



AIA
Virginia

Annual Report - Communications + Outreach Advisory Council

November 2, 2017 membership meeting

STRATEGIC PLAN WORK

Goal 1. POSITION ARCHITECTS AS VITAL CONTRIBUTORS TO OUR BUILT ENVIRONMENT

Developed and approved new strategic communications plan

Shared relevant information from our first Art of Practice conference in April, and have developed a plan to communicate information from ArchEX '17.

Goal 4. IMPLEMENT A COMMUNICATION PROGRAM THAT INFORMS AND FACILITATES CONNECTIONS

Drafted member survey to assess e-communication and social media use (launching 1st Qtr. 2018)

OTHER WORK

- Member newsletter sent each month
- Regular posts and content shared on social media sites where followers and engagement has grown throughout the year
- AIAVA.org website maintained with relevant information for members and tools for the public
- Press Releases sent to statewide media outlets
 - AIA Fellows announced March 8th
 - AIA Climate Change Statement on Earth Day April 21st
 - Clayborne named new Executive Vice President on May 1st
 - AIA Virginia Design Awards announced October 2nd
- C+O council members to share authored articles and posts of relevant content valuable to our members and the public.
- Adding public members to the C+O Advisory Council to expand the breadth of expertise.