

AIA Honolulu Strategic Plan

2022 - 2025



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Introduction

AIA Honolulu is a chapter of the American Institute of Architects that serves architects, associates, and allied members on Oahu, Hawaii Island, and Kauai.

In August of 2021, AIA Honolulu's leadership began a strategic planning process. A Strategic Planning Committee consisting of four active chapter members and the Executive Vice President collaborated with a facilitator to develop a new plan.

The following strategic plan is intended to build upon the foundation of our 96-year-old chapter and provide a roadmap to greater success amidst unprecedented societal and community changes.

Mission and Purpose

Mission

AIA Honolulu strives to meet the needs of our members and in doing so to shape our communities through good design. We view thoughtful planning and collaborative leadership as critical to our shared successes.

Chapter's Purpose (from Bylaws)

The Purpose of this Chapter is to organize and unite in fellowship the members of the architectural profession within the Chapter; to promote the aesthetic, scientific, and practical efficiency of the architectural profession; to advance the science and art of planning and building by advancing the standard of architectural education, training and practice; to coordinate the profession of architecture with the building industry; to insure the advancement of the living standard of people through their improved environment; to make the architectural profession of ever-increasing service to society; and to protect the rights and interests of our members and to advocate on their behalf.

Why We Exist & AIA National Strategic Goals

AIA Honolulu exists ...

To help each other put our talents to work to create better places for people to live, work and play through:

- ***Community*** - *building a healthy and welcoming profession*
- ***Knowledge*** - *sharing experience and wisdom*
- ***Advocacy*** - *extending the influence of our profession's values.*

AIA National has identified two goals in its 2021-2025 Strategic Plan, which are also uniquely important for our island setting and diverse membership:

- ***Climate action for human and ecological health***
- ***Advance racial, ethnic, and gender equity***

As outlined in the following sections, AIA Honolulu's strategic priorities for 2022 – 2025 are aligned with AIA National's goals.

Process

Membership Survey

In 2020, the entire AIA Honolulu membership was surveyed with an 11% response rate. This survey helped to assess member needs, levels of satisfaction, and other concerns (especially related to the pandemic).

Committees Survey

In August of 2021, the volunteers who chair AIA Honolulu committees were surveyed. The survey included questions on the successes of the previous strategic plan as well as areas that lacked action. It also asked questions on governance, communications, finance, value criteria for members, and what areas the committees believed deserved increased attention and action.

Group Discussions

Two long-term planning focus groups were held with key segments of our membership: emerging professionals and past presidents of AIA, asking "where should AIA Honolulu be in 10 years?"

Strategy Committee Planning

The results of the surveys and discussions were compiled and presented to the strategic planning committee. Three essential verbs arose to frame the priorities and actions of AIA Honolulu: **Belong, Learn, and Commit.** These Strategic Priorities serve as the organizational framework for the new Strategic Plan.

The committee met multiple times to discuss key issues and envision how the chapter embodies these verbs as we plan for the future.

Action Plan

The Board and AIA Honolulu staff will develop tactical plans to provide a roadmap for the next four years. The tactical plans will refine dates, responsibilities, and measures of success for the new and ongoing activities of the chapter.

This plan and the tactics beneath it will be approved by the Board and implemented. AIA Honolulu will periodically share with membership the progress made on the plan over the course of the next four years, and staff and leadership will use the plan to guide our activities.

Strategic Priorities

1. BELONG: Better Together

We gain value, support, and camaraderie through active chapter participation and an inclusive atmosphere.

2. LEARN: Better Professionals

We create opportunities to grow as architects, mentors, and leaders, while demonstrating the importance of the architectural profession to the public and younger generations.

3. COMMIT: Better Communities

We are committed to harnessing the power of architecture and good design to help solve society's and our island community's most pressing challenges

Strategic Priority 1

1. BELONG: Better Together

We gain value, support, and camaraderie through active chapter participation and an inclusive atmosphere.

Create a welcoming organization where members and potential members of AIA feel they belong and are uplifted by our diversity.

- Share acknowledgments and achievements of the chapter, its members, and partner organizations to build and support the community.
- Model equity in the profession through our leadership to serve the needs of our community.
- Provide enhanced service opportunities such as youth mentorship and outreach and collaboration with 'aina-based entities and other community-focused organizations.
- Hold space for networking and talk-story events to promote community.

Promote AIA's value to members and key stakeholders to increase membership and support.

- Understand and address individual and small firm financial barriers to membership.
- Solicit, review, and implement feedback received from members and potential members about what they value most about membership.
- Encourage annual sponsorships and actively grow sponsor program.

Empower the AIA Honolulu community of architects as reputable influencers.

- Strengthen AIA Honolulu's reputation by advocating for the profession of architecture and the benefits it provides to local communities.
- Update annual Design Awards program to align with AIA National's climate and equity priorities, informed by local needs and priorities.
- Encourage and support member opportunities to represent Hawaii's architectural community locally and nationally.
- Nurture and develop students, new graduates, interns and emerging professionals as future chapter members and industry leaders.

Strategic Priority 2

2. LEARN: Better Professionals

We create opportunities to grow as architects, mentors, and leaders, while demonstrating the importance of the architectural profession to the public and younger generations.

Provide a range of technical learning opportunities to support career-long learning and promote innovation in the profession.

- Share the latest research and technology utilized in architectural projects.
- Provide insight into all areas of architecture, from business development and management to staff recruitment and mentoring to celebrating great design.

Exemplify equity in the profession and the leadership development opportunities we provide.

- Encourage traditionally underrepresented perspectives to engage and ignite new ideas in the profession.
- Seek opportunities to remove barriers to personal and professional growth.

Support outreach programs to the general public on why architects matter and to school and college communities to consider careers in architecture.

- Create opportunities to interact with and educate the public.
- Enhance Public relations to share the activities of the chapter beyond our membership.
- Support local political advocacy in alignment with state-wide efforts of the Hawaii State Council.
- Grow partnerships with schools and higher education institutions.

Strategic Priority 3

3. COMMIT: Better Communities

We are committed to harnessing the power of architecture and good design to help solve society's and our island community's most pressing challenges.

Provide clear communication on how chapter resources are employed.

- Make chapter accomplishments and financial investments transparent to membership.
- Solicit, share, and act on member and community feedback on AIA programs and operations.

Demonstrate leadership in sustainable design and coastal resiliency.

- Increase and leverage committee connections for collaboration and overlap on climate-oriented topics, such as sea-level rise.
- Improve awareness of AIA National sustainability priorities and resources.
- Identifies opportunities for collaboration with other island states facing similar environmental and social challenges.
- Elevate regionally-appropriate architectural design solutions to reduce negative environmental impacts and enhance resiliency of the built environment.

Promote the power of architects to contribute to solutions to local and societal problems through good design.

- Invite experts to share project successes and ideas with members to promote innovative thinking in related areas such as affordable housing and homelessness, transportation and urban planning, coastal resiliency strategies, historic preservation and adaptive reuse, etc.
- Facilitate opportunities or pro-bono work and community service to provide broader access to design thinking.
- Provide venues for the promotion of thoughtful design solutions and opportunities with government officials, private developers, and other community stakeholders.

Strategic Plan 2022 - 2025

Summary

Mission:

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Why We Exist:

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-

AIA National Strategic Goals:

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AIA Honolulu Strategic Planning Committee Members

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