



Monthly briefing

April 2021

Re: **Strategic Council/Component monthly briefing:**

To better inform members of the work and activities of the AIA Strategic Council

Ohio Valley Region

Your current Regional Councilors should be contacted about any potential opportunities or concerns facing the future of the profession. Their contact info is below:

terry.welker@ketteringoh.org Terry Welker, FAIA

ybrongers@moodynolan.com Yanitza Brongers-Marrero, AIA

rvaughn@grayae.com Randall Vaughn, AIA

lora@l-2-design.com Lora Teagarden, AIA

Moderator and Vice Moderator Message

Our work this year selected Areas of Study (AOS) which are extensions and expansions of last year's work.

- We created Areas of Impact (AOIs), for the first time, with the goal of breaking down silos between topics. AOIs align with the AIA's strategic goals (climate action and equitable communities) and are forward thinking and intended to be potential system disruptors.
- The Council held a "Coffee & Conversation" in March, which was a council-wide discussion on future disruptors such as the implications of the pandemic, the attacks on licensure and what's missing in our discussions.
- There are the common themes that emerged from the system disruptors exercises with the Council and Board of Directors in separate events which included: greater definition of boundaries, establishing situational leadership, outlining new collaboration models, adopting integrated thinking, and incorporating evidence-based solutions.
- Council is actively collaborating with many Knowledge Communities along with organizations outside of the AIA in our critical thinking and research.

2021 AREAS OF STUDY

Rural + Suburban Agenda –

We established our "Guiding Principles" and have been dedicated to getting workshops scheduled involving member focus groups to identify resources and areas of need.

Abstract (WHY): DESIGN a Rural + Suburban agenda identifying resources for our members and communities within which they practice!

The Challenge: Rural + Suburban architectural practice and communities are challenged with geographic ISOLATION and ACCESS to resources. This team will be working towards the development of a complimentary and symbiotic agenda, to that which exists for Urban environments, for the equitable and sustainable practice of architecture affecting 18.8% of our population and 89.2% of the U.S. landmass.

Mental Health –

We established our Guiding Principle statement and identified for this group as if there were "no holds barred".

Abstract: We will build a bridge between existing mental health expertise and the architecture profession.

Supporting Statement: The mental health area of study will focus on how architects can build upon the existing body of research and knowledge that exists on mental health and the built environment both in practice and for the profession of architecture. The area of study will advance both awareness and application in a two-pronged approach through programming, collaboration and inquiry throughout 2021, culminating in a public outreach effort that redefines the importance and urgency in incorporating mental health in our careers, practice, and body of work.

Technology Impacting Practice (TIP) -

Abstract: To expand TIP's 2020 Summit Call to Action to a Resolution in New Ways of Practice, Delivery & Monetization.

The Challenge: We cannot rest in our quest for evolution and transformation. It is essential if we are to remain relevant in our profession.

We must recognize that the challenges of Climate Change, Social Justice, and Racial/Gender Equity are interconnected and systemic. These challenges are embedded in our past and our future, and we must change to promote change.

The path to achieving meaningful progress is unattainable through our current channels and methods of engagement. The COVID-19 Pandemic has exacerbated digital transformation and is altering the paradigm of the AEC Industry at an alarming rate in which any innovative technology company could outperform member's AIA architectural services.

Scalable Climate Action SPRINT (a short term exercise within the larger objective) –

The challenge is that many architects do not incorporate climate action into their daily work. The Scalable Climate Action group will focus on identifying how to catalyze a long-term "snowball effect" so that all practitioners are motivated and able to engage in daily climate action through their practice, client work and communities. This aggregating effect should have a measurable impact on the climate impact of the built environment in the next 20-30 years. Our process is to identify key levers through research and interviews with people deeply engaged in climate action inside and outside our profession. Our goal is to complete our sprint by the end of June.

Strategic Council Connectors

Connectors have met as a team and agreed to review status of AoS overarching goals with particular emphasis on three priorities for the profession: *Equity, Diversity, Inclusion + Belonging, Climate Action, and Potential Disruptors*. Each AoS team is tracking issues related to the themes for Connectors to review in an ongoing basis and during Steering Committee calls.

Strategic Council in the News

[Linking Rural Needs with America's Architect's .. Housing Assistance Council Fall 2020](#)

Website: Visit the [AIA Strategic Council](#) for more details.

Mission

The Strategic Council advances the architecture profession by informing the Board and other Institute bodies about important professional issues, opportunities, and threats. Although it is not an AIA governing body, the Council's work is vital to AIA's ability to serve the profession. The Council approaches its tasks with an emphasis on an outward and forward-focused vision.