



The American Institute of Architects

AIA Detroit

440 Burroughs
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(313) 588-1411
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www.aiadetroit.com

AIA Detroit 2022-2025 Strategic Plan

Adopted November 8, 2022

Mission

AIA Detroit empowers the profession to engage with and improve communities in Metro Detroit.

Vision

AIA Detroit elevates the practice of architecture through activism, equity, resiliency, and design excellence.

Strategic Values

Justice, Equity, Diversity, and Inclusion (JEDI): we believe our membership should reflect the populations we serve.

Resiliency: we anticipate a changing climate with responsive strategies and solutions that allow our region to continue thriving.

Membership: we value inclusivity, our members are our lifeblood and our future.

Practice: we strive for design excellence through education, promotion, and opportunity.

Advocacy: by sharing our visions, knowledge, and talent, we can help shape a better environment for our community.

Fund the Future: we want to continue to serve our members and community for years to come through financial planning and stewardship.

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Justice, Equity, Diversity, and Inclusion (JEDI)

JEDI Objective #1

Institutionalize reviewing & updating governing documents to better reflect Justice, Equity, Diversity, and Inclusion.

Projects

- Use the AIA National Diversity and Inclusion Statement as a guide to reformulate the AIA Detroit vision and values.
- Create an inclusive organization by reviewing internal systems and processes.

JEDI Objective #2

Increase representation of diverse (Racial, Ethnic, Age & Under-represented groups) Board & Committee Chairs.

Projects

- Create a Nominations Committee for the purpose of creating diversity of candidates for Volunteer roles (Board of Directors, Committees) and Awards.
- Create a formal guidance and framework to ensure a diverse population is included to support the general membership.

JEDI Objective #3

Increase pipeline opportunities for students and young professionals.

Projects

- Implement scholarships for BIPOC, LGBTQIA+, and/or women students.
- Create and provide event opportunities by providing free, low-cost options to students to participate in certain events, such as tours.
- Create and provide outreach opportunities for AIA Detroit leaders like school Career Days, and coordinate with local collegiate AIAS/NOMAS chapters.

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Resiliency

Resiliency Objective #1

Increase visibility of local resiliency efforts, initiatives, and tools.

Projects

- Research successful community resilience and hazard mitigation efforts through local, municipal, and national resources.
- Enhance the accessibility/visibility of local, municipal, and AIA National's resiliency resources.
- Encourage participation in non-AIA Detroit resiliency related networking events and initiatives that will further educate the practice.

Resiliency Objective #2

Form partnerships and liaisons to improve local community resilience and hazard mitigation issues.

Projects

- Identify key issues affecting the built environment of Metro Detroit (e.g. stormwater infrastructure/flooding, industrial pollution, demolition, contamination).
- Align goals with specifically chosen Partners and Allies.
- Partner with local efforts to address and support resiliency issues.

Resiliency Objective #3

Increase sustainably designed built environments within the component area and/or by chapter members.

Projects

- Increase awareness, recognition, and education of sustainable practices.



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Membership

Membership Objective #1

Increase representation of BIPOC members by 3x the current members within AIA Detroit.

Projects

- Create more JEDI-based programming and resources.
- Coordinate with local universities and the NOMA Detroit Chapter.

Membership Objective #2

Increase representation of members who identify as women by double the current members within AIA Detroit.

Projects

- Create programs that focus on women's issues in the profession.

Membership Objective #3

Increase member recognition and visibility year-round.

Projects

- Create a committee for nominations of recognition awards, nominees for elections, and AIA Detroit committee leadership.
- Showcase human-centered workplaces by highlighting firm success stories that support licensure path, hybrid environments, and/or work-life-balance.

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Practice**Practice Objective #1**

Encourage architectural licensure with easy-to-access ARE-related materials and training.

Projects

- Create a knowledge sharing platform (for existing ARE resources, etc.).
- Connect members and emerging professionals preparing for licensure exams with programming, support groups, and mentoring.

Practice Objective #2

Increase awareness and training of current and emerging tools and technologies.

Projects

- Provide education of computer-generated design technologies through training and/or resources (e.g. computational design and BIM series).
- Connect members to discuss current issues and advancements through forums and seminars.

Practice Objective #3

Support and share business and project management with AIA resources/data, education/seminars, mentorship, and success stories.

Projects

- Provide education and training for all levels of experience (emerging designers and associates careers, project management, firm leadership skills, legal, etc.).
- Connect members to discuss current issues and successes through forums and other forms of convening.



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Advocacy

Advocacy Objective #1

Educate the public on the role of an architect and the practice of architecture.

Projects

- Promote local universities' lecture series.
- Establish a tour series of local buildings for the public to attend.

Advocacy Objective #2

Increase the legislative voice of AIA Detroit and the architects of Southeastern Michigan.

Projects

- Develop a process for preparing participants and increasing attendance for AIA Michigan's Legislative Day and AIA National's Capitol Hill Day.
- Focus advocacy agenda on pertinent issues on the local, state, and national levels .
- Create local programming around current events and AIA National resources (e.g. Unionization, An Investigation into Bias in the Architecture Profession, etc).

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Fund the Future

Fund the Future Objective #1

Create an annual sponsorship package for companies and organizations.

Projects

- Create new annual sponsor opportunities not related to the Celebration of Architecture event.
- Expand AIA Detroit's sponsor database through members who work in target companies.
- Increase and prioritize communications with sponsors, especially repetitive companies.

Fund the Future Objective #2

Establish a minimum percentage income that committees are expected to return to the organization on an annual basis.

Projects

- Budget for the committees' return on investment for their annual programming.
- Host an annual Q&A with committee leaders on budgeting for the upcoming year to ensure proper planning.

Fund the Future Objective #3

Maintain an updated financial policy that establishes investment strategies, sets liquid asset minimums, and guides actions during periods of financial change.

Projects

- Maintain/adapt/improve AIA Detroit's current financial policy on a regular basis.
- Provide an action path when financial outcomes are more extreme than expected, including excess gains or losses.