



## DRAFT YAF SUMMIT20 Outcomes

### **Economy & Change**

*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.*

#### **Original Breakout Session Team at Summit20:**

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### **Introduction**

**Definition of Topic** (*written for an architect to understand*): The economic prosperity of the country is in a volatile position. Its dynamic not only affects the financial districts but ultimately ripples down to the people who support those institutions. In a downturned economy, the building industry is one of the first to be affected – an owner is unable to receive the financial backing that would fund the design team and with workloads minimized, firms are unable to support the amount of employees and lifestyle that it once provided for. During an upturned economy it is easy to forget the struggles that once occurred and not be mindful of the past.

#### **Why is this topic important to Young Architects?**

Studies are inconsistent but showing that as many as 13%-24% of architects are unemployed. These unemployed architects are forced to take positions outside of their field and it is uncertain how many will ever return to the industry. While the first to go are usually the interns that don't have the experience to work unsupported you also see the release of seasoned architects without the technological experience. When a firm releases the people who do production and the people who provide mentorship and experience, they are left with gaping holes of knowledge. Additionally, salary rates decrease and it is harder to catch up to the incoming professionals when the economy picks up.

**Why is this topic important to the AIA?** AIA's mission is to support the individual, the firm and the community. Assisting someone in keeping their job or finding a job aids a firm.

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

##### Individual

1. Changes in technology
2. Downward pressure on fees and schedules
3. Doing more with less.
4. Knowledge gap – need to keep up skills.

##### Firm

1. Heightened investor accountability
2. Outsourcing, reduced benefits and contract employees
3. Luring and maintaining top talent
4. Business Development is expected from everyone

##### Profession

1. AIA needs to be more inclusive, embracing all design professionals in order to maintain the talent pool
2. The growth of new firms increases in a downturned economy.



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3. Professional Diaspora
4. Awareness of advocacy in order to increase the flow of funds back into the construction industry.

### Community

1. Increase in pro-bono and public outreach to help the built environment tackle community problems.
2. The state of the economy is driving sustainability.

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

#### Individual

1. Education and opportunities on how to find jobs.
2. Education on how to maintain job skills.

#### Firm

1. Educate firms on responsibility of educating employees.
2. Educate firms on consequences of discharging the same type of employees at each downturn.

#### Profession

1. AIA should increase the number of programs to assist in job placement.
2. AIA should increase the number of programs to assist in technical education.

#### Community

1. Support the local and national Political Action Committees.
2. Support pro-bono efforts and community outreach. Everyone is struggling.

### 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. Tabs on Talent: A 'speed dating' program that allows firms to interview employees even though they may not have the positions for hire currently available. It allows firms to have an awareness of available job candidates they could hire when the economy improves & stay connected with them.**
  - a. Does this relate to an individual, firm, profession, or community outcome from above? **Individual & firm**
  - b. How does a young architect benefit from this? **If unemployed, it keeps young architects in front of firms and works on their interviewing skills. It helps them to forge relationships & network.**
  - c. How does the AIA benefit from this? **Inspires the unemployed to stay in the profession.**
  - d. What are the steps to implement this action? *(the more detailed the better)* **Local components can help organize the program in each area by advertising to members/students/allies. Firms volunteer to host the program in their office. May require a liaison to facilitate the event & set-up the ground rules. Interested parties RSVP to attend.**
  - e. How can this action be supported at the Local, State, and National Level? *(this is ideal, but not always possible)* **This could happen at any level- share strategies and experience.**
  - f. Are there any metrics to measure the success of this action? **Survey participants sometime in the future to see if the event helped them secure employment.**
- 2. Open Door Policy: Just because a firm had to let go of employees doesn't mean they don't want to one day regain their status. Opening up the office doors to people interested in the company establishes contacts and relationships which could once again be fostered when times are more successful.**
  - a. Does this relate to an individual, firm, profession, or community outcome from above? **Individual, Firm, Profession, Community**



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- b. How does a young architect benefit from this? **Ability to “check out” firms to see what they have to offer in an informal way. Networking opportunity.**
- c. How does the AIA benefit from this? **Not focused only on architects, but bringing in the community as well. It enhances the public perception & awareness of architecture.**
- d. What are the steps to implement this action? *(the more detailed the better)* **Local chapter could set up a calendar. It could be a monthly event showcasing one or many firms. Similar to a gallery stroll concept for architects to show their work.**
- e. How can this action be supported at the Local, State, and National Level? *(this is ideal, but not always possible)* **This could happen anywhere- it requires advertising to get recognition & attendance.**
- f. Are there any metrics to measure the success of this action? **Difficult to measure public perception.**

### Medium Term (3-4 years)

1. **Political Action Committees: Educating the public and architects about PAC’s and why they are so vital to the building industry. If more people were involved in advocacy whether it is financially or through action then the Architects voice will be louder and heard more often when Congress is in need of direction for best ways to support the economy.**

- a. Does this relate to an individual, firm, profession, or community outcome from above? **Profession**
- b. How does a young architect benefit from this? **Understanding that they are helping build a foundation for success of our profession & we are the future leaders who will benefit from it.**
- c. How does the AIA benefit from this? **Better representation for the profession.**
- d. What are the steps to implement this action? *(the more detailed the better)* **Get the word out about the importance of having the PAC (share results) , recruit people at the ground level to inspire others in their sphere to donate, get anyone interested in serving in government the support & resources needed to do so.**
- e. How can this action be supported at the Local, State, and National Level? *(this is ideal, but not always possible)*
- f. Are there any metrics to measure the success of this action? **\$\$\$ amount of funds donated**

2. **Creating a Platform for All Things Design: Sharing the stage with other creative professionals with the intent of enhancing individual relationships, the success of projects & firms, the image of the profession, and the fabric of our communities.**

- a. Does this relate to an individual, firm, profession, or community outcome from above? **Individual, Firm, Profession, Community**
- b. How does a young architect benefit from this? **Expands design work from a building focus to a more holistic approach through creative partnerships.**
- c. How does the AIA benefit from this? **Get others to join as members and/or attend events. Give to the PAC.**
- d. What are the steps to implement this action? *(the more detailed the better)* **Requires determination of targeted allies, creating relationships with those parties (at all levels).**
- e. How can this action be supported at the Local, State, and National Level? *(this is ideal, but not always possible)*
- f. Are there any metrics to measure the success of this action? **Increased memberships & demographics of members or attendees.**

### 3. AIA Education Programs:

- i. **Creating seminars that educate the architect on how to stay up-to-date with changing technology.**
- ii. **Creating seminars that educate the young architects how to have better business skills. Architects tend to be design-focused and not as educated in the business realm.**
  - a. Does this relate to an individual, firm, profession, or community outcome from above? **Individual, Firm, Profession**
  - b. How does a young architect benefit from this? **Receive support to improve their skills/mentoring.**
  - c. How does the AIA benefit from this? **Helps the profession thrive and maintains reputation.**
  - d. What are the steps to implement this action? *(the more detailed the better)* **Find educators (volunteers?), provide seminars at reasonable cost (could be held at firm offices or at chapter offices), advertise to members/students/allies, create an environment of knowledge sharing between the younger generation (technology-savvy) & the older generation (business-savvy)**



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- e. How can this action be supported at the Local, State, and National Level? *(this is ideal, but not always possible)*
- f. Are there any metrics to measure the success of this action? **Attendance numbers & feedback on improved BD efforts**

### 4. Future Fellows of America: A mentoring program that keeps Fellows in touch with architects. A Young Architect and a Future (on-track) Fellow could pair up for mentoring. This idea expands the pool of Fellows by including "Future Fellows".

- a. Does this relate to an individual, firm, profession, or community outcome from above? **Individual, Firm, Profession**
- b. How does a young architect benefit from this? **Provides an opportunity for networking and goal-setting**
- c. How does the AIA benefit from this? **Continued involvement throughout a person's lifetime.**
- d. What are the steps to implement this action? *(the more detailed the better)*
- e. How can this action be supported at the Local, State, and National Level? *(this is ideal, but not always possible)*
- f. Are there any metrics to measure the success of this action? **The number of applicants for Fellowship.**