



Long Beach/South Bay

VISION:

Driving positive change through the power of design in our community.

MISSION:

The American Institute of Architects Long Beach/South Bay is the local voice of the profession and is dedicated to serving and inspiring its members and the public through education, advocacy, and design excellence.

COMMUNITY STAKEHOLDERS:

1. Licensed Architects
2. Designers
3. Those on the Path to Licensure
4. Allied Partners
5. The Public
6. Students

FIVE-YEAR STRATEGIC PLAN

GOALS:

- Professional Development
We offer quality education to develop well-rounded professionals who are relevant resources for the communities they serve.
- Membership
We provide a supportive and engaging experience for our diverse members with programs and opportunities that are creative, fun, and inspirational.
- Advocacy
We support and represent our members on issues affecting the design profession and the built environment.
- Community Engagement
We promote the value of design to the communities where we live and work.

- Environment

We are a community resource for education, advocacy, and action to protect our environment by empowering our members to become active leaders in the response to climate change.

OBJECTIVES:

Professional Development

By 2028, we have a branded, robust, memorable, and diverse professional development program that addresses the needs of our members.

Strategies:

- A.** Provide a minimum of 18 CEU opportunities provided by a diverse group of individuals.
- B.** Provide construction tours.
- C.** Connect with state and national AIA resources.
- D.** Support the local architectural community by maintaining a job board.
- E.** Provide opportunities for members to expand their base knowledge.
- F.** Partner with allied design professionals to share knowledge and resources.

Membership Engagement

By 2028, we have a constantly growing membership, comprised of actively engaged volunteers supporting our local communities.

Strategies:

- A.** Provide social programs.
- B.** Provide A.R.E. support through annual scholarships.
- C.** Celebrate members through recognition on multiple platforms.
- D.** Inspire and engage members through established Special Interest Committees.
- E.** Promote opportunities for diverse membership and representation on the chapter Board of Directors.

Advocacy

By 2024, we have a formalized advocacy committee that establishes and implements a process to support or oppose issues relevant to the profession and community.

Strategies:

- A.** Formulate an Advocacy committee, with a unique mission statement, goals, procedures, and branding.
- B.** Listen to and research issues as they are brought forth by our members and our communities.
- C.** Inform our members of said issues.
- D.** Take formal position(s).

By 2028, establish expertise in the communities that comprise our chapter.

Strategies:

- A.** Inform the community on current design topics affecting the profession and the value of architects and architecture.
- B.** Partner with allied professional associations to share knowledge, including:
 - a.** USGBC
 - b.** Historical societies
 - c.** Planning groups
 - d.** SoCal NOMA
- C.** Maintain active dialogue with local government officials to promote issues relevant to our members.

Community Engagement

Provide quarterly outreach every year that promotes the value of design within our members' communities.

Strategies:

- A.** Media blast (Instagram/text/email)
- B.** Provide a platform where the community can be educated about the built environment.
- C.** Outreach to other creative arts groups.
- D.** Home tours/building tours that are open to the public.
- E.** Celebrate the value of design diversity through award programs.
- F.** Social Programs
- G.** College ambassadors

- H. Trade fairs/career fairs
- I. Create a toolkit of AIA-branded supplies to use at community events.

Environment

By 2028, we are the local voice for sustainable design and climate action response, setting the standard in the communities we serve.

Strategies:

- A. Maintain and grow our COTE committee.
- B. Continue to recognize design excellence through COTE awards.
- C. Promote building electrification initiatives through community advocacy.
- D. Support the 2030 AIA ,2040 MEP, and 2050 Structural Commitments.
- E. Liaison with elected officials and with public to advocate for sustainable policy and solutions.
- F. Provide Savings by Design and Zero Net Carbon Programs
- G. Engage with a breadth of stakeholders/professionals.

INDICATORS OF OUR SUCCESS:

- ✓ Increased attendance
- ✓ Larger chapter
- ✓ In 2-3 years, offer programming that is 50/50 in Long Beach and other cities
- ✓ In 5 years, offer programming that is 40/60 in Long Beach and other cities
- ✓ Growth in the number of members serving on committees
- ✓ Increase licensure within our chapter boundaries
- ✓ Increase allied membership
- ✓ Improve collecting data on feedback forms and other surveys
 - Other feedback
 - Surveying at events
- ✓ Improved scores on end-of-year membership survey