

# Strategic Plan 2016–2020

**PUBLISH COMMUNICATIONS** that are consistent and engaging, establishing AIA Detroit's visibility and relevance.

- Provide a newsletter every month and continue critical paths on an as-needed basis.
- Solicit 10 website postings from membership by the end of 2016.
- Increase traffic to AIA Detroit website.

**EXPAND AND BUILD UPON OUR COMMUNITY CONNECTIONS** so that AIA Detroit is recognized as source of valuable information and knowledge regarding architecture and design.

- Establish a place to increase the physical presence of AIA Detroit in the community.
  - Measurable: Concept and vision for space by end of 2016
- Discover which members are active in their local governments and promote via our publishing channels.
- Create a more-public "People's Choice" award for the Celebration of Architecture.
- Create an interactive architecture app that can be used by anyone throughout the city.
  - Measurable: vision for app defined by end of 2016
- Establish at least one other annual event outside of the Celebration of Architecture that engages the public
  - Measurable: First event to be held in 2017

**CREATE EDUCATIONAL OPPORTUNITIES** that better engage our members and other industry professionals.

- Actively seek opportunities to collaborate with other chapters/organizations at least once a year.
- Diversify the locations of educational events.
- Envision one event targeted specifically to affiliate members by the end of 2016.
- Create a task force to build out the framework for a professional mentoring program.

**INCREASE MEMBERSHIP AND INVOLVEMENT** to better impact the design industry in the area.

- Coordinate with AIA Michigan's Membership committee to increase membership by 5%.
- Increase involvement in committees and organization's events by 10%.