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 if there are any further questions.

Keshika De Saram, AIAS 2017-2018 President
Elizabeth Rose Seidel, AIAS 2017-2018 Vice President
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?

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.

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

**EVLolve**

**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

**Strategic Planning!**

**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**

*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*

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**Recommended Use**

**FACEBOOK Profile Overlay**

We are the FUTURE!
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! (@AIASSORG) Throughout the month share all your experiences! We will be looking for chapters to highlight! Use the official hashtag: #AIASMEM17!

**INSTAGRAM DUES BANNER**

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! (@AIASSORG) Throughout the month share all your experiences! We will be looking for chapters to highlight! Use the official hashtag: #AIASMEM17!

**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!

**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!
SPRING MEMBERSHIP DUES

$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

COLLEGIATE ASSOCIATES
A sponsorship opp. for your school!

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

Have any questions? Holla at Kimberly Tuttle, Director of Leadership & Career Services

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

You can reach Kimberly at kimberlytuttle@aias.org

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!
TRANSITION TIME!

"Change is inevitable. Growth is optional."

- John C. Maxwell

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

NATIONAL OFFICE
CALENDAR OF EVENTS!
Mark your calendars!

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/
Visible Value Wednesday

This is a social media blast on our socials that will keep you up to date on what’s coming out from national! It is NEW EVERY WEDNESDAY!

Snapchat: @aiasorg
Instagram: @aiasorg

#VisibleVALUEWednesday

InStudio Competition: Portfolio
Deadline Feb. 16!

Thrive Career Prep Programming

THRIVE is a four-part series of educational sessions and networking events for members that will cover tips and tricks for thriving in the profession.

Philadelphia Hosts:
HOK - Feb 1 and Feb 8
Bohin Cywinski Jackson - Feb 15 and Feb 22

Chicago Hosts:
Ross Barney Architects - Feb 1 and Feb 8
TBA - Feb 15 and Feb 22

International Quad Conference “UNDO REDO”

West Quad Conference “ANOMALY”
South Quad Conference “FUSION”
Northeast Quad Conference “REACH”
Midwest Quad Conference “ARCHICITY”

Resolutions
This call allows for chapter leaders to submit proposals for official revisions to the AIAS Bylaws, directives to the Board of Directors, or directives to the Council of Presidents.

Amendments
This call allows for amendments to the Proposed Resolutions to the AIAS Council of Presidents.

Pro Tip: Townhall
Every COP we have time for general discussion. This is an environment where we talk in a relaxed fashion about topics that do not require formal directive from the Council of Presidents.

Call for AMENDMENTS

March

InStudio Competition: Portfolio
Deadline Feb. 16!

APR

Call for RESOLUTIONS
QUESTIONS ABOUT LOCAL OR CHAPTER DUES?
Email mailbox@aias.org with subject “Local or Chapter Dues”

ISSUES WITH JOINING OR RENEWING?
Email mailbox@aias.org with subject “Join or Renew Problems”

QUESTIONS ABOUT MEMBERSHIP COMPETITIONS?
Email vicepresident@aias.org

QUESTIONS ABOUT LOCAL CHAPTER OPERATIONS AND MANAGEMENT?
Contact your Quadrant Director!

Brigid Callaghan, Director, Midwest Quad: midwest@aias.org
Amy Rosen, Director, Northeast Quad: northeast@aias.org
Sarah Curry, Director, South Quad: south@aias.org
Caitlin Kessler, Director, West Quad: west@aias.org

OR GIVE US A CALL!
(202) 808-0075

WHO TO CONTACT