

**AGENDA – Professional Excellence Report for the Annual Meeting**November 2, 2017

1. **POSITION ARCHITECTS AS VITAL CONTRIBUTORS TO OUR BUILT ENVIRONMENT**
2. **ADVANCE KNOWLEDGE AND EXPERTISE OF MEMBERS**

2.1.1 Increase the business capacity of members by launching a Practice Conference and implement a communication mechanism to deliver the information gathered to the full membership. (2nd Qtr. 2017)

 The first running of the Art of Practice conference occurred on March 31st 2017. This running of the Art of Practice featured discussions about firm culture and was the launching point for the Small and Mid-Sized Firm Roundtables. The Large, Mid-sized, and Small firm roundtables met yesterday and will continue to meet to discuss best practices and needs of the profession. The Art of Practice will continue to run in odd years, running opposite of the AIA Virginia Design Forum and will rotate around the state.

2.1.4 Examine communication options for conference content and create a deployment plan. (1st Qtr. 2017)

The Art of Practice report was included in the April AIA Virginia newsletter. We intend to have future Art of Practices recorded and able to be viewed by attendees around the state at their convenience.

2.2.1 Examine communication options for conference content and create a deployment plan. (4st Qtr. 2017)

 The keynote and two sessions of ArchEx 2017 will be recorded and distributed around the state to allow members who did not attend to view the content shown at ArchEx.

2.2.2 Increase attendance with particular emphasis towards geographic, sex, racial diversity and non-members. (2nd Qtr. 2018)

 An ArchEx task force is being created to review and make recommendations for changes to ArchEx. This task force will include key stakeholders in the conference including members, exhibitors, sponsors, academia, and industry partners.

2.2.3 Create a plan to ensure that signature events move around the state. (1st Qtr. 2017)

 A schedule was developed for the Art of Practice and the Design Forum that would ensure that no region in the state went more than 5 years without one of those two events.

2.4.1 Create a leadership transition plan for ELA in order to support its future viability (1st Qtr. 2018)

Leadership in the ELA program and other stakeholders met on September 15th at the ELA Leadership Summit to learn about the history of the program and discuss the leadership structure of the program going forward. More meetings are scheduled for the coming weeks.

1. **ADVOCATE FOR THE PROFESSION**
2. **IMPLEMENT A COMMUNICATION PROGRAM THAT INFORMS AND FACILITATES CONNECTIONS**
3. **BECOME A MODEL OF A STRONG NONPROFIT AND VIBRANT MEMBERSHIP ORGANIZATION**