



AIA
Seattle

STRATEGIC PLAN 2020-2024

SHARED VISION

We envision a culture of design that fosters equitable, resilient, thriving communities.

AIA SEATTLE MISSION

We champion the central role of architects in creating and sustaining a better built environment.

DESIGN IN PUBLIC MISSION

We unleash the design thinker in everyone to illuminate Seattle's challenges and ignite action.

CORE VALUES

Excellence. We demonstrate and promote design excellence.

Advocacy. We represent the collective design voice, while valuing individual contributions.

Integrity. We speak up on important issues, convene courageous conversations, and embrace risk when it serves our mission.

Equity. We advocate for opportunity, diversity and inclusion in practice and process.

Stewardship. We consider future generations and elevate sustainability to safeguard our Northwest landscape, community, and climate.

Collaboration. We foster cross-industry connections and partnerships to magnify our collective impact.

WHAT WE DO

Prepare our profession to lead.

AIA Seattle nurtures a healthy ecosystem of architectural practice.

- Provide lifelong learning.
- Prepare our members to thrive in all economies.
- Create cross-industry connections.
- Celebrate collective and individual achievement.

AIA Seattle promotes a robust pipeline of diverse emerging architects.

- Engage K-12 and university students to continue the profession.
- Increase the diversity of age, gender, race, ethnicity, ability and economic status in our profession.
- Amplify the voices of emerging leaders.

AIA Seattle amplifies the impact and evolution of the profession.

- Support and share research.
- Invest in strategic, longitudinal issues where we can offer real insight.
- Anticipate and prepare for the future of our changing profession.

WHAT WE DO

Deploy design to make a difference.

AIA Seattle champions the design of thriving, livable communities.

Elevate public awareness of how design impacts lives and livelihoods.
Improve community engagement in design solutions.
Imagine design solutions to urgent problems.

AIA Seattle informs the policies, systems, and people that shape our built environment.

Advocate on policies and regulations.
Influence decision-makers and systems.

WHAT WE DO

Sustain a healthy chapter.

AIA Seattle stewards and expands our sustaining resources: money, staff, and volunteers.

Grow our financial resources.
Engage members to guide our work.

AIA Seattle builds relationships and influence at all levels of the Institute.

Promote local member leaders within AIA the Institute.
Collaborate with all levels of the AIA.
Lead by example.

AIA Seattle expands the visibility, impact and purpose of the Center for Architecture & Design.

Partner strategically with allied organizations.
Leverage the Center for Architecture & Design to increase our influence and impact.