

## 6 in 12: 6 QUESTIONS IN 12 MINUTES TO CHANGE YOUR PROFESSION

Greetings Fellow Architects and pushers of the pencil lead

I am writing to request that you participate in an informal 6 question survey on behalf of a program that I hope will benefit you directly.

My name is Chris Turley and I am the Chairperson of an architectural public outreach / education program in the Chicago area. Our program has 18 volunteer architects trained as presenters to raise awareness of the value that architects bring to a project and the many ways our profession's work impacts our client's lives. This has been described as a grassroots guerilla-type action in which our volunteers go into the neighborhoods, trade shows, and other locales to meet with people thinking about doing new homes, home renovations and additions, and non-residential small projects.

Our volunteer efforts are partially based on the premise that a rising tide raises all boats – that increasing awareness and appreciation for the value of what we do will lead to more home and business owners hiring architects. In fact the presenters often benefit as well – with exposure to people considering projects we sometimes get a chance to interview for a project or two for ourselves. The mission is to get our profession back on to the radar of people thinking about projects, to inspire them about what is possible when they work with one of us, and to remove the obstacles and concerns that might be holding them back.

This program is currently aimed primarily at home and business owners however we are expanding this to help builders and realtors understand how an association with an architect can help their businesses bottom line. My long term goal is to have this program adopted and used nationally to educate the public through personal presentations, electronically using internet-based tools, and by other means.

We are revamping the program and we would like the input of professionals like you. This is not intended as an exhaustive survey – rather this is to listen to the professionals in the field and then to realign our compass to the roadmap of your needs. I should say that this survey is my personal creation and is unofficial. I am totally and solely to blame for it. I appreciate your help it making it a success for all of us who push lead for a living.

### **SIX QUESTIONS – TWELVE MINUTES**

To enhance the accuracy and value of the survey please read through all the questions before you begin answering to assure we all are using the same terms and concepts. Reply to this email or copy it to a new email and edit it by adding your own information below. There are only six major questions and

none require calculus, remembering the any moduli of elasticity, or using a henway. This should take no more than ten to twelve minutes.

Please award 10 points to one or more of the following items depending on how important you feel it is. For example you may assign all ten points to one item if you think it is the only thing that matters or you may split the points up and assign them to several items. In any case the total should equal ten. You do not have to assign points or rank to all of the items.

*What would be most valuable to me is if the public learned...*

- that architects are the first and best professionals to turn to when considering a project
- what architects do and/or how we do it
- who the other members of the team are and what they do
- how to find and evaluate team members including architects
- how to be good clients and not to inadvertently cause problems
- the value and impact an architect can make on a client's
  - o Home/space
  - o Lifestyle and living standard
  - o Finances and wealth
  - o Physical safety and security
- the phases of a project and how work occurs in our offices
- financial / budget and scheduling related issues
- to inspire them with examples of exciting projects

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10 - Total Points Max

Please award 10 points to one or more of the following items:

*If the public outreach program expanded, the most appealing elements to you are:*

- Education of the public on the value architects bring to their projects
- Resources and tools for the public to locate the right architect
- Resources and tools for the public to execute their projects with architects
- Architect-focused public relations campaigns on web/TV/radio/print
- Design themed events such as award competitions and ceremonies
- Fun, non-lecture events to make the public aware of an architect's value
- Federal/State/Local government and code officials liaison and lobbying
- Themed social events for you to be with other architects
- Continuing Education credit programs
- Other:

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10 - Total Points Max

Please award 10 points to one or more of the following

*If an effective program like this existed either live or electronically in my area I believe it would result in*

- more business for me overall from clients I/ we don't currently have
  - an easier sales phase by giving me prepared clients
  - an easier time on my project because the clients are prepared
  - would enhance the view and value of the profession
  - not much of a change for me / my business
  - would prove to be a negative to me / my business
  - Other:
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10 - Total Points Max

Place an X in front of the line(s) you want to select

*If this program was active and causing a shift in an increased use of architects I would be willing to commit:*

- Nothing - I would not ever support a program like this financially
- \$50 to \$100 annually\*
- \$100 to \$300 annually\*
- \$300 to \$700 annually\*
- No additional money but I would ask that up to 1/3 of my professional association membership(s) fees be re-assigned to support this program
- I would join/rejoin/switch to an organization that had a program like this
- Other:

\* in addition to your current professional association membership(s)

*Place an X in front of the line that best describes your situation*

- I am not unemployed / am underemployed
- I generally work alone
- I own / am an executive in
  - o a small practice of (two to five people)
  - o a midsized practice (six to 25 people)
  - o a large practice (more than 25 people)
- I am an employee of
  - o a small firm (two to five people)
  - o a mid size firm (six to twenty five people)
  - o a large firm (more than 25)
- I am retired / on long term leave / no longer practicing architecture
- Other

Place an X for yes or no and insert the name of your State and type of community

*Do you believe this program could be effective in your area?*

- Yes
- No

*My practice*

- has residential / small project clients
- has no residential / small project clients
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*and I work in*

- a city / urban area in the great state of : (insert name of State)
- a suburban area in the great state of : (insert name of State)
- a rural area in the great state of : (insert name of State)

*What is the modulus for elasticity...*

kidding - THAT'S IT. Test over – put down your pencils.

I really appreciate your help on this.

Two final things - if you are interested in learning more about our progress and/or want to participate in the program in some form please let me know. Also please forward any other ideas, thoughts, or other programs you know about.

And finally finally, please forward this to other architects – the more input, the better our roadmap.

Please return to [Chris.Turley@TurleyArchitects.com](mailto:Chris.Turley@TurleyArchitects.com)

Chris Turley  
Turley Architects