



2021 - 2025 STRATEGIC PLAN

ADOPTED 09/20/21

MISSION AIA Dallas advances the transformational power of architecture.

VISION To transform the world around us.

CORE VALUES
 Be Bold and Innovative.
 Be Equitable and Inclusive.
 Be Transparent and Accountable.
 Be Accessible.

STRATEGIC GOALS	EXTENDED GOAL STATEMENT	OBJECTIVES
1. ADVOCACY	Proactively advocate for the profession and the value of Architecture	i. Advance knowledge of critical issues (outward.)
		ii. Address critical issues head-on by taking a timely and public stand.
		iii. Foster close working relationships with officials and policy influencers in Dallas and surrounding cities.
2. MEMBERSHIP	Grow, retain, and engage a diverse membership	i. Expand the value of membership to current and future members.
		ii. Provide training, career development, and resources to equip members for professional success.
		iii. Cultivate the next generation of leaders.
3. PARTNERSHIPS	Establish partnerships that increase our organization's impact	i. Collaborate to drive growth for the AIA, the AD EX and the Architecture and Design Foundation.
		ii. Leverage partnerships to expand our impact and maintain local relevance.
4. ORGANIZATIONAL EXCELLENCE	Refine organizational structure and governance to support future growth and strategic goals.	i. Evaluate existing resources and determine what is needed for now and in the future.
		ii. Achieve a level of financial and organizational resilience.
		iii. Enhance membership service efforts and organizational effectiveness.