



AIA
Inland California

STRATEGIC LONG RANGE PLAN

Redlands, California
January 15, 2016

Defined Goals/Objectives

2016 AIAIC GOALS AND ACTIONS

1. **Strive to be a more effective Board, as well as AIAIC Committees**
Update and revise AIAIC Rules of the Board identifying responsibilities and accountability.
Each board member has to read and sign the commitment letter.
 2. **Increase Membership Involvement**
Continue relevant value-based programs
Continue to partner with other allied organizations to create networking opportunities,
Increase allied organizations.
 3. **Digital Newsletter**
Continue focus on timeliness – items of immediate interest; time sensitive.
Continue with established regular publication schedule (weekly, biweekly, etc.) and
deadlines for content.
Present periodic orientations for content requirements and standards.
 4. **Continue Board Development Procedures**
Cultivate leadership base in the membership for consistency in leadership
Personally invite volunteers to serve on Board, Committees, Task Forces and Special
Projects
 5. **Update and Complete AIAIC Manuals**
Develop the following manual.
Disaster Assistance
 6. **Website**
Continue with a Website Task Force
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7. **Identify potential opportunities for PR campaigns**
Look for opportunities within architectural schools
Create a chapter presence at events and collaborate with AIAS
CanStruction
Charrettes
 8. **Member and Board Member Involvement**
Acknowledge credentials and accomplishments
Encourage employer support programs with quality offerings
Emphasize Board member accountability

9. Continue with AIAIC as a Community Resource

Continue this resource in local government and as a civic organization,
Offer more charrettes, green initiatives, planning assistance, speaker pools.

10. Increase AIAIC Visibility

Connect with press and media relations
Develop presentation skills for leadership

11. Develop a Message to Students and Faculty

- i. Relevancy
- ii. Open
- iii. Resource
- iv. Role Model
- v. Mentor
- vi. Professor for a Day

In addition, the following Committees and Task Forces are identified

12. Committees

- i. Education
- ii. Membership
- iii. Government Affairs
- iv. COTE
- v. Communications
- vi. Fundraising
- vii. Public Affairs
- viii. Associates
- ix. Nominating
- x. Golf

13. Task Forces

- i. Disaster Assistance