



# **ADVOCACY TOOLKIT**

Assembled for your benefit by the 2016 - 2017 AIAS Advocacy Task Force



# ADVOCACY TOOLKIT

In accordance with Advocacy Month, this toolkit was designed to help you create and carry out a panel discussion based on equity, diversity, and resiliency. This year's Advocacy Month is four weeks long, and with strategic planning, you can easily fill each week with interactive activities to inspire your chapter and your school. Hosting a panel discussion can be incredibly instructive, and it's not as hard as it sounds! In this toolkit, you will find:

- Countdown Calendar
- Example Correspondence
- Example Posters
- Panel Questions

## **#ProTip\_01**

At a loss for what to ask in a panel? Create a survey or host a post-it note wall so members can share ideas

## **#ProTip\_02**

If you team up with other organizations at your school, you could reach more people or even plan to provide food



## EXAMPLE PLANNING CALENDAR

It doesn't take too long to plan a successful and thoughtful panel discussion. The ingredients you definitely need are panelists, a venue, and questions. It's important to be respectful and give your panelists enough time to gather their thoughts. Make sure that you hype up the benefits of attending.

<b>BEFORE</b> formulate questions + general topic	<b>13</b>	<b>14</b> invite panelists	<b>15</b>	<b>16</b>	<b>17</b> book event space + equipment	<b>18</b>
<b>19</b>	<b>20</b> begin hype	<b>21</b> get resumes + bios from panelists	<b>22</b>	<b>23</b>	<b>24</b> social media reminder blasts	<b>25</b>
<b>26</b>	<b>27</b> ask members to submit questions they have	<b>28</b>	<b>1</b>	<b>2</b> check equipment	<b>3</b> <b>SUCCESSFUL + THOUGHTFUL PANEL</b>	<b>4</b>
<b>5</b>	<b>6</b> send out highlights from the panel					

### #ProTip\_03

Get your faculty involved! If you're not optimistic about attendance, ask a faculty member to offer extra credit



## EXAMPLE INTRO EMAIL

The panelists you choose should have experience with the topics you'd like to discuss or interesting perspectives. They can be people that you're familiar with, like faculty or local leaders, or they can be strangers who have a lot to share about their careers. Keep in mind that the more panelists you have, the less questions you'll be able to get through in your allotted time.

Good Afternoon [name of person],

The [school name] Chapter of the American Institute of Architecture Students is taking the month of February to celebrate and discuss advocacy and how we, as architecture students, can do our part to advocate for positive change. We hope to inspire discussions throughout the month, and end February with a panel of faculty and local professionals who can shed more light on advocacy in our future careers.

Our National organization has challenged us to address advocacy specifically relating to diversity, equity, and resiliency. Some of the questions we might ask you would include:

[2 or 3 example questions]

We hope you'll consider sharing your ideas and experiences with our AIAS Chapter! We'd want to have the panel on [date of panel] at [place of panel]. Please let us know if you can make it,

Thank you so much!

- [school name] Chapter of the American Institute of Architecture Students

Good Afternoon [name of person],

Thanks again for agreeing to be on our panel discussion! You are helping to paint a full picture of what equity, diversity, and resiliency can look like in the professional world. Our vision is for this panel to give us students something to think about in addition to inspiring conversations in the future.

Our panel will be [at a place] [at a time]. The panel will be [duration of time] long.

[Someone] will be the panel moderator and they'll ask the following questions:

[Full list of questions]

Please send us a copy of your resume or a shot biography so that we can introduce you accurately.

Thanks again,

- [school name] Chapter of the American Institute of Architecture Students

### #ProTip\_04

Let the panelists know what you'll be asking so that they can prepare concise and thorough answers



## PANEL QUESTION BRAINSTORM

Here are several questions that the Advocacy Task Force wishes they could have asked during their Advocacy and Resiliency Panel at FORUM. You should consider these or come up with your own questions that might be more relevant to your school. Your schedule may only allow for 4 or 5 questions, so make sure that they're good ones!

How can AIAS contribute to the resilience of the architectural profession and education?

Have you noticed a trend or correlation between licensure and diversity or resiliency?

Please define diversity (or advocacy or resiliency or equity) in terms of your architectural practice.

What benefits are there that you have noticed for having people of diverse backgrounds in your studios or workplaces?

How can we, as students, solve problems of resiliency or diversity in our own lives?

What aspect of your career do you wish you had learned more about in college?

Describe your role as a change agent in your architectural community.

What are the major changes the field of design has undergone in the last decade and how do the changes contribute to the resiliency of architectural profession?

How is office culture different from studio culture you've experienced in school and what are some ways we can promote studio culture in an office environment to be more inclusive of diversity groups?

How have you addressed issues of inequity in your professional or personal life?

What kinds of diversity do you feel contribute to the most productive environment?

How do you manage your time between your career and advocating for your passions?

### #ProTip\_05

If you choose to record the panel or go LIVE on social media, make sure you ask your panelists if it's okay

What are your thoughts on how crucial resiliency is to a successful architecture project or environment?

What is your perception of our generation in terms of advocacy, diversity, or resiliency.

### #ProTip\_06

You don't have to show slides, but having the questions up on the screen might help keep things on track

Do you have any advice for emerging professionals who want to continue a spirit of advocacy throughout their career?

What is the architect's role in society?

### #ProTip\_07

Have too many questions for the panel time? Pass out flyers of the questions you didn't get to ask



# PANEL SCHEDULE

Panel discussions go by quicker than you think! Make sure that the moderator has time to ask a few follow-up questions and that there's a timer or clock somewhere nearby.

## 50-Minute Discussion Example

0:00 **Introduce the panel and the purpose of the discussion**  
**Introduce the moderator and have the panelists introduce themselves**

5:00 **Question #1 for Panelist 01**

12:00 **Question #2 for Panelist 03 and 02**

19:00 **Question #3 for Panelist 04**

26:00 **Question #4 for Panelist 02**

33:00 **Question #5 for Panelist 01 and 04**

40:00 **Open it up for questions from the audience**

## 30-Minute Discussion Example

0:00 **Introduce the panel and the purpose of the discussion**  
**Introduce the moderator and the panelists**

5:00 **Question #1 for Panelist 01**

10:00 **Question #2 for Panelist 02**

15:00 **Question #3 for Panelist 03**

20:00 **Open it up for questions from the audience**

### #ProTip\_08

Have a specific panelist in mind who can answer each question so that there are no awkward silences

### #ProTip\_09

Being the moderator while taking notes is hard! Have someone else taking notes so that nothing is missed

### #ProTip\_10

Don't forget that your audience may have questions at the end