



DRAFT YAF SUMMIT20 Outcomes

Advancement of the Profession

All text should be clear and appropriate for multiple audiences (AIA Leadership, AIA Staff, Component Executives, General Public) and multiple publications (website, magazine articles, membership articles) as we move forward. Choose your words carefully and come to a consensus as a team before submitting this document. All six outcomes will be reviewed and discussed as a group before they are published.

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TBD

Introduction

Definition of Topic (written for an architect to understand): Redefine the traditional role and public perception of the Architect, by educating the public to the added value of our diverse skillset.

Why is this topic important to Young Architects? It is important because it keeps Young Architects relevant as they are emerging into their professions and their careers.

Why is this topic important to the AIA? Many Architects feel that most people, even their clients and families, don't understand what they do or the value that can offer to anything they are involved in. Young Architects need to have a place in today's society to share their knowledge and abilities, whether in traditional architectural practice or not. Architects need to stay relevant, adapt, recognize and understand changes around them and how they can be part of the changes not watch them happen and say "hey what about me?" The AIA, as an organization, can use its resources to assist with this so that remains as the recognized organization for architects and the profession of Architecture.

As it relates to Advancing the Profession, it is equally important for the AIA, the future Architect, the Emerging Architect, the Seasoned Architect, and those outside our profession, to have a better understanding of Architects and to promote that Architects are uniquely skilled in their approach to understanding and solving simple and complex problems, leading teams and managing projects. Also, expand the knowledge of the public with regard to Architects embracing new and innovative technologies. In order to "Advance the Profession" past whatever the current perception may be about what architects do or are capable of doing we need to understand where we are currently to be able to move forward. For AIA to remain relevant it is important to study and understand the needs that exist, how Architects can be brought to the forefront, and how to position ourselves to have the maximum impact possible.

Impacts (recap and clarify from Summit; language should be clear, concise, and understandable by a non-architect)

Individual

1. Increase Application of Diverse Skill-set
2. Increase Employability + Marketability
3. Increase Job Satisfaction

Firm

1. Increased Revenue Stream
2. Broader Opportunities
3. Better Retention of Qualified Professionals
4. More Collaboration with Allied Fields



DRAFT YAF SUMMIT20 Outcomes

Advancement of the Profession

5. Creation of "Teaching Firms"

Profession

1. Adding Perception of Value
2. Strengthening Our Brand
3. Enhances Integrity of What We Do
4. Creates Broader Influence on Others; Aggregates into Better Practice Models

Community

1. Builds a Broader Civic Influence
2. Turns "Luxury" into "Necessity"
3. More, Better Designed Neighborhoods
4. More Universal Application of Sustainable Issues

Outcomes *(recap and clarify from Summit; language should be clear, concise, and understandable by a non-architect)*

Individual

1. Better Placement of Graduates in Viable Job Positions
2. Change the Way Architects Are Educated
3. Who we are and how we are valued

Firm

1. Increased Billings
2. Better Qualified Hiring Practices

Profession

1. Increased Role in Code and Legislative Development
2. Architects in Alternative Career Paths in Roles of Leadership at AIA / Regional / Local
3. Greater Diversification of what Architects do Across Industries
4. Promote and Celebrate Awareness of Alternative Career Paths
5. Media Outreach

Community

1. Increase in Civic Leadership + Involvement
2. More "Essential" Community Engagement
3. Licensed Architects in Broader Range of Service Sectors

Actions *(rank in order of importance per time frame; the more ideas you have the better! We will vet the ideas as a group once each team completes this form)*

Short Term (1-2 Years)

1. **Publish White Paper Series on Architecture Culture and Development (Research / Publication)**
 - a. Become a trusted Resource
 - b. "Did you ask an Architect?"
 - c. Work with Colleges and Universities to Understand and Influence Studio Culture
 - d. Author White-papers on Firm and Studio Experiences of Emerging Professionals
 - e. Understand Practice Models as they relate to Emerging Professionals
 - f. Seek publication of Series in Harvard Business Review and Other Relevant Journals
2. **Create AD Campaign – "Check the Box" (Advertising / Outreach within AIA)**
 - a. Set a numeric goal for EP Demographic Membership



DRAFT YAF SUMMIT20 Outcomes

Advancement of the Profession

- b. Raise Awareness of YAF Tactics and Strategies
- c. Implement Programming to Reflect the Mission of Advancing the Profession
- 3. Create an General YAF Image Campaign (Advertizing / Outreach external to AIA)**
 - a. Grassroots Participation
 - b. Create Image of Nimble / Dynamic / Responsive Reach of Young Architect
 - c. Make Architects “Hip”
 - d. Add Energy / Guerilla Attitude / “Reboot” Attitude Toward what Architects Do
 - e. “What Nike did for Running, We do for Buildings!”
 - f. What do employers look for in Architects in the modern age?
- 4. Publish YAF Mission Statement More Publically (Advertizing / Outreach)**
 - a. Make more people aware of what Young Architects and AIA are doing
 - b. Create Innovative Communication Pieces to Expand Outreach + Branding
 - c. Emphasize What We Do Well, not just in the Context of the Built Environment
 - d. Catalog what outreach avenues have been pursued before; which were successful? Which were not? Why?
- 5. Expand Mentorship Program to Include Non-Traditional Paths (Research / Online / Networking)**
 - a. Create a database to pair Architects with non-Architects. Could allow architects to see how other professions handle similar issues that they have as well as give a place to de-mystify what we do or can offer as architects.
 - b. Use this relationship expansively to establish a better relationship with the NAC and AIAS
 - c. Cross-pollinate with other Professional Organizations and Allied Members

Medium Term (3-4 years)

- 1. Influence the Creation of “Teaching Firms” similar to “Teaching Hospitals”**
 - a. Reboot the model of Journeyman / Apprentice in the Profession
 - b. Influence the creation of “Teaching Firms” similar to “Teaching Hospitals”
 - c. Collaborate with A+DEN and ACE
- 2. Create Webinar and Publication Series : “Architects: We Do More Than Buildings” (Online Seminar)**
 - a. Expand public understanding of the skillsets of Architects
 - b. Illustrate the value of the profession through educational outreach contrasting other “white collar” professions
 - c. Emphasize the diversity of the skillset of an architect through case study analysis
 - d. Emphasize the ethics and intergrity of how architects practice
- 3. Place YAF Member on Select Boards and Committees (Grassroots Outreach – Toolkit?)**
 - a. Influence Code and HSW Policies and Development
 - b. Case-Study Based
 - c. Influence groups such as the following positively and with a emphasis on impact and involvement:
 - 1. Chambers of Commerce
 - 2. Think Tanks
 - 3. Leadership Academies
 - 4. City Councils
 - 5. Planning Boards
 - 6. Local and State Legislatures
 - 7. Building Officials
 - 8. Licensing Agencies