



2022-2024 STRATEGIC PLAN



THE AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS

MISSION

Advancing leadership, design, and service among architecture students.

VISION

Empowering voices, ideas, and actions for the future

VALUES

IMPACT

We advocate for and enact positive change.

COMMUNITY

We foster an inclusive network of peers that learn from, support, and drive one another.

GROWTH

We inspire students to reach their greatest potential through meaningful learning opportunities

PASSION

We pursue large goals and aspirations through each member's enthusiasm.

PERSPECTIVE

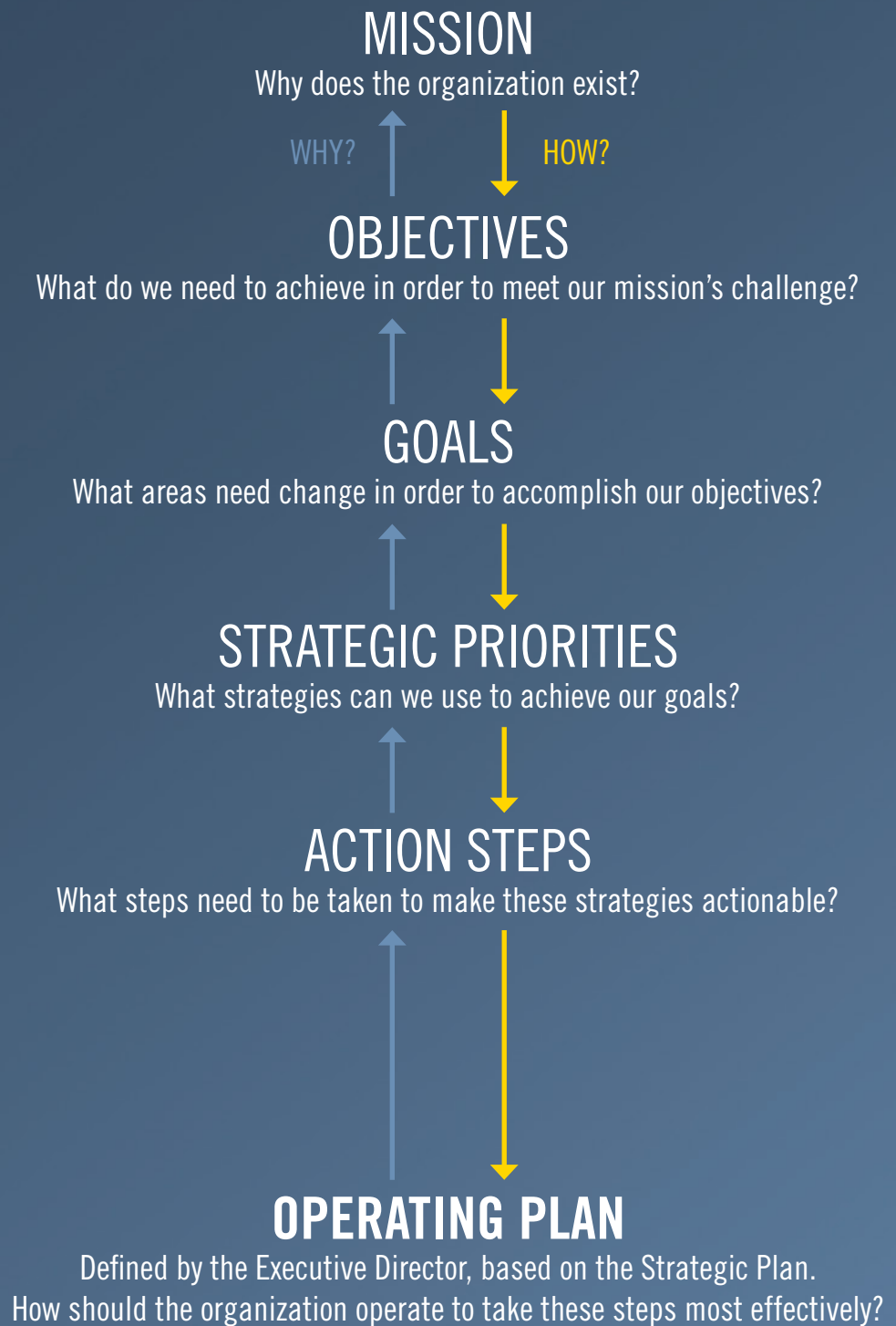
We link the profession's opportunities to architectural education.

BALANCE

We promote respectful relationships, an environment of diversity, and a thriving studio culture.



PLAN STRUCTURE





OBJECTIVES

IN ORDER TO MEET THE CHALLENGE SET BY OUR MISSION, THE AIAS MUST:

STABILIZE

transitive verb

to make stable, steadfast, or firm.

The last two years have represented a period of instability for the AIAS, the architecture industry, students, and our society as a whole. The first objective of this Strategic Plan is to serve as the guide to stabilizing our organization so that fully recovers, and so that it can be as effective as possible in accomplishing its mission as the world changes.

PIVOT

intransitive verb

to adapt or improve by adjusting or modifying something.

This objective is both an assertion that true change cannot be made without the flexibility to change oneself, and an acknowledgement that the AIAS can and should serve students more effectively. This Strategic Plan represents the most immediate changes that must be made within our organization to reflect the recent changes of the world, and to move closer to accomplishing our mission.



GOALS

AS IDENTIFIED BY THE 2021-2022 BOARD OF DIRECTORS AND GOVERNANCE COMMITTEE

Promote student perspectives, research, and experiences to the wider community.

Redefine traditional successes in architecture by collaborating with non-traditional partners.

Create opportunities for all members to connect with allied organizations.

Increase the impact of leadership by restructuring roles and redefining priorities.

Expand leadership opportunities and available resources for international members.

Strengthen the organization's identity through cohesive and consistent marketing.

Emphasize design, service, and leadership equally.

Increase the accessibility of the organization for all students by diversifying streams of revenue.

Reassess the relevance and impact of event structures.



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STRATEGIC PRIORITIES

RESTRUCTURE

the organization to allow for a more effective and sustainable operating plan.

EMPOWER

members by breaking down barriers to resources, providing focused training, and identifying available pathways.

ADVOCATE

on issues pertaining to design, culture, and education, and educate students on how to be effective advocates.

CONNECT

students to groups, resources, peers, and perspectives that can make them more successful designers, leaders, and community members.



STRATEGIC PRIORITY: RESTRUCTURE

RESTRUCTURE

the organization to allow for a more effective and sustainable operating plan. This will be done through:

Restructuring leadership roles to increase clarity, stability, and institutional knowledge.

Reassessing our event structures on the levels of culture, finance, governance, and impact.

Diversifying revenue streams to mitigate reliance on a single type of revenue.

Increasing the value and cohesion of our social media presence and identity.

Finding opportunities to collaborate with allied organizations on joint efforts and events.



STRATEGIC PRIORITY: EMPOWER

EMPOWER

members by breaking down barriers to resources, providing focused training, and identifying available pathways. This will be done through:

Listening to members and enabling them to define what success means to them.

Increasing the benefits of membership while decreasing barriers to joining.

Creating design and service related opportunities to appeal to a wider student membership base.

Prioritizing the research of non-traditional partnerships as a way to educate membership on all paths available to them as students.

Exposing members to the resources and opportunities available to them through allied organizations.



STRATEGIC PRIORITY: ADVOCATE

ADVOCATE

on issues pertaining to design, culture, and education, and educate students on how to be effective advocates. This will be done through:

Creating content and programming to focus on developments in design and the industry.

Outreach to organizations, groups, and individuals that do not conform to the typical expectations of “architecture,” and forming collaborative partnerships with them.

Establishing structures and programming to allow for more focused research, collaborative discussion, and the creation of resources pertaining to relevant issues.

Strategies to broaden the impact of the student voice through AIAS platforms, partners, and other publications.



STRATEGIC PRIORITY: CONNECT

CONNECT

students to groups, resources, peers and perspectives that can make them more successful designers, leaders, and community members. This will be done through:

Fostering a global network of peers interested in architecture and design related disciplines.

Connecting students to their communities in order to create more effective citizen architects.

Forging a professional network to benefit students through relationships with allied organizations and partners.



ACKNOWLEDGMENTS

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