

Membership Development Steering Committee

Purpose

AIA Seattle is a membership organization serving the needs of more than 2600 members across 10 counties. The Membership Development Steering Committee works in support of the strategic direction of the AIA Seattle Board of Directors to provide support for the development and delivery of membership benefits and perspective on the membership experience.

Mission + Vision + Values

OUR MISSION:

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

OUR VISION:

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

OUR VALUES:

- Demonstrate and promote design excellence.
- Represent our collective design voice, while valuing individual contributions.
- Speak up on important issues, convene courageous conversations and embrace risk when it serves our mission.
- Advocate for opportunity, diversity, and inclusion in practice and process.
- Consider future generations and elevate sustainability to safeguard our Northwest landscape, community and climate.
- Foster cross-industry connections and partnerships to magnify our collective impact.

OUR IMPERATIVES:

AIA Seattle commits time and resources to align our work to achieve change in three primary categories:

Justice, Equity, Diversity & Inclusion: AIA Seattle is committed to identifying, naming and dismantling systemic discrimination within the architecture community in order to nurture universal inclusion and fairness in the built environment, for the communities we impact.

Housing: AIA Seattle is committed to the development of plentiful, quality, diverse, and sustainable housing options for current and future residents of Seattle.

Climate: AIA Seattle commits itself to positive climate action and accelerating our shared goals of a decarbonized, equitable and resilient built environment that allows future generations and ecosystems to thrive.

Collective Responsibilities

Strategic Support

The Membership Development Steering Committee's role is to support AIA Seattle's position in our 10-county membership area as a membership organization that supports architects at all levels of their career. AIA Seattle Members include individual members of AIA as a national, state and local organization, and AIA Seattle only local memberships (Firm Network and Allied Professional categories of membership). The steering committee collects information about member needs and expectations, and ensures the Board of Directors receives information about member input on their benefits and membership experience. Members of the Membership Development Steering Committee promote the value of membership in the broader AEC community.

Membership Campaign Support

The Membership Development Steering Committee recommends annual dues rates to the Board of Directors, assists with development of membership benefits, and provides member perspectives for messaging for the annual membership campaign.

Individual Expectations

Membership Development Steering Committee members serve as ambassadors for the organization. They freely share the benefits and value of AIA Seattle membership as they and their networks experience them. Steering Committee members attend monthly meetings to assist in conceiving, planning, and executing membership initiatives which include annual dues discussions, outreach to lapsed Firm Network and Allied members, periodic member surveys, annual firm engagement sessions, and alignment with the Mission + Vision + Values of the organization, as well as the Imperatives.

Committee Year at a Glance

September	Membership Development Steering Committee year begins
October	Membership Campaign launches for all membership types
Nov/Dec	Support for Membership Campaigns
February	Support for outreach to lapsed/non-renewed members
March	Continuing support for Membership Campaigns
April	Firm Network and Allied Member sessions to provide committee with member input on membership
May/June	Recommend benefits, dues and themes for the next campaign year for approval by the Board and submission to AIA National
July	Campaign planning

Aug 1

Identify new Membership Development Steering Committee members for Board year beginning Sept 1

Composition

Number

The Membership Development Steering Committee is chaired by the Secretary of the Component and one member of the Board of Directors. It is further comprised of 6-8 AIA members in good standing that represent the diversity of membership types and backgrounds.

Term

Membership Development Steering Committee members are appointed by the Board of Directors for a 3-year term beginning in September. Membership Development Steering Committee members may be appointed for an additional term.

Expertise

Membership Development Steering Committee members represent all membership types. This includes representation from the full ten-county service area, diversity of ethnicity, diversity of gender expression, various firm sizes and types, various types of AIA membership levels and Allied/Small Business members.