

2021-2022



# MEMBERSHIP MANUAL

THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS  
an independent, student-run, non-profit organization

## MEMBERSHIP MANUAL



## INTRODUCTION

At the heart of the organizations activities is a cooperative effort designed to transform today's student into the type of leader the world needs today. This includes both an active and involved student membership, and a close and mutually supportive role for faculty, professionals, the design community and the community who stand to benefit from the advancement of the profession of architecture in its many forms.

The purpose of the AIAS Membership Manual is to provide chapter leaders with a resource that they can use to build their membership base throughout the year, starting with membership month. The contents of this manual are as follows:

<b>Membership Month Campaign</b>	3 & 4
<b>Membership Growth Toolbox:</b>	
<b>The Basics</b>	5
<b>Registering Your Members</b>	6
<b>International Membership</b>	7
<b>The Membership Grant Campaign</b>	8
<b>Members</b>	9
<b>Local Chapters</b>	10
<b>Leadership</b>	11
<b>Design</b>	12
<b>Service</b>	13
<b>Advocacy</b>	14
<b>You and Your School</b>	15
<b>The Bigger Picture</b>	16
<b>Contact Information</b>	17

Keep in mind that this manual is far from comprehensive! It's a great starting point for all of our chapter but don't be afraid to build off of it and make your chapter unique by fostering local relationships and taking advantage of every opportunity that benefits your members!

As you begin to recruit members, don't forget **why we are here, what we do, and who we are!**

### QUESTIONS?

[aias.org/membership](https://aias.org/membership)  
[vicepresident@aias.org](mailto:vicepresident@aias.org)

## MEMBERSHIP MONTH FALL 2021



## SCHEDULE

This year's theme is EVOLVE. During #AIASmem21, the national office will be focusing on how we can evolve to be better versions of ourselves. The theme allows us to truly level up our membership growth toolbox that is outlined in this manual. Each week of Membership Month will focus on a different topic to equip you to serve your members, and to have the best membership experience yourself. The schedule of the Fall Membership Month is as follows:

WEEK 0: <b>EVOLVING MEMBERSHIP MONTH</b>	August 25th
WEEK 1: <b>NATIONAL PROGRAMING</b>	August 30th
WEEK 2: <b>WHAT DO YOUR MEMBERS WANT?</b>	September 6th
WEEK 3: <b>GETTING MEMBERS IN THE DOOR</b>	September 13th
WEEK 4: <b>LOCAL CHAPTER LOVE</b>	September 20th
WEEK 5: <b>COMMUNITY BUILDING</b>	September 27th
WEEK 6: <b>GOAL SETTING: LEVEL UP</b>	October 4th

Be sure to share photos from your chapter on social media and tag @aiasorg and your Quad or Region account. The membership month hashtags are:

**#AIASmem21**  
**#AIASEvolve**  
**#AIASLevelUP**  
**#AIASHowitStartedvsHowitsGoing**  
**#AIASleadership**  
**#AIASdesign**  
**#AIASserve**

Be sure to download the Membership Month Campaign Graphics Package (8/25) and Chapter Resources Package (9/20) from the CoP Team Drive, and/or your chapter emails to promote the AIAS at your school and in your community!

### QUESTIONS?

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## MEMBERSHIP MONTH FALL 2021



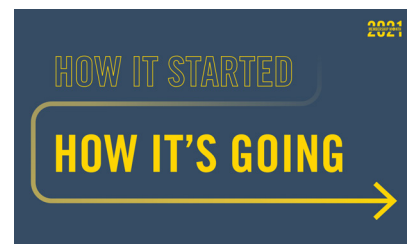
## COMPETITIONS

### 1) LEVEL UP: MEMBERSHIP GROWTH COMPETITION

This Membership Growth Competition will be based on how much you can grow your membership numbers from last year by the end of October. On that date, the National Office will compare the percentage growth between your membership numbers on October 31st, 2020, to October 31st 2021!

- **One Chapter per Quad/Region will win and receive \$100!**

- \*\*\*Note: The Chapter must have at least 11 members, with their President registered by October 31st, 2021.



### 2) HOW IT STARTED, HOW IT'S GOING: SHARING PERSONAL GROWTH

We've all seen this trend on social media by now. With the theme EVOLVE, we want you to share your "How it Started, How it's Going" journey.

- On Instagram, share yourself as a freshman or younger and what your goals and struggles were.

- Share where you are now in your path, how you grew, and how AIAS helped you get there!

- Get your alumni involved!

- Tag @aiasorg, your Quad/Region Account, #AIASmem21, #AIASEvolve, #AIASLevelUP, #AIASHowitStartedvsHowitsGoing and we'll repost!

- **The Chapter that engages the most will receive \$150**

### 3) INSTAGRAM GIVEAWAYS: EVERY OTHER FRIDAY

One of the most important parts of Membership Month is **Visible Value Wednesday**. This is a video series every Wednesday by the National Vice President to give you all the news and info you need to succeed!

- Watch Visible Value Wednesday each week.

- Answer the 3-5 quiz questions all correctly on the Friday of that week (8/27, 9/10, 9/24), and be entered to **WIN FREE AIAS MERCH!**

### QUESTIONS?

aias.org/membership  
vicepresident@aias.org

## MEMBERSHIP TOOLBOX



### THE BASICS: HOW AIAS CONNECTS

The AIAS Board of Director's job is to connect with and serve you. From the National, to the Regional, to the Local levels, (and our connections with the Allied Organizations of Architecture), we aim to create a strong communication network that gives our members the most value. Always, always reach out.

#### NATIONAL



**PRESIDENT**  
Scott Cornelius  
AIAS, Assoc. AIA



**VICE PRESIDENT**  
Shannon DeFranza  
AIAS, Assoc. AIA

#### NATIONAL OFFICE



**INTERIM EXECUTIVE DIRECTOR**  
Ashley Ash



**INTERIM DIRECTOR OF MEMBERSHIP**  
Sara Taketatsu,  
AIAS, Assoc. AIA, NOMA



**DIRECTOR OF DEVELOPMENT AND PARTNER ENGAGEMENT**  
Michael Mullings-Whitaker

#### REGIONAL



**NORTHEAST QUAD DIRECTOR**  
Elizabeth Caccavano,  
AIAS



**SOUTH QUAD DIRECTOR**  
Jessie Cart, AIAS



**MIDWEST QUAD DIRECTOR**  
Baili Null, AIAS



**WEST QUAD DIRECTOR**  
Nicholas Romero, AIAS

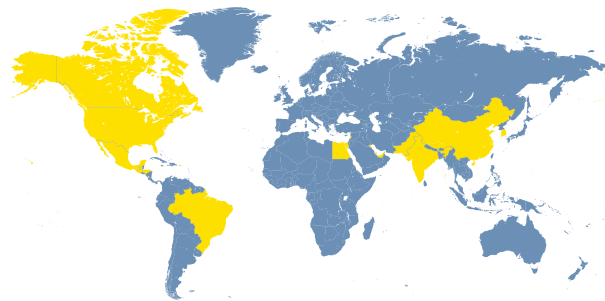


**LATIN AMERICA REGIONAL AMBASSADOR**  
Adan Hernandez, AIAS



**MIDDLE EAST REGIONAL AMBASSADOR**  
Vanessa Abou Harb, AIAS

#### YOU: OUR LOCAL CHAPTER BOARDS AND MEMBERS



#### LOCAL

#### OUR NETWORK & MENTORS



**NCARB LIAISON**  
Kristine Harding,  
NCARB, FAIA



**AIA LIAISON**  
Ricardo J. Rodriguez,  
Assoc. AIA,  
LEED AP, ACI



**ACSA LIAISON**  
Bethany Lundell Garver,  
AIA, NCARB



**NOMA'S LIAISON**  
Montre'ale L. Jones,  
NOMAS



**NAAB**  
National Architectural  
Accrediting Board



**AIAS PAST PRESIDENT**  
Erin Conti, AIAS,  
Assoc. AIA, NOMA

#### QUESTIONS?

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## MEMBERSHIP TOOLBOX



## REGISTERING YOUR MEMBERS

Did you know that having your members go online and register themselves is **NOT** your only option? Get creative and talk to your school!

### DISCOUNT CODES

If your chapter wants to sponsor part of your members' individual dues to encourage early registration, (or your school does), we can create a unique discount code for a certain dollar amount off for your members! Your chapter pays for the discount code up front, and sets the number of times it can be used. Your chapter can pay via PayPal, credit card, or check. You can decide how long you want the code active!

### BULK REGISTRATION

Many chapters achieve LARGE numbers by using our option of bulk registration with an invoice. Your chapter or school sends us a list of members, with necessary info (which we can provide a list of when you reach out), and a bulk payment. The National Office then registers your members on the back end. This can help encourage early registration, partial discounts, and participation. (Many **schools** actually pay for 11 executive members!)

### BATCH REGISTRATION

Have 3 rounds of registration rates, where early is 50% off, midway is 25% off, and last chance is \$5 off. Your chapter must fundraise or secure school support to ensure you can still pay the full amount to the National Office following the bulk registration process above.

### PARITY PROGRAMS

Parity programs can be used in conjunction with the previous two options. There are many ways to do this, and it's a great way to work with your school. One option is to split the membership dues in three. Students pays part, (or none for the first few!), to the chapter, and then the chapter and the school split the rest.

#### ***Pro Tip:***

**YOU. HAVE. OPTIONS.** Check them out and discuss pros and cons with your Quad Director, Ambassador, or Vice President! Whenever you think something could be made easier, call or email the National Office. We will **ALWAYS** work with you to help your members.



**“THE NATIONAL OFFICE IS  
ALWAYS HERE TO HELP”**

#### QUESTIONS?

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vicepresident@aias.org

## MEMBERSHIP TOOLBOX



## INTERNATIONAL MEMBERSHIP

To adjust for the exchange rates and USD value in our member's countries outside the United States, the Finance Committee proposed an adjusted set of dues, which the Board of Directors and Council of Presidents passed.

Lebanon = \$7.00 USD

Brazil = \$8.00 USD

Canada = \$38.00 USD

China = \$26.00 USD

India = \$20.00 USD

South Korea = \$40.00 USD

UAE = \$45.00 USD

Mexico = \$17.00 USD

Egypt = \$12.00 USD

Jordan = \$41.00 USD

Kuwait = \$40.00 USD

Qatar = \$37.00 USD

Honduras = \$35.00 USD

These will be **reviewed each year** by the Finance Committee and Board.

### **Pro Tip:**

*You can refer fellow schools to become AIAS chapters! Have a chapter near you, (whether in the U.S. or not), that you'd like to partner with or think could benefit from AIAS? Email their school's name and a contact to [vicepresident@aias.org](mailto:vicepresident@aias.org)!*



**"AIAS FRIENDSHIPS SPAN  
ACROSS THE GLOBE."**

### QUESTIONS?

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

## MEMBERSHIP TOOLBOX



## QUESTIONS?

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## THE MEMBERSHIP GRANT CAMPAIGN

## WHAT IS IT?

AIAS membership dues should not be a barrier to accessing the benefits that the AIAS has to offer. Many of these benefits provide members with access to information about the profession, networking opportunities, and leadership skills. These experiences are more important now than ever before.

There are a few ways people can help! We believe in the power of small donations and are offering four different ways to donate. We also want to say thank you to those who are able to donate, so if you sponsor a member you can expect a letter in the mail with an AIAS sticker. If you sponsor four or more members we'll be sending an AIAS mug!

## 4 WAYS TO DONATE:

- A little goes a long way! Help out with a \$4.00 donation!
- Sponsor a single member for \$47.00
- Sponsor four members for \$188.00
- Pitch in and sponsor even more members!

## MEMBERS MUST APPLY!

The AIAS Membership Grant will be awarded on a rolling basis as funds are available to students who have indicated sufficient need. If you are interested in receiving a sponsored membership please fill out the application linked below. If your members don't apply, we **cannot** give away the memberships!

## AIAS ALUMNI SUPPORT

As an option, you can also specify a chapter to help support. Support your past chapter that helped you on your path.

## LINK

<https://www.aias.org/membership/membership-grant/>

**Pro Tip:**

*This is your chapter's tool for a donation campaign. Send it to local firms, your AIA component, your professors, and as your school's alumni association to spread it as well.*

**[AIAS] MEMBERSHIP  
GRANT CAMPAIGN**



## MEMBERSHIP TOOLBOX



### QUESTIONS?

[aias.org/membership](https://aias.org/membership)  
vicepresident@aias.org

## MEMBERS

Make your members feel special, because they are! The most important position in the organization is the general member. Be sure to constantly celebrate your chapter's membership base.

But how do you get the other members of your school's community on board with AIAS? We're asking ourselves the same question at National as we embark on evolving this year. At the end of the day AIAS represents the voices of architecture students - even those that aren't members. So we want to bring those non-members into the AIAS fully and **show** them the value.

### BREAK IT DOWN:

What member types do we have? High School, Undergrad/Grad, Alumni, International. What types of schools? Prep, Community College, Universities, the School of Life. How many degree types and tracks does your school offer? What about minors or related fields? Is your school accredited? Now how about every single year needing something different along their path to graduation? What about women in your program and those in BIPOC communities? What about those whom are international students? What about students that work part time or have a family to take care of? What about those unsure of their path? What about those wanting to leave architecture? And those that want to go right to Grad School when others want to get years of experience first...?

Wow that's a lot of different ways to slice the membership base of AIAS.

What does each of these students need? Your support in a unique way. This is the first step to breaking down how to create outreach systems.

So focus on needs. At the end of the day, the strongest connections you can make are the personal ones. Get to know your members one on one. If you don't know your membership base, how do you expect to lead them? Having your board invite individual students directly is a great first step to build those personal relationships,

### Pro Tip:

*A little gratitude can go a long way! Whether it's charging a small fee to nonmembers, providing a discount to members for a Beaux Arts Ball ticket, or hosting a large exclusive event, don't forget to say thank you to your membership.*



**"THE AIAS WOULD NOT EXIST  
WITHOUT ITS MEMBERS!"**

## MEMBERSHIP TOOLBOX



## LOCAL CHAPTERS

The local chapter is home base for our members. It's a community. It's a place to voice concern. It's a place to find resources. It's a place to belong.

Most chapters have unique identities of their own. Many find their niche by filling in the gaps of their Architecture School's education and culture. This means chapter focuses range between professional development, academics, and social connections.

Remember, the chapter is something different to everyone at your school, especially depending on the level and type of student they are. Create a comfortable community, a home that people can come to for support. We're people before students, so let people show other sides to themselves!

Also, don't forget all the lessons about virtual we learned during the pandemic. You can still bring your members value online, and some things actually work better. Make sure to strike that balance if you are Hybrid this year and ask your Quad Directors, Ambassadors, and Officers for support!

**Pro Tip:**

*Create identity with your members!*

*Get your membership involved in the manifestation of your local chapter culture by hosting a design contest. Whether its a t-shirt, a key-chain, or a sticker, people love to show off what they love. So give them something to be proud of, while also fundraising through selling the merch.*



**“THE AIAS IS MORE THAN  
A CLUB...”**

**QUESTIONS?**

[aias.org/membership](https://aias.org/membership)  
vicepresident@aias.org

## MEMBERSHIP TOOLBOX



## LEADERSHIP

Being a good leader is also about finding other people's strengths and recognizing them. You should always be thinking about empowering others and finding a successor to ensure the longevity of your chapter. We have a saying:

*"On your first day, you should be thinking about your last."*

Your potential members are in school to learn. Between studio, history, structures, and everything in between, architecture school teaches you a lot. But sometimes things are left out of our education. The AIAS tries to fill that gap.

No one person has the same leadership path. Provide opportunities for your members to learn soft skills like communication, time management, work ethic, self-confidence, and encourage them to take stepping stones towards leadership! The encouragement of a mentor could change someone's path completely.

Speaking of, lead by example and give opportunities for leadership through a mentorship program at your school. It helps younger students feel supported, while giving older students great experience.

At our Grassroots 2021 Conference, we provided a free Leadership Day Training on the topics of Governance, Finance, Membership, Advocacy and Freedom by Design. Check out the recording and share it with your board here:

<https://www.aias.org/events/event-recordings/>

### **Pro Tip:**

*It's more than just leadership, it's lifestyle!*

*Being a good leader takes more than great leadership skills. It also means taking care of yourself: mind, body, and spirit.*



**"THE AIAS WOULD NOT BE POSSIBLE WITHOUT THE DEDICATION AND PASSION OF ITS LOCAL LEADERS."**

### QUESTIONS?

[aias.org/membership](https://aias.org/membership)  
[vicepresident@aias.org](mailto:vicepresident@aias.org)

## MEMBERSHIP TOOLBOX



## DESIGN

The AIAS can supplement education- especially when chapters bring in really cool speakers or workshops. Provide your members with a unique educational experience. This could be a program workshop, a guest lecture, or a trip to an active construction site. Whatever you choose to do, make it something otherwise unavailable.

Reach out to your professors and see if they'll bring you to a site they're working on. Plus you can usually get AXP hours for that!

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. Starting charging after the first month or two, to allow potential members to try out the AIAS!

BUT WAIT! Your chapter doesn't have to provide it all! Look at the National Calendar and check if there are any National THRIVE webinars, open chapter events, or conferences coming up. Plus you can see if your local AIA component is hosting any events or talks!

## AIAS NATIONAL DESIGN COMPETITIONS!

The AIAS partners with many organizations to bring you design competitions with CASH PRIZES! Any registered AIAS member is eligible to participate. This Fall we have many competitions (and more to be announced soon!):

- InStudio Render/Sketch: 1st Place of **\$300**
- InStudio Photo: 1st Place of **\$500**
- InStudio Made: 1st Place of **\$500**
- Elevate 2.0: 1st Place of **\$2500**

Check here for requirements/deadlines: <https://www.aias.org/competitions/>

**Pro Tip:**

*Be sure to engage your faculty and administration! This is an awesome opportunity to get your professors involved outside of the classroom. A lot of our professors have passions they don't always get to share in class, like watercolor, paper-making, research, etc. so tap into that!*



**"AIAS MEMBERS ARE BETTER EQUIPPED."**

## QUESTIONS?

[aias.org/membership](https://aias.org/membership)  
vicepresident@aias.org

## MEMBERSHIP TOOLBOX



## SERVICE

The Open Architecture Collaborative, Habitat for Humanity, The AIA Foundation, or our very own Freedom by Design Program are all amazing opportunities to make a difference through architecture.

Invite your members and get the community involved; the more people the better! Reach out to your local AIA component, K-12 Schools, local NCARB affiliate, or the 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.

With Freedom by Design, you can get both valuable experience and AXP hours for design build projects. But FBD projects could also be other things that help the community like making maps for accessibility, K-12 training, weatherization kits, or park beautification.

Just remember FBD is a program of the AIAS, nationally and at your chapter. Service is important for all AIAS members to get involved in. Plus it's a resume booster, great to talk about when networking, and it feels good to help people!

Reach out with questions to the Freedom by Design Advisory Committee (FBDAC) at [freedom@aias.org](mailto:freedom@aias.org)!

### **Pro Tip:**

*Take advantage of all of our national partnerships!*

*NCARB donates money towards FBD Project Grants and FBD Director Grassroots Registration.*

*Local Benjamin Moores often can donate paint for projects that might need it!*

*Visit [www.aias.org/fbd](http://www.aias.org/fbd) to learn how to start an FBD program at your chapter, see project portfolios, and watch FBD Case Studies with your members to build hype at your school!*



**“AIAS FBD PROJECTS BETTER  
THE COMMUNITY, PROMOTE  
SKILL BUILDING, AND FOSTER  
RELATIONSHIPS.”**

### QUESTIONS?

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

## MEMBERSHIP TOOLBOX



## ADVOCACY

The AIAS is the only Architecture Collateral run completely by and for students! Raise your voices, we are the future.

A chapter meeting is the perfect place to share stories and goals. Make this a formal gathering designed to invite, inform, and inspire all in attendance. Student leaders have incredible power to advocate for things at their school like student rights and health!

Invite everyone: existing members, potential members, members of other student organizations like Tau Sigma Delta or NOMAS, faculty, and staff! This is your opportunity to tell the AIAS story- why our members CAN make a difference. Make it invigorating and personal; people want to know you as much as the AIAS.

Then... start planning. Whether you're demanding climate action, equity and diversity work to be done, or better learning and teaching cultures at school, your voice matters. Organize a collective voice at your chapter- there is power in numbers.

### ADVOCACY AT THE NATIONAL LEVEL

We have:

Committees, the National Advocates Program, Advocacy Month, Advocacy training sessions with AIA, Student Hill Days to Lobby Congress on important issues, and more. If you have a passion and want change, talk to us.

#### ***Pro Tip:***

*Host a Town Hall with a topic like studio culture or some sort of campus issue.*

*Listen to concerns for the first half of the meeting, and the second half come up with a plan to talk to some one and get loud.*

*Don't let them leave without registering. Set up computers or tablets with the membership portal open for on site registration. After this event members can be given priority, and ideally you've shown them the value of your chapter - that you can create change together.*



**“WE ARE LEADERS.  
WE ARE ADVOCATES.  
WE ARE STUDENTS.  
WE ARE AIAS.”**

#### QUESTIONS?

[aias.org/membership](https://aias.org/membership)  
vicepresident@aias.org

## MEMBERSHIP TOOLBOX



## YOU AND YOUR SCHOOL

Cultivate relationships with your faculty, administration, and university administration. Your life will be so much easier when you feel comfortable in the room where it happens.

Cultivate relationships with more than just students studying architecture. There are so many majors related. Provide something that isn't typically available on campus. You know your school best.

Devise some sort of way to create a special promotion for your members, but make sure the event is about the student body as a whole. Set up a table somewhere public where the whole campus will see you, like the front lobby of your architecture building. And don't forget to ask your administration for a room that your chapter can use as a home base!

**Pro Tip:**

*Host a big event during the semester! And be sure to work with other student organizations on campus like NOMAS, USGBC, and IIDA. Be sure to invite the entire student body, faculty and staff, and professionals from the area. Here are a few campus event ideas:*

*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!*

*Host a Comedian: Stress sucks. You know what doesn't? Laughing. Help everyone unwind, in a way that you can 100% socially distance, by hosting a local comedian. Provide counseling resources on their way out, and maybe a workshop with your school's counseling center the week after.*

*Silent Disco: Everyone can wear a mask because you're probably not singing aloud on the dance floor, and you are more than OK to isolate if you want to while still being part of the group.*

*Cook Out: Host a cookout to start the year off right! Make sure to get everyone there by working with your faculty advisor and administration to get a food permit. Don't forget to bring lawn games, a soccer ball, or frisbee. And ask your professors to raffle off some of their work or napkin sketches.*



**"THE AIAS MAKES OUR CAMPUS  
LIFE BETTER!"**

**QUESTIONS?**

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vicepresident@aias.org

## MEMBERSHIP TOOLBOX



## THE BIGGER PICTURE: NETWORK

Host a professional networking mixer. Ask your professors to invite their contacts to your event. Also invite local AIA members, school alumni, chapters nearby, local firms, and anyone else you can think of.

Organize a member exclusive firm crawl. 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, (ask your professors) and begin to cultivate those relationships and expose all levels of students to the architecture profession. Give priority to your paid members. And get your members out there and engaged with the profession!

Every AIAS national event - from THRIVE to FORUM - is an opportunity for networking. Follow up with a speaker on LinkedIn, or email someone a question. Encourage your members to attend National events by building them into your chapter's programming, and ask your school for help sending people to conferences.

Your Network is your Net-worth.

**Pro Tip:**

AIAS + ACSA  
AIAS + AIA  
AIAS + NAAB  
AIAS + NCARB  
AIAS + NOMA/S

*This is your opportunity to create and strengthen your relationship with your local AIA component. Reach out! All of the collaterals always welcome student engagement with NCARB Student Licensing Advisors, NOMAS, NAAB Accreditation Team student Members, and Chapter Presidents serving on the local AIA Board. And members of these organizations most likely work at firms with a great firm culture and they love getting to know potential employees!*



**“STUDENTS INVOLVED IN THE AIAS  
ARE BETTER CONNECTED TO THE  
PROFESSION.”**

**QUESTIONS?**

[aias.org/membership](https://aias.org/membership)  
[vicepresident@aias.org](mailto:vicepresident@aias.org)



## CONTACT INFORMATION



## QUESTIONS?

Whether your chapter is brand new or has been around for a long time, it's okay to not have all the answers. There is a great team of people that are here to make sure you and your chapter are successful all year long!

**National Office Email:** [mailbox@aias.org](mailto:mailbox@aias.org)

**National Office Phone:** 202.808.0075

**Freedom By Design:** [freedom@aias.org](mailto:freedom@aias.org)

**CRIT Journal** [crit@aias.org](mailto:crit@aias.org)

**Learning and Teaching Culture Issues** [lrc@aias.org](mailto:lrc@aias.org)

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**Twitter:** [@aiasorg](https://twitter.com/aiasorg)

**Linkedin:** [American Institute of Architecture Students](https://www.linkedin.com/company/aiasorg)

Don't forget to follow us on social media and visit [www.aias.org](http://www.aias.org) to check out all our content, competitions, partners, and events!

Make a Calendly appointment for a video call ANYTIME with our Vice President: <https://calendly.com/aiasvicepresident/25min>

For resources, be sure to search in the COP Team Drive using your chapter's official @aias.org email account. Not sure how to access it? Not sure what that is? Send [vicepresident@aias.org](mailto:vicepresident@aias.org) an email and we'll make sure to get you setup!



**THE AMERICAN INSTITUTE  
OF ARCHITECTURE STUDENTS**

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