



Monthly briefing

April – May 2021

Strategic Council/Component monthly briefing:

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

Region: The Virginias

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This has been an active spring with the Strategic Council with many initiatives that look to the future of the profession. We hope you find the following note informative. Please be in contact about any potential opportunities or concerns facing the future of the profession:

2021 AREAS OF STUDY

Rural + Suburban Agenda –

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 –

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.

Housing & Infrastructure –

Abstract: Create AIA pathways to support architects' reach to champion *equitable housing and communities*.

The Challenge: Demand for affordable and equitable housing is rising at a faster rate than the design and construction industry can currently meet.

Our work has brought into focus, in order to thrive in the new environmental, social, and economic context, communities must successfully integrate equitable housing. We are identifying opportunities for the AIA to support architects' efforts to affirm the right to housing. Pathways to achieving this goal should be a primary commitment within the AIA. Our group is aligning with KC's among others to suggest specific actions/tools that can be implemented by the AIA to expand capacity and influence in this arena.

Scalable Climate Action SPRINT (a short-focused task within the larger objective)

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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.

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.