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Report

from the Strategic Council

From:

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To:

AIA Honolulu, AIA Maui

Mission: *The AIA Strategic Council advances the architectural profession by informing the AIA Board and other Institute bodies about important professional issues, opportunities, and threats. The Council has an outward and forward-focused vision with an emphasis on long-term goals and outcomes.*

What Does the Strategic Council Do? *To learn more about the role and activities of the Strategic Council, click [HERE](#).*

From the Councilor

In 2024 I am again co-chairing the Value of Architecture study group. This study group is vitally important to help our member and the profession as a whole better communicate and execute on the value we provide to our clients and society. We are looking at three time horizons of near term, visionary, and future/unexplored. Interesting questions we look to tackle include:

- How do we define and communicate our value?
- How can we streamline our services delivery with other stakeholders to improve efficiencies and lower costs?
- Will we remain the “master builders” or need to pivot our branding and services to “master strategists” or similar title?

Council News

FROM THE MODERATOR

The Strategic Council started successfully during Governance Week in Washington, DC, last December. During this event, the 2024 study groups began outlining their plans for the year (see following section).

The Council Moderator and Vice Moderator attended the AIA Research Network meeting to provide an update on the progress. The Research Network is an informal group comprised of researchers in

professional practice, architectural educators, including experts in public health, high performance design, equitable communities, resilience and more. The group grew out of initial collaboration in 2021 and meets on an ad hoc basis a few times a year to strengthen research connections and share areas of research inquiry. This group is also an opportunity for allied organizations such as the Association of Collegiate Schools of Architecture (ACSA), Environmental Design Research Association (EDRA) and Architectural Research Centers Consortium (ARCC) to provide programmatic updates and share events and funding opportunities.

The Council is proactively updating its communication processes to enhance the communication channels between state components and AIA National. This strategic initiative aims to empower Councilors as effective conduits across the diverse layers of the AIA.

The early collaboration with AIA Staff leadership, subsequent engagement with the AIA Research Network, and ongoing communication updates have positioned the Council for a year of meaningful progress, resource sharing, and collective efforts toward positively influencing the architectural profession and our global society.

Graciela Carrillo, AIA 2024 Moderator + Josh Flowers, FAIA 2024 Vice Moderator

Special thanks to our Steering Committee members who help guide our work and inform our decision-making process: Brad Benjamin, AIA (Best Practices Committee Chair), Alyssa Murphy, AIA (Communications Chair), Bruce Herrington, AIA (Elections Chair).

2024 STRATEGIC COUNCIL STUDY GROUPS

The 2024 Strategic Council has formed five study groups, researching the following topics. In January, the co-chairs of each study group met with AIA Staff leadership to exchange resources and identify potential synergies with AIA's ongoing initiatives. This meeting enabled us to pinpoint key AIA personnel who would actively contribute to the study meetings, fostering further collaboration and resource sharing. The five study groups and their 2024 focus are as follows:

- Equity: Achieving a Bias-free Profession
- Design: Artificial Intelligence and its Impact
- Wellbeing: Advancing Awareness, Knowledge, and Application toward designing healthier buildings and communities
- Value of Architecture: Developing recommendations for actionable items that will educate and prepare members and collectively advance knowledge to positively impact our profession, our planet, and our global society
- Climate: Water & Equity, expanding the lens of climate action by deepening practice knowledge about the impact and opportunities of design choices surrounding water

Institute News

AIA LAUNCHES UPDATED WEBSITE

You may have noticed some changes to the AIA website in recent months. Initially launched in late 2023, the new website (<https://www.aia.org/>) aims to be more engaging, user-friendly, and better able to communicate AIA events and programs.

As the publishing landscape continues to evolve, AIA is proactively taking steps to ensure its members have access to high-quality, relevant content. The new content hub, which will be available on AIA's new website as a member benefit, will offer a unique user experience. The weekly e-newsletter will begin to use

personalization algorithms and AI platforms to deliver content tailored to each member's individual interests and professional specializations.

Because the new site will tailor content to align with personal and professional interests, all members are encouraged to update their account information at the following link:

- [Update "My Account" for a personalized AIA experience](#)
Update your demographics and professional interests today so AIA can better serve you with tailor-made content.

NATIONAL DEFINITION - ZERO EMISSION BUILDING

The American Institute of Architects (AIA) is commending the Biden-Harris Administration for developing a National Definition of a Zero Emission Building for Operating Emissions. Defining zero emission buildings will help create consistent, standardized, and measurable factors that will help architects reduce building emissions.

In the response to the Request for Information issued, AIA developed comments with member feedback that emphasized clarification is needed on whether the Administration's intent is to incorporate the definition in future guidance or financial incentives. AIA President Kimberly Dowdell, AIA, NOMAC noted that "AIA members have been providing input to the Administration through the development of the definition and will continue to do so as this process moves forward."

The Strategic Council would like to commend Councilor Tim Lock of Maine and 2023 Moderator and current AIA Board Member Anne Hicks-Harney of New Jersey for their direct participation in this effort, a connection that sprang from the work of the Council's 2023 Climate Action workgroup.

Upcoming events

Date	Event	Location	Link
June 6-8, 2024	Conference on Architecture & Design 2024	Washington DC	Link

For more events, visit the AIA events page at: <https://www.aia.org/community/events>.

Feedback

We value input! If you have questions or ideas for the Strategic Council, reach out to us at StrategicCouncil@aia.org. To learn more about the work of the Strategic Council, please visit the [Strategic Council webpage at AIA.org](#).
