



AIA
Orlando

Strategic Plan

2021 - 2023

The future we envision

It is 2030, and we have met the seemingly insurmountable climate crisis with courageous, creative, and decisive action. People everywhere are united under a shared pledge to create an equitable, resilient, regenerative, and carbon-free future.

AIA Orlando is widely recognized for its commitment to excellence in design professionals' education and leadership development. We foster equality, diversity and inclusion in the profession, and promote access to good design through a participatory process for all members of the community.

AIA Orlando has energized a regional network of professionals to leverage their knowledge and activism to deliver positive change through design. Architects are positioned at the center of policy discussions surrounding the built environment.

AIA Orlando has convened broad coalitions to collaborate on solutions. We have generated, curated, and disseminated knowledge that magnifies the transformative impact of design. We have mobilized our members to meet challenges with decisive action.

AIA Orlando and allied organizational partners generate unity and accelerate progress in the design and construction industry.

AIA Orlando is at the center of the region's most urgent conversations. AIA Orlando is recognized as the driving force inspiring and empowering architects to improve society and change the world.

Introduction

The Orlando Chapter of the American Institute of Architects will deliver profound change through this strategic plan: for our members, our profession, our communities, and our planet.

Key principles and guiding assumptions that informed the development of this plan include:

Urgency. The global climate crisis, a global pandemic, and the rising activism around equity, diversity and inclusion stemming from the Black Lives Matter movement brought about changes in society in 2020 that could not have been foreseen at the start of the year. These profound problems require immediate, bold action to bring about meaningful change. This strategic plan amplifies a call to action for our members to develop solutions that will address the challenges of our time.

Alignment. The principal activities of AIA Orlando should be coordinated, focused, and deliberate. We will use our capabilities, scale, and structure to bring new levels of efficiency and impact to our work.

Collaboration. The role of the architect is changing dramatically. To realize our full potential as design professionals and as a Chapter, it is essential that architects collaborate within firms, in professional relationships, and in communities. AIA Orlando will provide leadership to engage a broad network of professionals and community leaders to develop solutions.

Mission

AIA Orlando is the voice of the architectural profession in Central Florida and a resource for its members in service to society.

Vision

Driving positive change through the power of design.

Core values

Impactful. What we do matters and is relevant to our clients and to society.

Transformative. We work for profound, lasting, positive change in the profession and in society.

Visionary. We imagine a better future, and act courageously and confidently to achieve it.

Inclusive. We believe architecture is for everyone, and we model deep collaboration and inclusion in all we do.

Innovative. We lead with creativity and insight.

Priority

Positioning AIA Orlando members as policy leaders within our community.

Strategies

Engagement:

Facilitate the experience members want from the component through events, opportunities, benefits and services. Focus and align programs, services, structures, and resources to develop innovative solutions to Central Florida's most pressing challenges.

Empowerment:

Knowledge is our currency. Generate, curate, and disseminate knowledge required for success. Equip architects for success by transforming architecture education, expanding access to the profession, cultivating a learning culture, and developing leadership.

Advocacy:

Represent the interests of architects and architecture in the communities of Central Florida through grassroots advocacy.

Leadership:

Provide leadership in the community and maintain a nationally recognized component. Collaborate with design and construction professionals, community leaders, political partners, and stakeholders.

Imperatives

Optimize the role of the architect: Optimize architects' presence and impact by equipping and preparing them to serve as conveners, collaborators, civic leaders, and change agents in developing and delivering solutions to society's most pressing needs.

Emphasize climate action: Build impact by focusing on climate action and positioning architects as community leaders to drive widescale adoption of practical design solutions that will rapidly address and mitigate the impacts of climate change.

Catalyze equity: Foster diversity and inclusion in the profession, and advance the health, safety, and welfare of our communities through design and advocacy for lasting solutions in our built environments.

Advance collaborative architectural education: Transform architectural education to be more responsive to emerging trends, more inclusive of underserved audiences, and more oriented toward the future role of the architect.

Revolutionize research and technology: Leverage emerging technologies to accelerate architecture's progression to a knowledge-driven discipline and evidence-based, transformative solutions. Harness an intra/entrepreneurial start-up mentality to foster rapid innovation.

Cultivate membership value

The Board of Directors and leadership of AIA Orlando pledge, to provide value for all Architects. Each professional should know they are a valuable member of the Chapter and they bolster the value we provide to the community at large. Join us, and we will empower you to provide passionate engagement, stronger advocacy, and exemplary leadership for the betterment of us all.



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Acknowledgements

AIA Orlando Strategic Planning Committee

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Orlando Foundation for Architecture

Tim Gibson, AIA (2020-2021 OFA Chair)

AIA Florida/Caribbean Regional Representatives

Nathan Butler, FAIA (2019-2020 Sr. Strategic Council Representative)
Bill Hercules, FAIA (2021-2022 Strategic Council Representative)
Dan Kirby, FAIA (2015-2017 Strategic Council Representative)

Note: Some members of the Strategic Planning Committee have held multiple roles in the organization. Participation was based on their most current role or the role identified.

AIA Staff

Gary Scarboro, CAE, Executive Director
Kim Garcia, Chapter Coordinator
Debbie Coble, Chapter Coordinator
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