positions. This is true as well for AIA leadership roles. It is hard for one to imagine themselves as a partner in a firm or a President of an AIA Chapter if there is not already a precedent of someone like them. As an At-Large Director, I will advocate for this within Institutes agenda and lead by example.

4. Empowering the Next Generation to Meet the Challenges of the Future
   AIA could provide Emerging Professionals with a strong leadership skills training program. A leadership skills program might give these members an opportunity to learn how to become the next rainmaker in their respective firm. With baby boomers stepping away from the workforce at 4 million per year, the next generation needs this type of training in order to assume the leadership positions vacated. This would position them to lead their own firm or follow with firm transition. While many mas see this as a firm’s responsibility, it provides a great opportunity for the AIA to take advantage of this weakness.

5. Advancing the Value of Design
   Due to the litigious nature of our society, our profession has relinquished important responsibilities to other entities. Additionally with the advancement of technology, clients now have opportunities to seek design alternatives from sources other than architects. We need to make a case for the value of design so that our profession stays relevant and grows its services rather than shrinks. The AIA is a prime advocate for the architect and can assist with the education and experience an architect needs in order for the architect to be most effective, influential and successful.