

## Overview

AIA Seattle and the Seattle Design Festival use annual planning as a strategic tool to identify priorities for the year ahead and outline the tactics that will help us achieve our goals. This process ensures that all activities align with the current strategic plan—which guides us toward our missions and shared vision—while creating space for staff and member input.

## Deploy Design to Make a Difference

**Increase visibility through digital outreach, communications, celebrations, and engagement across diverse communities.**

- Support community buy in and amplify values alignment for new location at Smith Tower by acting as a sounding board for staff development of welcome opportunities and messaging for our community.
- Host a happy hour event to invite attendees to learn more about member committees and overall AIA engagement.
- Bring transparency to and showcase all strategic goals and activities of the organization that steward the MVVs of the organization through continued Behind the Vision campaign.
- Strengthen and diversify digital content to inform and connect our community through storytelling and foster higher engagement in social channels and programs.

**Expand regional advocacy presence in and beyond City of Seattle.**

- Continue to engage in the One Seattle Comprehensive Plan Legislative Process and share recommendations with the city and knowledge with our community.
- Build relationships with new local administrations and continue to steward relationships with local elected officials, municipal staff, and other organizations, to advocate on behalf of AIA Seattle's member views in ten counties.
- Finalize AIA Seattle's Climate Policy Statement for approval by the AIA Seattle Board of Directors.
- Update AIA Seattle's position on Mandatory Housing Affordability (MHA) to reflect years of implementation and the real-world impact on housing affordability, taking into account the impact on all 10 counties.

**Explore ways for ongoing community connections beyond the annual Festival.**

- Leverage 2-3 additional Design Mixers as an opportunity to engage multiple stakeholder audiences throughout the year.
- Expand Design in Community to year-round storytelling to connect and amplify our current and past partner community.

## Prepare Our Communities to Lead

### Deepen peer-to-peer learning networks

- Reduce financial barriers for emerging professionals pursuing licensure by expanding ARE testing discounts.
- Conduct discovery on licensure pathways, including existing support and opportunities to better communicate them to our community.
- Strengthen personalized licensure guidance and mentorship by exploring the possibility of an AIA Seattle NCARB Advisor Role and licensure resources.
- Strengthen the Student-to-Professional Pipeline by collaborating with Architecture schools to present AIA Seattle as a resource and highlight engagement opportunities in our chapter and member connection.
- Conduct targeted listening sessions with emerging professionals and international practitioners to understand engagement barriers and gather insights that inform recommendations for an outreach plan to support these members.

### Embrace innovation & emerging trends

- Leverage delivery of new "Timely Topics" Short Programming Series to expand lower cost education offerings and provide lifelong learning in areas of highest impact at the forefront of architectural practice and in direct response to member needs.
- Identify solution for evaluating projects eligible for the Energy in Design Award (as part of the Honor Awards program) to support advance of evolving sustainability and climate goals.
- Deliver Major Ed Programs aligned with MVV & Imperatives and new Strategic Plan.
- Develop a storytelling campaign to highlight people and resources that push the profession forward and promote Timely Topics.

### Support next generation leadership with continued investment into youth partners, diverse perspectives, and emerging designers.

- Develop, refine, and communicate recommendations and tools for the Fellows and Honors Committees to support an inclusive and transparent individual awards process, including clear pathways to recognition.
- Refine call for nominations and relationship-tracking processes and tools + establish criteria for member advancement (Board of Directors, Fellowship) which will result in a diverse group of leaders.
- Monitor and evaluate the success, challenges, and opportunities of the new MAC tools and processes, and identify adjustments needed to strengthen emerging leader participation.
- Determine process for connecting prospective and continuing leaders through the pipeline (Board, Fellows, Award winners, member and steering committee leaders).
- Create a mechanism that connects members with volunteer opportunities within our chapter, AIA National, and in the broader community.
- Leverage community network to expand our reach to students and emerging professionals by amplifying funding opportunities in collaboration with communications.

## Sustain Healthy Organizations

Increase member value by better communicating existing benefits, and expanding leadership and networking events.

- Host member engagement sessions (2-3) at various firms to collect Firm Network feedback, build community, and highlight member benefits.
- Increase Allied membership value by elevating their visibility through transforming the existing Allied Member website to be more like the Firm Member / Find an Architect page.
- Identify firms that cover employee dues and understand their motivations and explore a way to highlight the firms in our community that champion this investment in their employees.
- Evaluate the new pricing structure for Allied and Firm Network members to ensure it remains competitive, aligns with other similarly sized chapters, is accessible, and offers clear value for the benefits provided.
- Host a Path to Leadership event that highlights stories of leadership and advancement opportunities within our chapter.
- Evolve and expand existing Membership and I AM AIA campaigns to bring transparency to existing benefits and show value of membership.

Diversify revenue streams, exploring expanded sponsorship tiers and new funding opportunities.

- The Finance Committee will serve as a resource for grantmaking staff to help support the development of financial portion of grant storytelling for Seattle Design Festival.
- The Finance Committee will serve as a strategic partner and resource to Development staff leading non-dues revenue growth. At the request of Development staff, the committee will provide input on the prioritization of new revenue opportunities and offer expertise to inform strategies for sustainable growth.
- Leverage board member relationships to map and activate existing connections, identifying new companies across the architecture, engineering, construction, and related industries in the Pacific Northwest that have not yet engaged with AIA Seattle, in order to grow and diversify our network of sponsors.
- Leverage board and community relationships to identify design-driven and design-adjacent companies that align with the Seattle Design Festival's mission but have not yet partnered with us, in order to grow and diversify SDF's sponsor base.
- Conduct a formal evaluation of AIA Seattle and SDF's existing sponsorship tiers and benefit structures.
- Deliver communications campaign to convey the impact and financial need of SDF.

Optimize operational efficiency by leveraging in-kind contributions, volunteer support, and strategic partnerships.

- Support plans for sustainable relationship development between the AIA Seattle + SDF Board of Directors and former CfAD partner organizations (AIWA Council, SAF) in consideration of exiting our shared space to continue strategic partnership.
- Implement new tools to track outreach to community partners and build more robust relationships.
- Leverage board relationships to map and coordinate in-kind opportunities, streamlining how AIA Seattle and SDF identify needs, make requests, and recognize contributors through improved communication, tracking, and collaboration.