

2018 FALL MEMBERSHIP MONTH MANUAL  
**SUCCESS SEEKING:**

# INWARDS



THE AMERICAN INSTITUTE  
OF ARCHITECTURE STUDENTS

# INWARDS INTRODUCTION

INVESTIGATE  
INTERPRET

INTERMENT  
INTERNAL

INTERACT  
INTRIGUE

INTERFACE

## SUCCESS SEEKING: *INWARDS*

Welcome to the 2018 Fall Membership Month AIAS!  
*Membership "Month" runs throughout September and October every year.*

Included in this booklet, you will find:

- \_ An Overview of the Fall Programming Theme
- \_ A social media kit with a breakdown of how to use the provided graphics
- \_ Competitions happening now and through the year
- \_ Helpful tips for marketing over social media
- \_ National Office promotional plan for Membership Month
- \_ National Office events and important dates
- \_ A kit of ideas and examples of events to host during your "Spark Week"
- \_ Information on who to contact to stay informed

We hope you enjoy!



Ameila Rosen  
2018-2019 President



Brigid Callaghan  
2018-2019 Vice President

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

# BEHIND THE THEME

SUCCESS SEEKING

FIND  
YOURSELVES

“SUCCESS” CAN TAKE ON A DIFFERENT MEANING FOR EVERYONE. IN AIAS, WE RECOGNIZE MANY ARCHITECTURE STUDENTS GO INTO CERTAIN FOCUSES WITHIN THE PROFESSION; OTHERS PURSUE ACADEMIA; MANY PURSUE ALLIED PROFESSIONS; AND SOME GO ONTO COMPLETELY DIFFERENT CAREERS ALTOGETHER!

YET WE KNOW, WITH AN ARCHITECTURAL EDUCATION AS A BASIS, ALL ARCHITECTURE STUDENTS ARE ALREADY ON A PATH TO SUCCESS. AIAS IS HERE TO SUPPORT YOUR EDUCATION, SHOWCASE WHAT YOU CAN ACHIEVE WITH YOUR DEGREE, HELP YOU DETERMINE YOUR PATH, SUPPORT THOSE INTERESTS, BRIDGE THE GAP BETWEEN EDUCATION AND THE PROFESSION, AND ULTIMATELY, AID MEMBERS INTO BECOME THE BEST VERSIONS OF THEMSELVES!

THUS, THIS FALL WE ARE “SUCCESS SEEKING: INWARDS”! WE WANT YOU TO TAKE AN INTROSPECTIVE LOOK AT YOUR INDIVIDUAL SELVES AND YOUR CHAPTERS. WHAT GOALS DO YOU HAVE? HOW DO YOU WANT TO ACHIEVE THEM? WHAT DOES SUCCESS MEAN TO YOU?

THROUGH THIS, WE HOPE YOU’LL DISCOVER YOUR INDIVIDUAL AND CHAPTER PATHS TO SUCCESS AND FIND YOURSELVES!



## 3 TIPS FOR FACEBOOK:

### #1

Constant content is needed for a Facebook Page. Use this as a direct link to your chapter's 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!

# SOCIAL MEDIA: *FACEBOOK*



**Profile Picture**  
for Chapter Page/Group

**Profile Picture Overlay**  
for General Use

**Cover Photo**  
for General Use



▲ **FACEBOOK COVER PHOTO:** *For general use. The message is relates to our ongoing fall programming theme. We encourage all chapters and individual members to use this image and show their passion for the AIAS.*

▼ **MIDWEST QUAD**



▼ **NORTHEAST QUAD**



▼ **MIDDLE EAST REGION**



**FACEBOOK PROFILE PHOTO:**  
*For chapter page/group use. All Quads have designated colors.*

*Use these images for your Chapter Page or Group and show your pride for your respective Quads!*

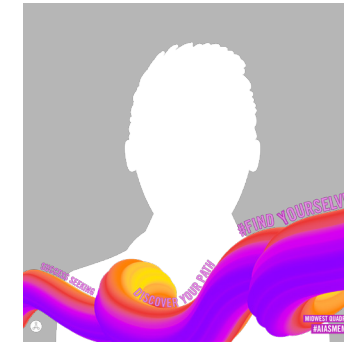


▲ **SOUTH QUAD**

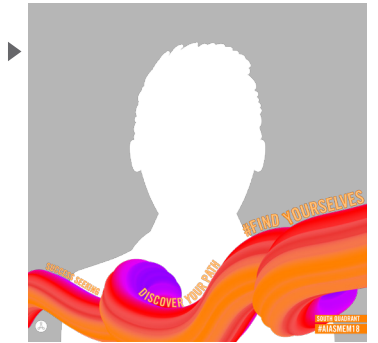
▲ **WEST QUAD**

▲ **LATIN AMERICA REGION**

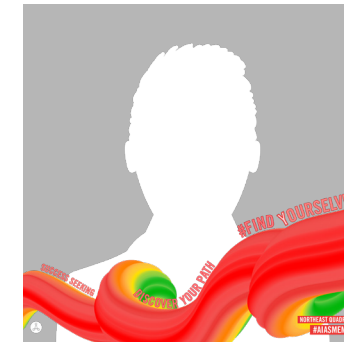
# SOCIAL MEDIA: *FACEBOOK*



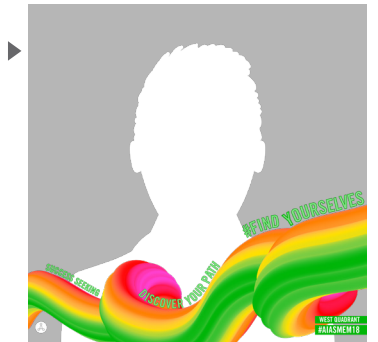
Link to SQ filter: ▶  
<https://tinyurl.com/mem18sq>



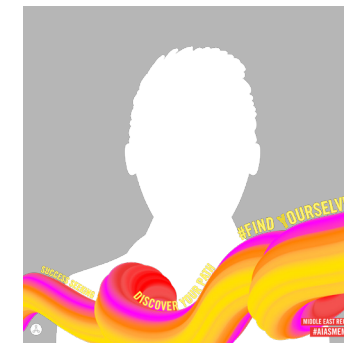
▶ Link to MWQ filter:  
<https://tinyurl.com/mem18mwq>



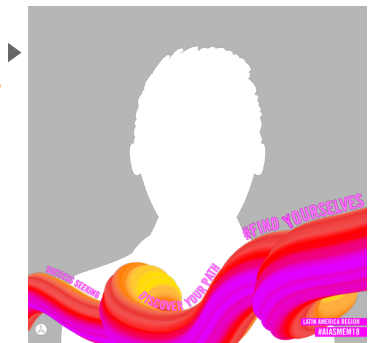
▶ Link to WQ filter:  
<https://tinyurl.com/mem18wq>



▶ Link to NEQ filter:  
<https://tinyurl.com/mem18neq>



▶ Link to LAR filter:  
<https://tinyurl.com/mem18lar>



▶ Link to MER filter:  
<https://tinyurl.com/mem18mer>





### 3 TIPS FOR INSTAGRAM:

#1

Pick a style and stick with it. Create a cohesive gallery. Give your IG feed an identity that reflects your chapter's culture.

#2

Don't overwhelm your audience! Give yourself a maximum of 3 posts a day. All a couple hours apart.

#3

Use relevant hashtags to get attention! Give love, receive love!! Support fellow AIAS chapters all over the world and follow them!

# SOCIAL MEDIA: *INSTAGRAM*

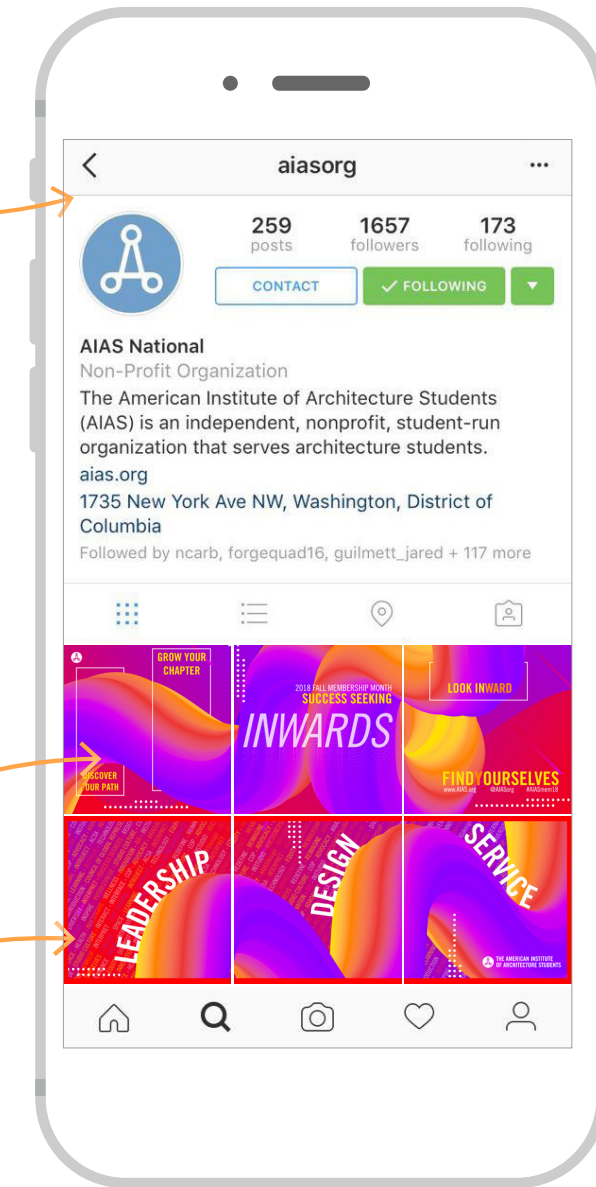
Post on your AIAS chapter's Instagram!

*All Quads have designated colors (please use your respective Quad files)*

*Use all these graphics to kick start your high frequency "Spark Week"*

This row comes second!

Post this row FIRST in 1 DAY to create a triptych





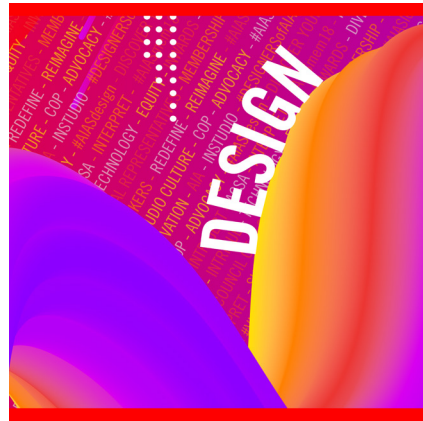
### #1

**RECOMMENDED CAPTION:**  
 “What do we live for, if not to make life less difficult for others” - George Eliot. Join our FBD Program for our first charette of the year on (date). Find out about our new project and get free pizza! #AIASservice



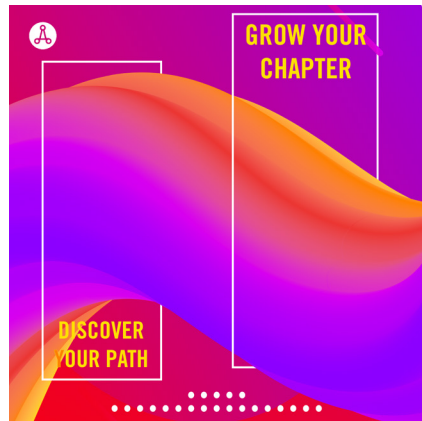
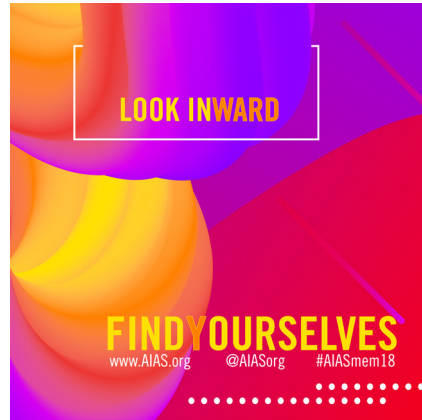
### #2

**RECOMMENDED CAPTION:**  
 The AIAS is committed to distinguishing leaders in architecture and design through competitions especially InStudio, CRIT Journal, CRIT Live, and Honor Awards, CRIT Live, ! Stay tuned to find out how you can attend with our chapter!! #AIASdesign



### #3

**RECOMMENDED CAPTION:**  
 Help us in celebrating our Member of the Week, (name)! S/he/They is/are from \_\_\_\_\_ and chose architecture because \_\_\_\_\_. #AIASleadership



### #4

**RECOMMENDED CAPTION:**  
 Investing in your future happens even beyond the classroom. Join us for our first chapter meeting and discover how you can be the best you with AIAS this year. Look inwards to find yourselves! #AIASmem18

### #5

**RECOMMENDED CAPTION:**  
 AIAS [your school] is excited to kick off our year with you! Welcome to Membership Month! This semester we are challenging each of you to question how you define success and what it will take to achieve your goals. Keep an eye out for exciting events, workshops, and opportunities to aid you on your path to success! #AIASmem18

### #6

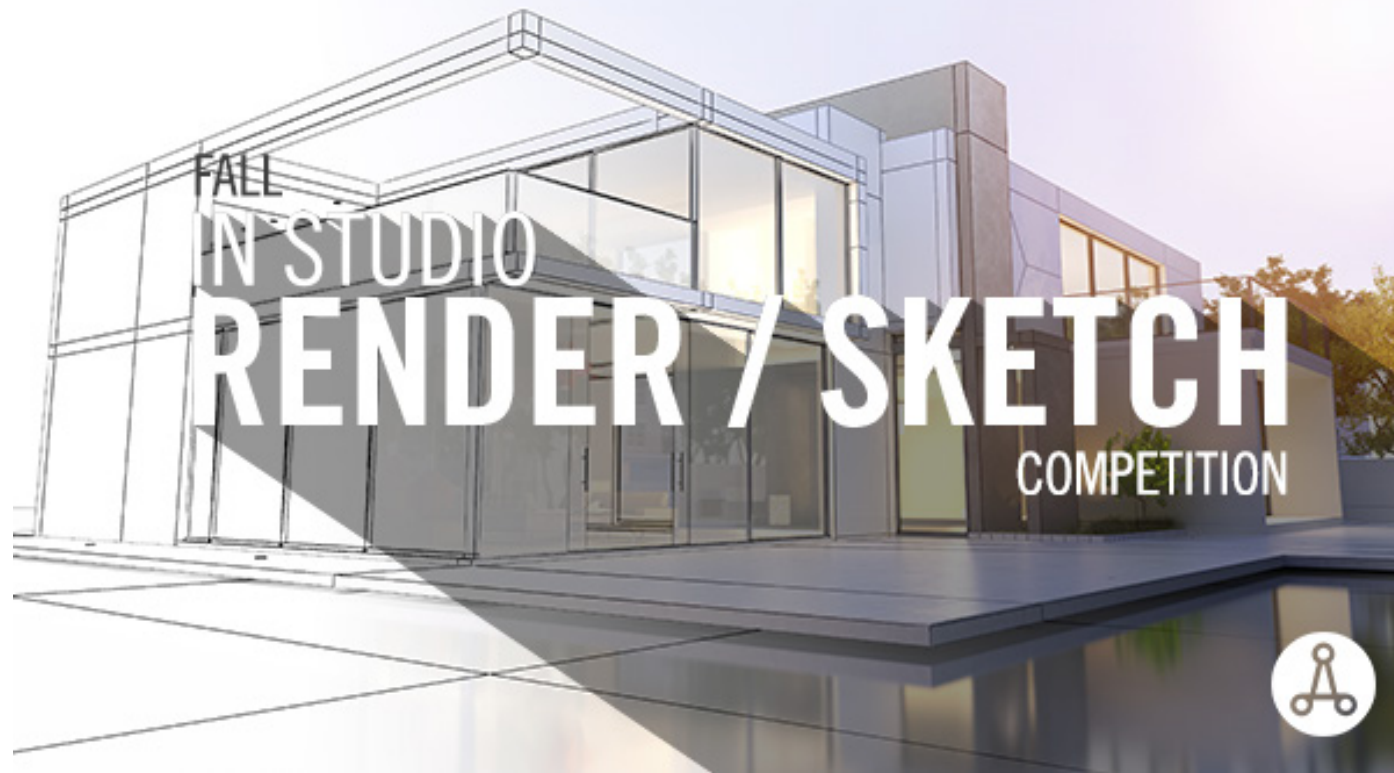
**RECOMMENDED CAPTION:**  
 Discover your path to success today! Become an AIAS member and find yourselves. Learn what you can achieve within your education -- and beyond! #AIASmem18

# SOCIAL MEDIA: *INSTAGRAM*

**TAG**  
 @aiasorg

**USE ALL RELEVANT HASHTAGS**

**MEMBERSHIP MONTH:**  
 #AIASmem18 #SuccessSeekers #FindYourself  
**NATIONAL:**  
 #AIASleadership #AIASdesign #AIASservice  
**QUADRANTS:**  
 #AIASmwq #AIASneq #AIASsq #AIASwq  
**REGIONS:**  
 #AIASmer #AIASlar



**RENDER/SKETCH:**  
 Launch: Oct 16, 2018  
 Deadline: Dec 14, 2018  
 (winners announced at FORUM)

Beginning on October 16, the InStudio RENDER-SKETCH Competition will focus on renderings and sketches from students at all levels. Using our AIAS National Instagram account, members can post photos of their sketches or renderings each week of the competition to be selected for the AIAS InStudio Highlights.

Winners will be selected and cash prizes will be awarded in the amounts of \$300, \$200, and \$100 respectively.



**PORTFOLIO:**  
 Launch: Dec 5, 2018  
 Deadline: Feb 15, 2019



**MODEL:**  
 Launch: March 4, 2019  
 Deadline: June 1, 2019



**PHOTO:**  
 Launch: June 3, 2019  
 Deadline: Aug 1, 2019



**MADE:**  
 Launch: June 3, 2019  
 Deadline: Aug 1, 2019

# COMPETITIONS

## #GROWTHCHALLENGE A BRAND NEW MEMBERSHIP MONTH COMPETITION

### HOW IT WORKS:

There are two parts to this challenge: MEMBERSHIP ENGAGEMENT + PERCENTAGE GROWTH. Both parts must be completed to enter!

### MEMBERSHIP ENGAGEMENT:

**STEP 1:** Post 10 different videos of 10 different AIAS members on your Chapter's Instagram account throughout Membership Month (September 1st, 2018 - October 31st, 2018).

**STEP 2:** Tag @aiasorg and hashtag #AIASmem18 #successeeking #findyourselves in each post.

**NOTE:** Each video should relate to the theme of "Success Seeking: Inwards".

### PERCENTAGE GROWTH:

**STEP 1:** Surpass your chapter membership on October 31st, 2017 by October 31st, 2018 (aka achieve a positive percentage growth).

**STEP 2:** Achieve the highest percentage growth in your Quadrant or Region!

### HOW TO WIN:

*One chapter from every quadrant and region will be selected. The chapter with the highest growth percentage who has completed the membership engagement requirements wins!*

**For quadrants,** the winning chapter will receive 3 coupons for 50% off registration for FORUM Seattle!

**For regions,** the winning chapter will receive 1 coupon for 50% off registration for FORUM Seattle!

*Good luck growing your membership, both qualitatively and quantitatively!*

### NOTES:

Ideas for what to speak about in the membership videos include:

- How has AIAS aided you in finding your path to success?
- What do you hope to achieve individually? How can AIAS guide you in your quest?
- What are your chapter's goals for the year?
- + many more topics are welcome!

Posting more than 10 videos does not increase chances of winning. Quality of content is valued in these posts!

Chapters must be in good standing by November 1st, 2018 in order to be eligible.

\*Please contact your respective Quadrant Director or Regional Ambassador for membership totals from October 31, 2017.\*



As your chapters begin to cultivate and showcase local chapter culture in September, the National Office will focus on national promotion of current and future opportunities that align with membership benefits and value.

One to two blogs will be released each week as tools to explain who we are, what we do, and the relationships we have nationally to your peers.  
#VisibleVALUE

Throughout Membership Month, the National Office will dedicate one week to each of the Quads, to highlight chapters in the area, and special events and programming.

Keep an eye out for our Instagram Take-overs each week from chapters and members!

## SEPTEMBER

						1
	Launch Membership Month Campaign <i>NATIONAL HIGHLIGHT</i>					8
	Collaterals <i>MIDWEST QUAD HIGHLIGHT</i>					15
	Finance <i>NORTHEAST QUAD HIGHLIGHT</i>					22
	Team Building & Lifestyle <i>SOUTH QUAD HIGHLIGHT</i>					29

## OCTOBER

	I Want to Work In <i>WEST QUAD HIGHLIGHT</i>					6
	Designers <i>MIDDLE EAST REGION HIGHLIGHT</i>					13
	InStudio <i>LATIN AMERICA REGION HIGHLIGHT</i>					20
	Seeking Success <i>NATIONAL RECAP</i>					27
			GROWTH CHALLENGE DEADLINE			

# NATIONAL EVENTS

## NOVEMBER

				CHAPTER DUES DEADLINE	CRIT SCHOLAR + RESOLUTIONS DEADLINE	CRIT x LIVE AIAS RESEARCH SYMPOSIUM THRIVE
						10
					CANDIDACY DEADLINE	17
						24
					AMENDMENTS DEADLINE	

## DATES TO REMEMBER:

### OCTOBER

31 Growth Challenge Deadline

### NOVEMBER

- 01 Chapter Dues Deadline
- 02 Crit Scholar Deadline
- 02 FORUM CoP Resolutions Deadline
- 03 CRIT Live @ Lawrence Technological University
- 03 THRIVE @ Tulane University
- 16 2018-2019 BoD Candidacy Packet Deadline
- 30 FORUM CoP Amendments Deadline

### DECEMBER

- 14 InStudio: Render/Sketch Deadline
- 29 - 1 January FORUM Seattle

## DECEMBER

						1
						8
						15
						22
						29



# SPARK WEEK

Spark Week is all you! We are challenging you to put together a burst week during membership month!

# F I N D Y O U R S E L V E S

A spark week is 2 - 3 events held by your chapter in one week! Don't worry, if that is too much we encourage you to 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 all year!

# NATIONAL EVENTS

## CRIT LIVE

- CRIT Live: Research Symposia aims to accomplish two goals:
1. Provide a platform for AIAS members to present research projects to their peers.
  2. Train AIAS members in best practices related to funding, conducting, and presenting research.

This year's event will be happening at **Lawrence Technological University on November 3rd** in the fall and at **Carnegie Mellon University on March 30th** in the spring.



## THRIVE

THRIVE: A Career Prep Event provides educational sessions and networking events for members that will cover tips and tricks for thriving in the profession.

This year's event will be happening at **Tulane University on November 3rd** in the fall and at the **University of Oregon on February 23rd** in the spring.



# KIT OF IDEAS

SUCCESS SEEKING

FIND  
YOURSELVES

#AIASmem18 Kit of Ideas!

Included in the Kit of Ideas:

- \_ CELEBRATE YOUR MEMBERS
- \_ BETTER YOUR CAMPUS
- \_ CHAPTER IDENTITY
- \_ THE OPEN DOOR
- \_ EXCLUSIVITY IN EDUCATION
- \_ PROFESSIONAL DEVELOPMENT
- \_ SOCIAL CONSCIOUSNESS





## CELEBRATE MEMBERS

*“Our members aren’t typical students... so let’s make them feel special.”*

Try a members only social to kick off the month. Start your programming by celebrating those who are ready on your side.

Make it exclusive to let them know they’re special. It’ll prime your existing members to serve as extensions of your leadership and a sounding board for all the events you’ll be coordinating in the days to come.

**Pro Tip:** *Members Only Back to School Bash.*

Throw a “Welcome Back” social for the general student body. And invite your AIAS members to a post-party gathering.



## BENEFIT TO CAMPUS

*“The AIAS really does make our campus life better.”*

Provide something that isn’t typically available on campus. Devise some sort of way to create a special promotion for your members, but the event should be about the student body as a whole. Set up camp somewhere public where the whole campus will see you, like the front lobby of the building.

**Pro Tip:** *Used Book Sale.*

Collect architecture professors and students’ used books and sell them to your student body. Get them to linger by providing free coffee and baked goods!



## CHAPTER IDENTITY

*“I am AIAS. You are AIAS. We are AIAS.”*

Every body likes to belong. Whether its a t-shirt, a key chain or a decal, people love to wear what they love. So give them something to be pride of. Set up and sell somewhere visible.

Most chapters have unique identities of their own. Get your membership involved in the manifestation of your local chapter culture by hosting a design contest. And then sell that swag!

**Pro Tip:** *Use the resources you have access to!*

If you're a chapter with a laser cutter or CNC machine throw together a CAD file and make some key-chains. Low cost, high yield and really cool.



## THE OPEN DOOR

*“The AIAS is more than a club, and here's why...”*

A chapter meeting is the perfect place to share your story. Make this a formal gathering designed to invite, inform, and inspire all in attendance.

Invite everyone; members, potential members and faculty. This is your opportunity to tell the AIAS story. Make it invigorating and personal; people want to know you as much as the AIAS.

*The strongest connections you can make are the personal ones.*

**Pro Tip:** *Don't let them leave without registering.*

Set up computers or tablets with the membership form open for on site registration. Because everything after this event should be give members priority.

### LINGO SIDE NOTE:

We are NOT a club! So please do not refer to us as one. We are a national organization that gives a voice to students in the industry and profession.

The American Institute of Architecture Students is an independent, nonprofit, student-run organization dedicated to advancing leadership, design, and service among architecture students.

*(In fact, ITS OUR MISSION!)*



## EXCLUSIVE EDUCATION

*“Members of the AIAS are better equipped...”*

Provide your members with a unique educational experience. This could be a tech or analog design workshop or lecture. Whatever you choose to do, make it something otherwise unavailable.

Achieve exclusivity by charging a fee to nonmembers. Even something that may seem trivial, \$5, goes a long way to show your members that they’re special.

**Pro Tip:** *Faculty Participation.*

This is an awesome opportunity to get your faculty involved. A lot of our professors have passions they don’t always get to share in class. So tap into that!



## PROFESSIONAL DEVELOPMENT

*“Students involved in the AIAS are better connected to the profession.”*

Organize a member exclusive firm crawl or professional networking mixer. The average student never gets to see the inside of an architecture firm until they get that first internship. Get your members in with a local practice and begin to cultivate those relationships. Give priority to your paid members. And get your members out there and engaged with the profession!

**Pro Tip:** *AIA and you.*

This is your opportunity to create or strengthen your relationship with your local AIA component. Reach out! The AIA always welcomes student engagement.



## SOCIAL SERVICE

*“Members of the AIAS are better equipped...”*

Open Architecture Collaborative, Habitat for Humanity, The AIA Foundation, or Freedom by Design are all amazing opportunities to make a difference through architecture. Invite everyone, the more people involved the better. Reach out to your local AIA or local newspaper and let them know what you’re doing. It’s important that the public knows the good that architecture does for our communities. And if it starts with you, even better!

The AIAS advocates for the betterment of students, and for the betterment of communities through architecture and design.

**Pro Tip:**

If you can’t organize an event then try a fun run or similar fundraiser and donate all/partial proceeds to a local nonprofit. Start garnering that community presence.

## ADDITIONAL RESOURCES

*Connect with your Representative*

For further ideas, connect with Quadrant Director or Regional Ambassador! Even more, check out what other AIAS Chapters are doing to gain some insight and inspiration. Be sure to tune into Instagram Takeovers on the @aiasorg account throughout Membership Month to learn more!

**SUCCESS SEEKING**

**FIND  
YOURSELVES**

**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 THE #BULKUP COMPETITION?** Email [vicepresident@aias.org](mailto:vicepresident@aias.org)

**QUESTIONS ABOUT INSTUDIO COMPETITIONS?** Email [president@aias.org](mailto:president@aias.org)

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

Contact your Quadrant Director (or Regional Ambassador, TBD):

Adam Fogel, Director, Midwest Quad: [midwest@aias.org](mailto:midwest@aias.org)

Mike Chiappa, Director, Northeast Quad: [northeast@aias.org](mailto:northeast@aias.org)

Paul Bamson, Director, South Quad: [south@aias.org](mailto:south@aias.org)

Dominic Armendariz, Director, West Quad: [west@aias.org](mailto:west@aias.org)

**OR GIVE US A CALL!**  
+1-(202)-808-0075



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