

AIA AMARILLO  
**STRATEGIC PLAN**  
**2022**

**Strategic goals** are an organization's measurable objectives that are indicative of its long-term vision.

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**Mission:**

To be the voice of architecture in the Texas Panhandle supporting the creation of safe, beautiful, accessible, and sustainable environments.

**Vision:**

AIA Amarillo seeks to enrich the communities of the Texas Panhandle. We will provide continuing education resources, celebrate member successes, and educate the public on the important role of Architects in the creation of the environments in which we live, work, and play.

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**CORE VALUES**

- Membership
  - Grow and maintain AIA Amarillo membership.
    - Increase membership by 1-2 members each year by reaching out to local firms not currently involved in AIA Amarillo and through the hiring of emerging professionals in the area. Seek out others that could benefit from an Associate membership as well as educators involved in architecture and design programs at all levels.
  - Increase value of benefits through services and event opportunities.
    - Achieve 50% attendance or higher at Chapter Events to be assessed each quarter. This will be accomplished through ExCom and ExCom alumnus communications outreach to each of the major firms and ateliers in the area.
  - Provide recognition and awards to local professionals.
    - Hold a Design Awards Jury and Celebration every two years (one per Presidential term) utilizing the categories provided in the Mission Statement: safe, beautiful, accessible, and sustainable.
    - Provide recognition of local members accomplishments including newly licensed architects, fellowship designations, and local, state, and national awards.
  
- Governance
  - Increase and promote continuing education by providing at least 18 CEUs each year, 12 of which should provide HSW credit.
  - Engage with Professionals outside of our Chapter by sponsoring one member to attend TxA Convention each year.
  - Provide enrichment opportunities for members such as sketch events, outreach events, and tours of significant art and

- architecture in the area.
  - Equip Emerging Professionals with tools to help advance them to licensure by providing up to \$500 each year to be used for study materials, study sessions, or a passing exam award.
- Outreach and Advocacy
  - TAC participation.
    - Continue 100% goal achievement for TAC each year.
    - Increase quota at a manageable rate as membership increases.
  - Advocacy
    - Continue involvement in Advocacy Day. Increase presence at Advocacy Day in Austin, TX including emerging professionals.
    - Continue Advocacy in local area by engaging with local representatives annually and sharing about what Architects provide for their communities.
  - Media Connections
    - Maintain communications with local media outlets by providing coverage on local events quarterly.
  - Organizational
    - Conduct one local awareness or outreach event each year.
  - Scholarship
    - Maintain Corpus to be continuously stable to draw annual scholarship from through our annual fundraising event, the AIA Amarillo Clay Shoot, while striving to increase scholarship amounts.
  - Prosperity of the Profession
    - Increase firms' ability to anticipate and respond to changes in the architectural profession to help their businesses be successful.
  - Public Understanding
    - Increase public awareness and understanding of the value of architects as creative problem-solvers and the important impact of design.