



THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

***SPRING 2018***    ***MEMBERSHIP***  
***MONTH MANUAL***





# ***INTRODUCTION***

**Welcome to Membership Month, AIAS!**

**Included in this booklet, you will find:**

- 01 \_ Behind the theme of Membership Month #OwnIt**
- 02 \_ Strategic Planning Exercise**
- 03 \_ Social Media Tools**
- 04 \_ Spark Week!**
- 05 \_ Spring Membership Dues (reduced!!)**
- 06 \_ Collegiate Associates**
- 07 \_ Transition Time!**
- 08 \_ National Office Event Calendar**
- 09 \_ Quad Conferences!**
- 10 \_ Who to Contact**

Please email [vicepresident@aias.org](mailto:vicepresident@aias.org)  
if there are any further questions.



**Keshika De Saram, AIAS  
2017-2018 President**



**Elizabeth Rose Seidel, AIAS  
2017-2018 Vice President**

A woman with a mechanical headpiece, wearing a red jacket and sunglasses, is shown from the chest up. She has a speech bubble coming from her head. The background is a teal halftone pattern.

# MEMBERSHIP MONTH **THEME** & **MISSION**

*Last term you proved to us AIAS is of value to your peers.. Now it's time to*

# #OwnIt

## **MISSION** Side Note:

This Spring Membership Month, we challenge you to evaluate **who you are as a chapter** and what impact you have on individuals, your chapter, and the community.

You are able to shape, mold, stretch, and skew what your chapter has been in the past and find what baseline value of each of these events is.

**I challenge you to reevaluate WHY you host events.** Are they the right events? What goal or need do they meet?

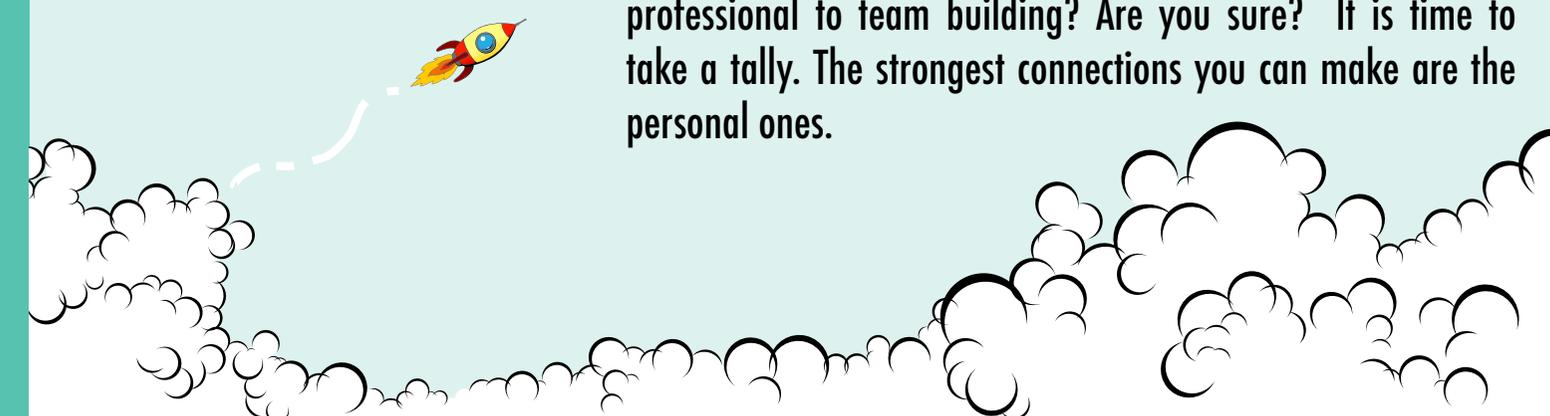


## BEHIND THE THEME

Our value as an organization comes from our members (that's you!) and the content you curate. Through planning, hosting, and facilitating events, your involvement is having an **impact on many scales**. Because of this, we challenge you to take a critical look at programming and opportunities you offer your peers.

What are the students who participate in programming gaining from the experience? **Are they aware of it?**

Does your chapter offer a balanced range of activities from professional to team building? Are you sure? It is time to take a tally. The strongest connections you can make are the personal ones.

A small rocket ship is shown flying through a trail of white, puffy clouds. The rocket is red and yellow with a blue nose cone. The clouds are stylized and fill the bottom right portion of the page.

We encourage you to use this workshop as a vehicle for transition between your board and those that are incoming.

# Strategic Planning!

## EVOLVE

The How:

WITH  
THROUGH  
BEYOND

AIAS  
TO IMPACT

The Who:

INDIVIDUALS  
YOUR CHAPTER  
THE COMMUNITY

It is up to you to decide **THE WHAT**.  
Then own the changes. **#OwnIt**

### THE PLAYERS:

\*The 2017-2018 chapter leaders and the 2018-2019 elects!

### WHAT TO DO:

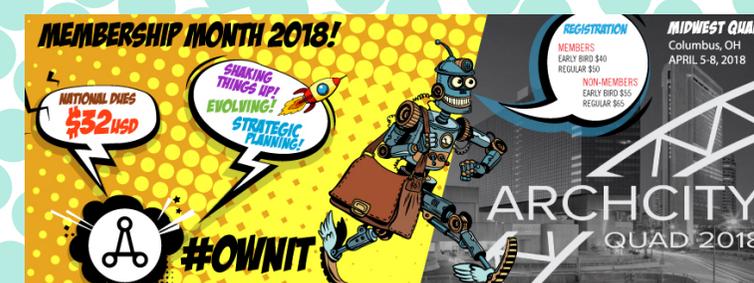
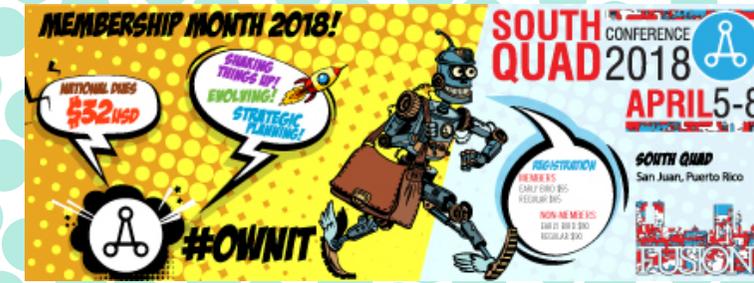
\* Write out a list of all the events you typically host in a year.

\* Next write out that the value of each event is: Personal Growth, Professional Growth, or Team Building | For Fun

\* Think about your university's curriculum. Identify activities that fill gaps in your experience or education.

\* Develop a strategy. See if mixing things up in the coming term and next year would help you to communicate value to peers, professors, and administration.

## FACEBOOK BANNERS



### RECOMMENDED USE

- \* These Facebook banners are great for chapter group pages! Use membership month to promote attendance to your spring conference!
- \* There is also a banner highlighting only membership month.
- \* You can use the profile overlay below at this like: [bit.ly/AIAS\\_OwnIt](http://bit.ly/AIAS_OwnIt)

## Facebook Profile Overlay



## RECOMMENDED USE

\* Each of these four images can be used as both Instagram highlights for membership month or as profile pictures for your chapter facebook page!

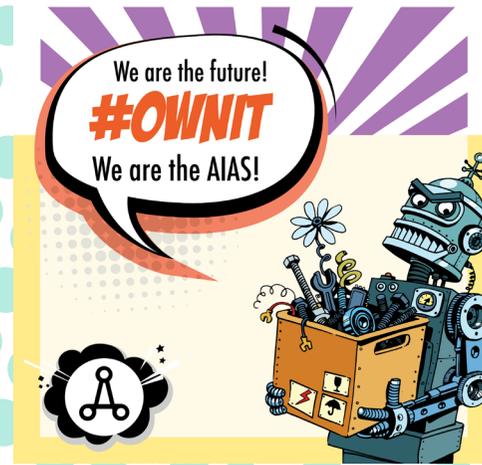
\* The image below announces the decrease in national dues! Use it as a push during your spring Spark Week!

## INSTAGRAM DUES BANNER



NATIONAL MEMBERSHIP DUES ARE NOW  
**\$32 USD**

The cost of **NATIONAL MEMBERSHIP** is now reduced to \$32 USD for the rest of the term (until July 23, 2018).  
There has never been a better time to **BECOME A MEMBER!**



## 3 FACEBOOK TIPS

- 1 -

Constant content is needed for a Facebook Page. Use this as a direct link to your blog/website, or related pages (AIAS National). Repost all relevant information for your members!

- 2 -

Host all chapter events through your Facebook Page. Link your other social media to Facebook! Twitter, Instagram, etc. The more eyes on your page, the better.

- 3 -

Add a "Sign Up" button on your Facebook Page and link it to the AIAS website!

## SPARK WEEK!

**SPARK WEEK** is all you! We are challenging you to put together a burst week during membership month! **#OWNIT!** A spark week is **2 - 3 EVENTS** held by your chapter in one week!

Don't worry, if 2 - 3 events in one week is too much for you to take on! Spread out the events over a few weeks! Use the tool that will make you most successful. Whatever you choose, use this time to demonstrate what you guys will be up to the rest of the year!

Use planning and facilitating these events as **TOOLS FOR TRANSITION** with the new members of your chapter board!

The purpose of Spark Week is to celebrate our chapters and our members, but we can't celebrate what we don't know. Follow the AIAS on Instagram and Facebook! (**@AIASORG**) Throughout the month share all your experiences! We will be looking for chapters to highlight! Use the official hashtag: **#AIASMEM17!**

**PRO TIP:** Use this decrease in National Dues to leverage attendance at quad conferences! There is typically a nonmember upcharge to attend conferences. Often, it is about the same price as **JOINING AND ATTENDING** the conference!

## SPRING MEMBERSHIP DUES

### FUNDRAISING Side Note:

Did you know you can contact Chapter alumni to be AIAS members?

Alumni membership dues are \$60, HALF of that goes directly to your chapter. Nick Serfass, Executive Director, personally reaches out to every Alumni member who signs up to offer a direct thanks for their contribution. Take Initiative!

Alumni are used to being asked for funds so please don't be shy. Reach out and see if they would be interested in being members and giving back. Perhaps they will donate directly to your chapter. **GOOD LUCK!**

\$32

The cost of National Membership is now reduced to \$32 USD for the rest of the term (until July 23, 2018).

Want to change your Local Dues?  
Email [mailbox@aias.org](mailto:mailbox@aias.org)

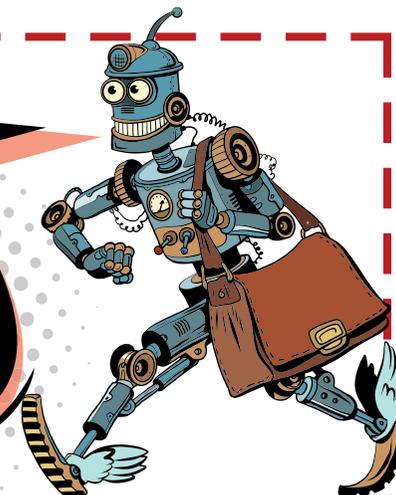


## COLLEGIATE ASSOCIATES

A sponsorship opp. for your school!

Have any questions? Holla at  
**KIMBERLY TUTTLE**,  
Director of Leadership  
& Career Services

THIS IS A  
FUNDRAISING  
OPPORTUNITY!



What your chapter gets:  
AIAS Chapter dues waived (\$275)

What your school gets:  
Build awareness for your graduate and other educational programs to thousands of architecture and design students with the AIAS Collegiate Associate program, offering year-round promotional opportunities for your school. **#SELLyourSCHOOL**

**PRO TIP:**  
Collegiate Benefits can be found here:  
<http://aias.org/ca>

You can reach Kimberly at  
[kimberlytuttle@aias.org](mailto:kimberlytuttle@aias.org)

# TRANSITION TIME!

"Change is inevitable.

**Growth is optional."**

-John C. Maxwell



## TRANSITION TIME!

This time of year is very exciting as the AIAS sees the election and transition of leaders, locally and nationally.

At a local level, it is important to hold elections early to allow for a longer and smoother transition period.

The ideal time for elections is late February/early March.

The process itself is up to the chapter to identify. Ask your Quad Director and other chapters how they approach their elections process!

Once elected, the focus turns to transition. A good transition is possibly the most crucial time to assure success and continued momentum on a year to year basis.

The AIAS offers a Transition Checklist\* to help guide your chapter leaders through this exciting process.

\*Look for the checklist later on in February!

**NATIONAL OFFICE  
CALENDAR OF EVENTS!**

*Mark your calendars!*

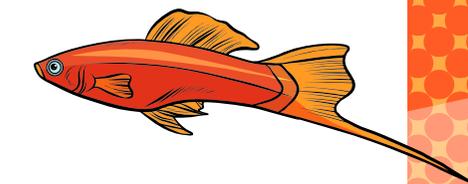
Clouds in space?  
It's space dust.  
Leave a girl alone.



# REGIONAL CONFERENCES!

## MIDWEST QUAD CONFERENCE

Ohio State University  
Columbus, OH  
APRIL 5-8, 2018



## NORTHEAST QUAD CONFERENCE

City College of New York  
New York, NY  
APRIL 5-8, 2018



## SOUTH QUAD CONFERENCE

Polytechnic University of Puerto Rico  
University of Puerto Rico  
Pontifical Catholic University of Puerto Rico  
San Juan, Puerto Rico  
APRIL 5-8, 2018



## WEST QUAD CONFERENCE

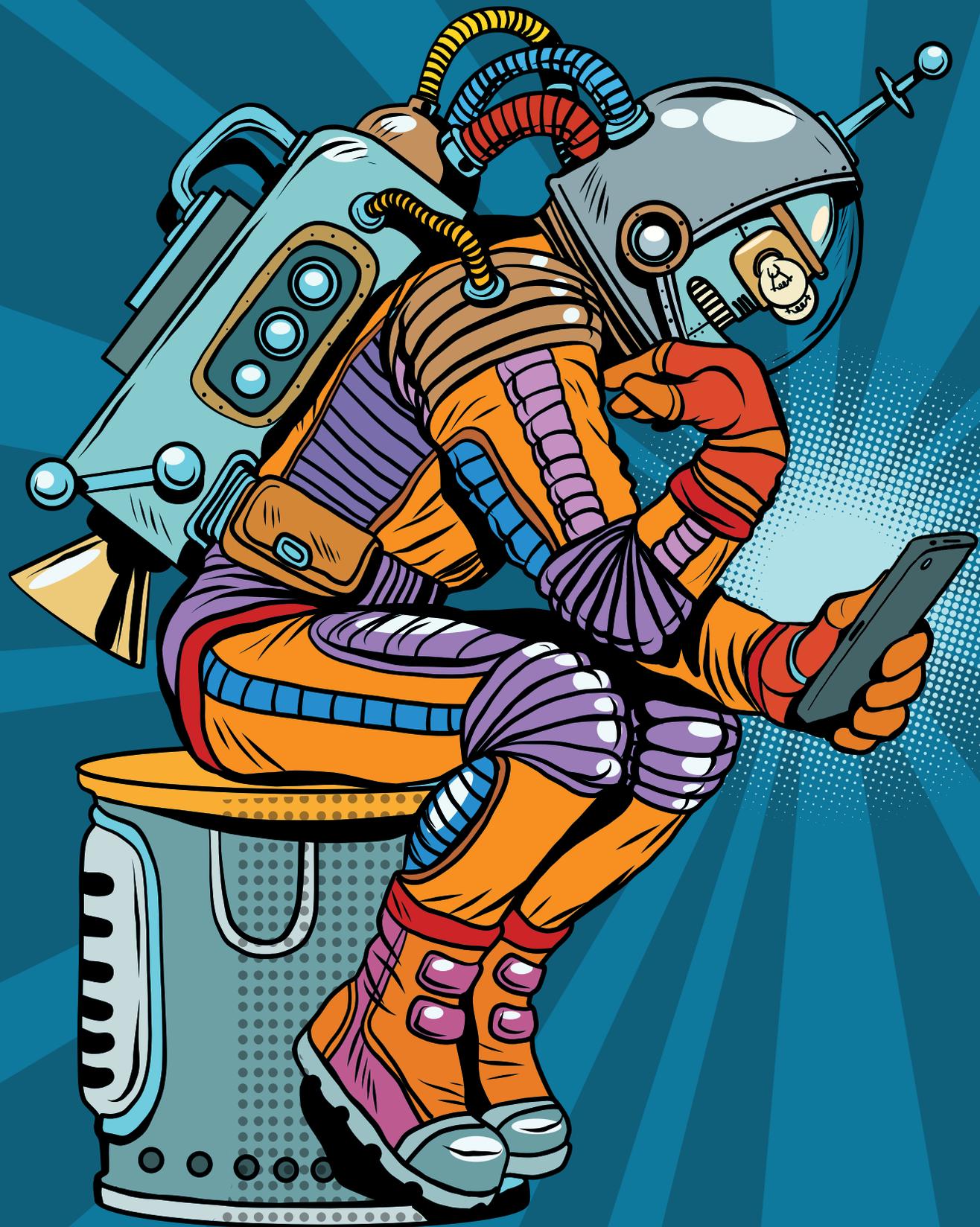
Woodbury University  
Los Angeles, CA  
MARCH 22-25, 2018

## International 2018

American University In Dubai  
Dubai, United Arab Emirates  
MARCH 21-24, 2018

For more information, please go to  
<http://www.aias.org/events/quad-conferences/>





# WHO TO CONTACT

## QUESTIONS ABOUT LOCAL OR **CHAPTER DUES?**

Email [mailbox@aias.org](mailto:mailbox@aias.org) with subject "Local or Chapter Dues"

## ISSUES WITH **JOINING** OR **RENEWING?**

Email [mailbox@aias.org](mailto:mailbox@aias.org)  
with subject "Join or Renew Problems"

## QUESTIONS ABOUT MEMBERSHIP **COMPETITIONS?**

Email [vicepresident@aias.org](mailto:vicepresident@aias.org)

## QUESTIONS ABOUT **LOCAL CHAPTER** OPERATIONS AND MANAGEMENT?

Contact your Quadrant Director!

Brigid Callaghan, Director, Midwest Quad: [midwest@aias.org](mailto:midwest@aias.org)

Amy Rosen, Director, Northeast Quad: [northeast@aias.org](mailto:northeast@aias.org)

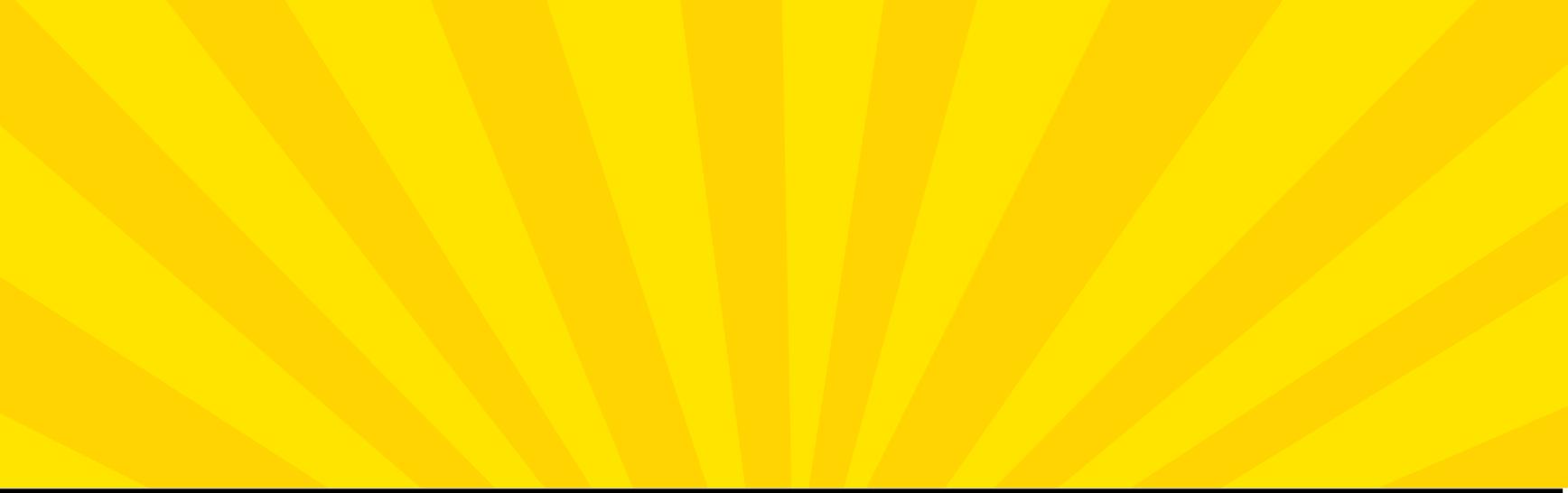
Sarah Curry, Director, South Quad: [south@aias.org](mailto:south@aias.org)

Caitlin Kessler, Director, West Quad: [west@aias.org](mailto:west@aias.org)

## **OR GIVE US A CALL!**

(202) 808-0075





#AIASmem17 | #ProveIt #OwnIt | @aiasorg

THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

SPRING 2018

MEMBERSHIP MONTH

