



Member Services Advisory Council

Service Description

Council Purpose

The Council is responsible for the delivery of exceptional services to the membership, which in return, influences membership growth. Goals and strategic planning are executed to increase diversity and inclusion within the profession, engage state universities, and ensure that the AIA Virginia membership pipeline is consistently being nurtured.

In addition to advancing elements of the Strategic Plan forward, the following activities are within the purview of the Member Services Advisory Council:

- Membership recruitment, retention, and engagement
- Annually seek member feedback through meetings, focus groups, surveys, or another assessment method
- New member onboarding
- Allied membership recruitment
- University relations with Colleges of Architecture in Virginia
- Supporting the path to licensure for our members

The Role of a Council Member

Council members evaluate existing membership strategies and envision new opportunities to support our current and future members. A Council member may serve one or more successive two-year terms.

Ideal Qualities of a Council Member

The ideal Council member:

- Has a passion for providing consistent member experiences and value to our members
- Is interested in using technology and personal outreach to gather member feedback
- Is familiar with AIA membership levels and requirements
- Welcome all new members and engage with members at each career stage to foster active participation in component activities
- Prepares for and regularly attends Council meetings and events
- Follows through on their Council commitments by designated deadlines

Anticipated Time Commitment

The Council meets virtually approximately 6 times per year. These meetings typically do not exceed one hour. In addition, a Council member can expect to spend 6-8 hours per year outside of meetings conducting related work.