

# **Strategic Development Plan**

for the  
American Institute of Building Design  
(Revised November 18, 2010)



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## **Statement of Purpose**

The purpose of this strategic development plan is to provide an outline for the organized and deliberate growth of the American Institute of Building Design over a ten-year time frame. The plan is designed to be implemented through the established committee structure of the organization. By setting specific task requirements, with specific time frames for completion, defined goals can be achieved through the united efforts of the committee members.

This plan is designed to be a living document and may be revised at any legally convened meeting of the Board of Directors and the House of Delegates. In this manner AIBD will have a continuous ten-year plan that is modified to meet the needs of the membership as they change with the profession and the growth of the institute.

## **Mission Statement**

Dedicated to the enhancement, development and recognition of the residential and building design professions.

# Overview of Mission Statement

## Who are we?

- A not-for-profit professional organization as established by our bylaws
- Chartered and incorporated in the State of California in 1950, and in 2009 the charter was moved and incorporated in Washington, D.C.
- An association with both national and international members

## What is a Building Designer?

- Building Designers design residential and light commercial projects and prepare construction documents in accordance with individual state statutes

## Whom do we represent?

- Individuals and firms who practice the design of residential and light commercial projects
- Those who strive to become our contemporaries
- Those who wish to be associated with AIBD

## Whom do we benefit?

- Building design professionals
- General public and clients
- Suppliers and manufacturers of associated products and services
- Building officials, engineering firms and allied professionals who specialize in residential and light commercial work
- Allied organizations and their members
- Educators and students

## What do we do as an organization?

- Define, enhance and promote the profession of building design
- Educate our members, builders, building product manufacturers and suppliers and the general public
- Create and establish affiliations with allied organizations and promotional sponsors
- Create networking and fellowship opportunities for our members

## What are our long term goals?

- To be the nationally recognized voice for the building design profession
- To be a vital resource for building designers and the general public
- To orchestrate legislative presence on state and national levels through our membership and liaisons with other industry groups
- To be the preeminent resource for education in building design
- To be perceived by the public as specialists in our profession

# Code of Ethics and Conduct

## General Obligations

Members shall strive to improve and advance their knowledge and expertise in the profession of building design and shall expend every effort to contribute to its improvement and growth.

1. Members shall continuously strive to demonstrate and improve both their knowledge and competence.
2. Members shall seek a method of improving the design standards of the day to the highest possible level.
3. Members shall attempt to promote public awareness, as it relates to evaluating professional competence in the building industry.

## Public Obligations

Members shall strive to serve the public in every aspect of both professional and ethical conduct.

1. Members shall keep themselves informed of all pertinent laws, ordinances and building codes.
2. Members shall not engage in, assist, or be a party to any business practice which is, or could be fraudulent, illegal, or deceptive.
3. Members shall not knowingly infringe on the copyright of another's work either in the profession or in business practice.
4. Members are encouraged to be involved in community and civic activities that are beneficial to their community, state, and/or nation.
5. Members shall not discriminate in their professional conduct on the basis of race, religion, gender, physical/mental disability, or national origin.

## Professional Obligations

Members shall conduct their professional activities contributing to the health, welfare and safety of the public, and to the advancement and understanding of their profession.

1. Members acting in a professional capacity shall make clear whether statements or actions are personal opinions, or have official direction and approval when such statements might be construed to represent the Institute.
2. Members shall not make misleading statements regarding their expertise, qualifications, or performance.
3. Members shall exercise reasonable effort in assuring that their work is in the best interest of public health, welfare, and safety and to encourage such action in others of the building industry.

**Enactment**

The Code of Ethics and Conduct shall be adopted at the convention of the Institute and shall take effect at such time as determined by the resolution of adoption.

**Enforcement**

The Code of Ethics and Conduct shall be enforced by such remedies and resolutions adopted by the convention of the Institute House of Delegates and maintained in the Standing Book of Rules.

**Application**

The Code of Ethics and Conduct applies to the professional activities of all members of the American Institute of Building Design.

# Environmental Analysis

An analysis of the external and internal factors that influence the Institute is critical in developing achievable objectives and strategies.

## External Influences

1. Changing client demands and needs
2. Fluctuating financial and home building markets
3. Trends in government and licensing
  - a. Increased design scrutiny
  - b. Increase in contractor licensing
  - c. Increased local practice limitations by communities and municipalities
4. Rapid advances in technology and building sciences
5. Building codes and regulations
6. Employment, especially in the building industry
  - a. Increased use of unskilled labor
  - b. Language and communication barriers
  - c. May require increased level of technical information
  - d. Increase in construction observation
  - e. Industry employee turnover
7. Insurance industry rating program for building departments
8. Title insurance and lenders with increasing restrictions
9. Growth limiting initiatives
10. Environmental issues
11. Increasing competition from other design associations and practitioners
12. Public awareness of universal and sustainable design
13. Changing cultural and generational demands

## Internal Influences

1. Inadequate financial reserves to fund growth
2. Steadily decreasing membership
3. Internet web site expansion and maintenance
4. Committee structure in place but undermanned
5. Committed volunteer leadership and mentoring of future leaders
6. Office location/staff experience
7. Membership surveys
8. Corporate and affiliate members

Summary: A number of external forces have combined to provide AIBD an opportunity to gain membership and influence in spite of limited internal resources. Planning for growth must include funding. Increased involvement in legislative/code issues has provided valuable contacts for growth.

# Key Issues and Objectives

Key issues are defined as critical factors that must be addressed by the Institute. To develop the Key Issues a thorough inventory of the problems and opportunities confronting the organization as well as our perceived strengths and weaknesses must be undertaken. This inventory is organized under key issue headings to determine the priority of the objectives. Unless noted otherwise, all key issues were codified in the revision to the Strategic Development Plan executed in 2006.

Objectives state specifically what the Institute should do to address the key issues identified. They do not determine how to achieve a certain result, only what needs to be accomplished. Unless noted otherwise, all objectives were codified into this document in 2006. The committee to which the objective is assigned is noted in parentheses.

## K1 - Membership

**(Recruitment, Retention, Involvement, Development)**

### Ongoing Objectives

OG-3 - Offer ongoing programs and seminars to provide business education including marketing and management skills to facilitate the growth of member businesses. (rev. 07, 08) (Education Committee, Convention Committee)

OG-4 - Expand member benefits and value-added programs.  
(Membership Benefits Subcommittee)

OG-10 - Increase net total corporate membership revenue annually.  
(rev. 08-was 2006.03) (Corporate Member Subcommittee/Executive Director)

OG-12 - Increase net total membership by 5% through retention and new members. (rev. 07 from 5% rev. 08 from 10% - was 2006.02) (Membership Committee/Executive Director)

### One Year Objectives

2010.06 - Work to create new member benefits and associated marketing materials. (Member Benefits Subcommittee)

2010.06 - Work with Member Benefits Subcommittee to create new member benefits and associated marketing materials. (2011-K1) (Marketing Committee)

2010.07 - Work with Marketing Committee to create new corporate member brochure. (2011-K-1) (Corporate Member Subcommittee)

2010.07 - Work with Corporate Member Subcommittee to create new corporate member brochure. (2011-K1) (Marketing Committee)

2010.09 - Create and develop "AIBD University" as an online source for CE's for members. (2011-K1) (Education Committee) **(Not completed with little activity)**



### Five Year Objectives

#### *Objectives to be completed by 2011:*

2006.04 - Develop mentoring program for new member attendees at national meetings. (Convention)

2010.09 - Create and launch master residential designer's council. (MRDC)

## **K2 – Society Strength and Leadership**

### Ongoing Objectives

OG-5 - Identify and develop future leaders for the Institute.

(Society Officers' Committee)

OG-14 - Increase member participation on the Institute's committees.

(Added 08) (Society Officers' Committee /BOD)

OG-15 - Encourage membership drives that start at the Society level.

(Added 08) (Society Officers' Committee)

### One Year Objectives

(none at this time)

### Five Year Objectives

#### *Objectives to be completed by 2008:*

**2003.03** - Initiate student programs through all our Societies including design competition and scholarship. (Society Officers' Committee)

#### *Objectives to be completed by 2014:*

2009.04 - Establish Society Presidents leadership retreat.

(Society Officers' Committee /BOD)

## **K3 – Internal Operations**

### Ongoing Objectives

### One Year Objectives

2010.05 - Review and standardize reporting. (Finance Committee)

### Five Year Objectives

### Ten Year Objectives

## **K4 – Financial Strength**

### Ongoing Objectives

OG-13 - Package educational seminars for use within AIBD.

(rev. 08 - was 2003.01) (Education/Financial Resources)

OG-16 - Establish alternate sources of income other than membership dues.  
(added 08) (Financial Resources Committee)

#### One Year Objectives

2007.04 - Restock all AIBD merchandise products to offer for sale on the AIBD website by April 1, 2009. (rev 08) (2007-K4)

#### Five Year Objectives

## **K5 – Professional Recognition and Influence**

#### Ongoing Objectives

OG-1 - Continue our involvement with, maintain and develop strategic liaisons with ICC, NAHB and other related organizations. (rev. 07) (K5)  
(Residential Codes and Standards Committee)

OG-2 - Establish our Institute as a source for copyright information.  
(Education Committee)

OG-7 - Continue to evaluate and promote AIBD and its trademark via various media resources. (rev. 08) (Marketing Committee)

OG-9 - Maintain ongoing relationships with organizations involved in green, sustainable and universal design building. (added 07, rev. 08, rev. 09) (Green Committee/Universal Design Committee)

OG-11 - Become a source for public and industry education on green and sustainable and universal design. (Added 08, rev. 09) (Green Committee/Universal Design Committee)

OG-17 – Work to define our area of professional expertise in comparison to architects and draftspersons. We want to be perceived by the general public and building community as experts in residential building design. (added 08) (K5)  
(Residential Codes and Standards/BOD)

#### One Year Objectives

##### *Continued from 2006:*

2006.06 - Seek an AIBD appointed position within the NAHB copyright committees. (rev. 07, 08) (2006-K5) (Education Committee)

2006.07 - Pursue a membership designation for certified professionals with ICC. (rev. 08) (2006-K5) (Residential Codes and Standards/ED)

2010.08 - Work with HPMA and others in determining size and scope of residential designer market for both custom and pre-drawn markets. (Industry Studies Subcommittee) (2011-K5)

#### Five Year Objectives

##### *Objectives to be completed by 2008:*

2003.02 - Become a resource for industry roundtables or seminars outside of AIBD. (rev. 07) (2008-K5) (Education Committee)

2003.08 - Make AIBD instrumental in initiating a residential building design curriculum geared toward certification. (Education Committee)

*Objectives to be completed by 2012:*

2007.08 - Publish the second issue of the Copyright Basics manual. (2012-K5)  
(Education Committee)

*Objectives to be completed by 2014:*

2009.05 - Develop a curriculum for post-secondary residential design.  
(Education Committee)

2009.06 - Obtain a seat on the NAHB's Green Building Subcommittee. (2014-K5)  
(Green Committee)

Ten Year Objectives

*Objectives to be complete by 2018:*

2008.11 – Retain or employ a legislative director. (rev. 08) (2018-K5) (BOD)

## **K6 – Consumer Awareness**

Ongoing Objectives

OG-18 - Work to define our area of professional expertise in comparison to architects and draftspersons. We want to be perceived by the general public and building community as experts in residential design. (added 08) (K6)  
(Marketing Committee)

One Year Objectives

*Continued from 2006:*

2006.01 - Create marketing communications plan to provide specific goals and objectives. (2008-K6) (Marketing Committee)

2010.03 - Optimize search engine visibility and relevance of website. (2011-K6)  
(Electronic Media Subcommittee)

2010.04 - Enact effective public relations campaign to create better recognition of awards program and winning entrees. (2011-K6) (ARDA Design Committee)

Five Year Objectives

*Objectives to be completed by 2012:*

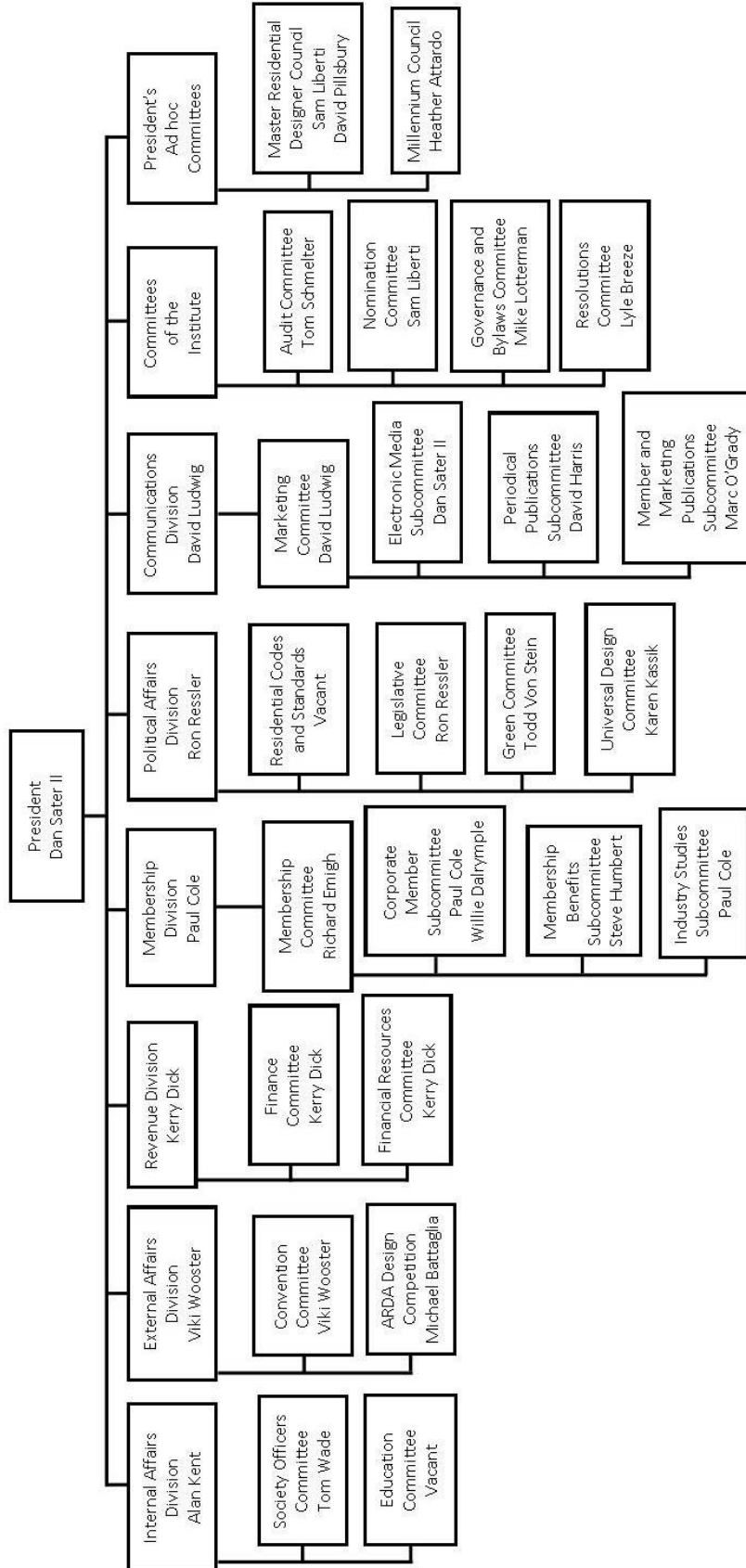
## **Strategies**

Strategies outline how the Institute will achieve each objective. They typically include ideas for projects, programs or activities that will move us toward completion of our objectives. These strategies will focus primarily on the one-year goals and yearly updating will bring us to our long-range goals.

The strategies are organized by divisions and committees to assign responsibility of the objectives to the appropriate part of the organization. In some instances, objectives have been assigned, but the projects or programs have not yet been established to implement the object(s). This part of the document should be updated at least quarterly to reflect the progress made in achieving the goals of the Institute.

The key issues associated with each objective, and its target completion date, where applicable, are noted in parentheses.

# AIBD SDP Organizational Chart



# Internal Affairs Division

**Division Chair:** Alan Kent (TX), Internal Vice President

## Education Committee

**Chair:** Alan Kent (Acting Chair)

**Members:** Lyle Breeze (FL), Viki Wooster (OR), Thomas Crouthamel (VA), Johnny Moore (FL), David Ludwig (AZ), Bill Capps (OR), John Police (IN), Rob Potts (PA), Gordon Hoehle (CA), Sherri Weaver (MO), Bruce Yancey (OK)

**Mission:** To develop opportunities to establish and promote residential design programs in educational institutions and to maintain, update and administer the AIBD continuing education program. Establish AIBD as an industry source on copyright education and information.

### Objectives Assigned:

- OG-2 - Establish our Institute as a source for copyright information.
- OG-3 - Offer ongoing programs and seminars to provide business education including marketing and management skills to facilitate the growth of member businesses. (rev. 07, 08) (K1) (Convention Committee)
- OG-13 - Package educational seminars for use within AIBD. (Added 2008) (K4) (Convention Committee)
- 2003.02 - Become a resource for industry roundtables or seminars outside of AIBD. (rev. 07) (2008-K5)
- 2003.08 - Make AIBD instrumental in initiating a residential building design curriculum geared toward certification. (2008-K5)
- 2009.05 - Develop a curriculum for post-secondary residential design.
- 2007.08 - Publish the second issue of the Copyright Basics manual. (2012-K5)
- 2006.06 - Seek an AIBD appointed position within the NAHB copyright committee. (rev. 06, rev. 07) (2006-K5)
- 2010.10 - Create and develop "AIBD University" as an online source for CE's for members. (2011-K1) **(Not completed with little activity)**

### Current Projects:

1. Develop student outreach program (Society Officers Committee – should be at the local level)
2. Develop certified AIBD continuing education classes to aid in NCBDC exam preparation
3. Package and market the AIBD convention education on DVD and online
4. Update current Copyright Manual

Ongoing Projects:

1. Continue to review and develop CE providers, programs and policies
2. Continue developing new opportunities for members to achieve CEs
3. Assist National office staff with the review and evaluation of CE requests that are questionable and provide a ruling and establish policies for future requests that are similar
4. Assist National Office staff with topics and ideas for First Tuesday
5. Develop criteria, standards and procedures for endorsement of residential building design curricula

Future Projects:

1. Student Design Competition on national and local levels (Society Officers Committee)
2. Find ways to get students to join local Societies of AIBD (Society Officers Committee)
3. Develop Apprentice Program (Society Officers Committee)

**Society Officers Committee**

Composed of all State Society Officers

Chair: Tom Wade (NC)  
Bernie Kern (CO), Co-chair

Members: (All society officers)

Mission: The mission of the Society Officers Committee is to meet regularly to provide a connection for communication among Societies and the National Office, discuss ideas for improvement, and provide leadership development for current and future officers.

Objectives Assigned:

- OG-5 - Identify and develop future leaders for the Institute. (K2)
- OG-14 - Increase member participation on Institute's committees. (added 08)
- OG-15 - Encourage membership drives that start at the Society level. (added 08) (K2)
- 2003.03 - Initiate student programs through all our Societies including design competition and scholarship. (2008-K2)

Current Projects:

1. Develop mentoring system
2. Verify and review Society bylaws and State recordings

### 3. Develop a Society leadership training program

#### Ongoing Projects:

Monthly telephone conferences with the state society presidents to discuss state level issues and assist in building state to state relationships for ideas and communication

#### Future Projects:

2009.04 - Establish a Society Presidents leadership retreat. (2014–K2)



## External Affairs Division

**Division Chair:** Viki Wooster (OR), External Vice President

### **Convention Committee**

Bylaws: Article IX (4) (A)

Composed of Division Chair and others as appointed by the President

**Chair:** Viki Wooster (OR)

**Members:** Ron Ressler (MI), Mike Lotterman (MI), Wayne Visbeen (Angela Mulder) (MI), Steve Mickley (ED) Willie Dalrymple (NC), Viki Wooster (OR), Brent Dattke (OR), Steve Mickley (ED)

The committee will be responsible for, or aid staff with:

- Site selections.
- Facility selections and contract reviews.
- Tour selections.
- Establishing the convention budget and schedule.
- Overseeing the convention website and registration.
- Technical or procedural questions.
- Reviewing convention management contracts.
- Compiling information on possible seminars for convention.
- Researching costs, scheduling, content of seminars.

**Objectives Assigned:**

2006.04 - Develop mentoring program for new member attendees at national meetings. (2011-K1)

**Current Projects:**

1. Selection of 2012 and 2013 sites and facilities
2. Establish 2011 budget and program schedule
3. Compile list of prospective sites for 2014 and pre-evaluate; select top five choices for voting by the Delegates
4. Create a simple convention guide for first time/new member attendees

**Ongoing Projects:**

1. Improve convention web-site
2. Improve new member and first time attendee reception

**Future Projects:**

(none at this time)

## **ARDA Design Competition Committee**

Chair: Mike Battaglia (OH)

Members: Alan Kent (TX), Ted Hake (OH),

The committee will be responsible for, or aid staff with:

- Selection of judges.
- Reviewing categories and divisions.
- Reviewing judging criteria.
- Coordination of offsite judging.
- Setting up design competition room during the convention.
- Coordinating judging during convention.
- Technical or procedural questions.
- Being present at the design competition awards ceremony.

Objectives Assigned:

2010.04 - Enact effective public relations campaign to create better recognition of awards program and winning entrees. (2011-K6)

Current Projects:

1. Develop marketing plan for competition

Ongoing Projects:

1. Improve the online judging for the Designer's Choice

Future Projects:

(none at this time)

## Revenue Division

**Division Chair:** Kerry Dick (TX), Secretary/Treasurer

### **Finance Committee**

By-laws: Article IX (2) (A)

Composed of the Treasurer and four other members

**Chair:** Kerry Dick (TX)

**Members:** Dan Sater (FL), Sam Liberti (GA)

**Mission:** It shall be the duty of the Finance Committee to prepare an initial budget for the fiscal year and to submit it to the House of Delegates at its annual meeting. The Finance Committee shall review the budget throughout the year and may from time to time submit amendments to the budget for the current fiscal year and reports to the House of Delegates.

**Objectives Assigned:**

2010.05 - Review and standardize reporting. (2011-K-3)

**Current Projects:**

(none at this time)

**Ongoing Projects:**

1. Monitor the QuickBooks file and bank accounts and review the "budget v. actual" report on a regular basis

**Future Projects:**

(none at this time)

## **Financial Resources Committee**

Chair: Kerry Dick (TX)

Members:

Mission: The mission of the Financial Resources Committee is to seek out and develop sources of income outside of member dues.

Objectives Assigned:

- OG-16 - Establish alternate sources of income other than membership dues. (Added 2008) (K4)
- 2007.04 - Restock AIBD merchandise products to offer for sale on the AIBD website by April 1, 2009. (rev 08) (2007–K4)

Current Projects:

1. Investigate opportunities to market “webinars” and published seminars

Ongoing Projects:

(none at this time)

Future Projects:

(none at this time)

# Membership Division

**Division Chair:** Paul Cole (SC), Eastern District Director

## **Membership Committee**

Composed of Division Chair and Subcommittee Chairs at a minimum

**Chair:** Richard Emigh (CA)

**Members:** Thane Pearson (ME), David Pillsbury (FL), David Kent (GA),  
David Ecenrode (PA), Tom Wade (NC)

**Mission:** The mission of the Membership Committee is to develop programs and opportunities that will encourage designers to become and remain members. This committee is also responsible for soliciting new designer members and for organizing and promoting our membership programs.

## **Objectives Assigned:**

OG-12 - Increase net total membership by 5% through retention and new members. (rev. 07 from 5%, rev. 09 from 10% was 2006.02) (K1)

## **Current Projects**

1. Develop a membership recruitment and retention program
2. Implement a program to encourage associate members to upgrade to professional

## **Ongoing Projects:**

1. Review membership processing w/ state society officers and membership Chairs so all states are using correct procedures
2. Develop a membership recruitment plan

## **Future Projects:**

(none at this time)

## **Corporate Member Subcommittee**

**Chair:** Paul Cole (SC), Willie Dalrymple (NC)

**Members:** One Representative from each Professional, Allied, Associate, Continued Education and Corporate Member

**Mission:** The mission of the Corporate Member Subcommittee is to develop programs and opportunities that will encourage corporations to

become members. This committee is also responsible for targeting new corporate members. Additionally it provides corporate members a forum for discussing issues and ideas relevant to the mutual benefit of AIBD membership.

**Objectives Assigned:**

- OG-10 - Increase net total corporate membership revenue annually. (2006.03) (K1)
- 2010.07 - Work with Marketing Committee to create new corporate member brochure. (2011-K-1)

**Current Projects:**

(none at this time)

**Ongoing Projects:**

- 1. Review the recruitment packet for prospective corporate members

**Future Projects:**

- 1. Create a recognition program for corporate members
  - a. Milestone recognition
  - b. CE Provider of the Year
  - c. Friend of the Institute

**Membership Benefits Subcommittee**

**Chair:** Steve Humbert (SC)

**Members:** Need members

**Mission:** The mission of the Membership Benefits Subcommittee shall be to research, review, and implement any programs that are being considered or are needed for the general membership. This committee shall then monitor these programs and market these programs to the membership.

**Objectives Assigned:**

- OG-4 - Expand member benefits and value-added programs. (K1)
- 2010.06 - Work with Marketing Committee to create new member benefits and associated marketing materials. (2011-K1)

**Current Projects**

- 1. Research and report the feasibility of establishing a national health insurance program

On Going Projects:

1. Continue to research and evaluate errors and omissions providers
2. Explore future strategic relationships with corporations like UPS, Nextel, etc. in order to provide member benefits

Future Projects:

(none at this time)

**Industry Studies Subcommittee**

Chair: Paul Cole (SC)

Members: Andrew Cosgrove (OH), Carole Chapman (CA)

Mission: The mission of the Industry Studies Subcommittee is to develop surveys of the membership and of targeted groups outside AIBD, and to review the survey results. This information is to be used by various committees and the Board to better serve our membership and use for corporate recruitment.

Objectives Assigned:

2010.08 - Work with HPMA and others in determining size and scope of residential designer market for both custom and pre-drawn markets. (2011-K5)

Current Projects:

(none at this time)

Ongoing Projects:

1. Review prior year survey results
2. Analyze questions on surveys for coming year
3. Prepare and distribute a membership survey with the dues billing
4. Business forecast surveys

Future Projects:

(none at this time)

**Political Affairs Division**

**Division Chair:** Ron Ressler, Central District Director

### **Residential Codes and Standards Committee**

**Chair:** Vacant

**Members:** Vacant

**Mission:** Advocate nationally for code change amendments and standards reflecting the best interests of the residential design industry, and maintain a working relationship with government agencies, industries, and organizations that affect our profession.

#### **Objectives Assigned:**

OG-1 - Continue our involvement with, maintain and develop strategic liaisons with ICC, NAHB and other related organizations. (rev. 07) (K5)

OG-17 - Continue strategic liaisons with other industry associations to orchestrate and provide legislative influence both on the state and national level. (added 2008) (K5)

2006.07 - Pursue a membership designation for certified professionals with ICC. (rev 08) (2006-K5)

#### **Current Projects:**

1. Participate with ICC in development of a specific membership category that recognizes Certified Professional Building Designers
2. Develop a program to promote AIBD to building officials
3. Participate in the ICC code hearings
4. Participate in the selection process for ICC committee membership
5. Contact and recruit potential Affiliate members
  - a. Develop list
  - b. Create links page on our website

#### **Ongoing Project:**

1. Monitor national code change amendments affecting building designer exemptions and ability to practice
2. Maintain position on ICC Industry Advisory Committee

#### **Future Projects:**

1. Develop subcommittee: Building Officials Liaison Group including one AIBD member representative per state
2. Develop State building code monitoring guidelines to promote member involvement in each state's code development process.

### **Legislative Committee**



Chair: Ron Ressler (MI)

Members: Vacant

Mission: The mission of the Legislative Committee is to identify, address, and assist in resolving any proposed legislation changes that will impact our profession on both a state and national basis.

**Objectives Assigned:**

2007.11 - Establish a written protocol for the National Organization to provide legislative assistance to the State Societies. (2012-K3)

2008.11 - Retain or employ a legislative director. (rev. 08) (2018-K5)

**Current Projects:**

1. Research state and federal regulations governing the distribution of funds to State Societies for legislative purposes

**Ongoing Projects:**

1. Develop and maintain a national legislative watch program composed of one representative from each state to monitor and report on legislative issues

**Future Projects:**

1. Establish a legislative fund to support national assistance in legislative issues on the Society level

**Green Committee**

Chairs: Todd Von Stein

Members: Bill Capps (OR), Janet Hobbs (TX), Sherri Weaver (MO), Viki Wooster (OR), Rudy Mercado (TX), Ken Pieper (CO), Jenny Pippin (NC), Steve Shard (FL), Lee Bredeson (SC), Larry Gilland (CO), David Velderman (WA), Georgia Toney (SC), Brent Dattke (OR), Tim Bricker (FL), Walter Williams (MI), Kevin Coker (WA), Benny Pritchett (AL), Ronald Ressler (MI), Alan Kent (TX)

Mission: To support green and sustainable design in residences throughout the industry, to provide the resources to help our members add these two specialties to their design repertoire and to promote the good work done by our members in these two arenas.

**Objectives Assigned:**

- OG-9 - Maintain ongoing relationships with organizations involved in green and sustainable design and building. (added 07, rev. 09) (K5)
- OG-11 - Become a source for public and industry education on green and sustainable design. (added 08) (K5)
- 2009.06 - Obtain a seat on the NAHB's Green Building Subcommittee. (2014-K5)

**Current Projects:**

1. Resources & Education of members:
  - a. Negotiate with the SBIC to sell the latest edition of their Green Building Guidelines at a discounted rate to AIBD members
2. Promotion of members' work:
  - a. Establish and produce a newsletter for the committee that can be distributed to groups outside our organization. As a first step toward this, provide an educational article to Design Line magazine every issue and start a file of these articles to draw upon for the newsletter
  - b. Generate at least one article per quarter about green or sustainable design as applied by one of our members to an actual project to submit for publication in trade magazines outside our organization
  - c. Set up a page on the AIBD's web site specifically for green and sustainable design which might include examples of successful applications, photos of actual projects, how to talk about accessibility with clients, CAD details

**Universal Design Committee**

Chair: Karen Kassik

Members: Bill Capps (OR), Janet Hobbs (TX), Sherri Weaver (MO), Viki Wooster (OR), Rudy Mercado (TX), Ken Pieper (CO), Jenny Pippin(NC)

Mission: To support universal design in residences throughout the industry, to provide the resources to help our members add these specialties to their design repertoire and to promote the good work done by our members in this arena.

**Objectives Assigned:**

- OG-9 - Maintain ongoing relationships with organizations involved in universal design. (added 07, rev. 08) (K5)
- OG-11 - Become a source for public and industry education on universal design. (added 08) (K5)

**Current Projects:**

1. Resources & Education of members:
  - a. Meet with John Salmen and/or other universal design specialists to identify/acquire design resources
2. Promotion of members' work:
  - a. Establish and produce a newsletter for the committee that can be distributed to groups outside our organization. As a first step toward this, provide an educational article to Design Line magazine every issue and start a file of these articles to draw upon for the newsletter.
  - b. Generate at least one article per quarter about universal design as applied by one of our members to an actual project to submit for publication in trade magazines outside our organization.
  - c. Set up a page on the AIBD's web site specifically for universal design which might include examples of successful applications, photos of actual projects, how to talk about accessibility with clients, CAD details.

## **Communications Division**

**Division Chair:** David Ludwig, Western District Director

### **Marketing Committee**

Composed of Division Chair and Subcommittee Chairs at a minimum

**Chair:** David Ludwig (AZ)

**Members:** Dan Sater (FL), Steve Mickley (ED)

**Mission:** The mission of the Marketing Committee is to set a direction and a message that AIBD wants to share with specifically targeted entities, including consumers, building industry and media.

#### **Objectives Assigned:**

OG-7 - Continue to evaluate and promote AIBD and its trademark via various media resources. (rev. 08) (K5)

OG-18 - Work to define our area of professional expertise in comparison to architects and draftspersons. We want to be perceived by the general public and building community as experts in residential design. (added 08) (K6)

2006.01 - Create marketing communications plan to provide specific goals and objectives. (2008-K6)

2010.06 - Work with Member Benefits Subcommittee to create new member benefits and associated marketing materials. (2011-K1)

2010.07 - Work with Corporate Member Subcommittee to create new corporate member brochure. (2011-K1)

#### **Current Projects:**

1. Review and implement strategic marketing plan

#### **Ongoing Projects:**

1. Find and establish new advertising and publicity opportunities with electronic and print media
2. Promote and market new AIBD logo products

#### **Future Projects:**

(none at this time)

### **Electronic Media Subcommittee**

**Chair:** Dan Sater (FL)

**Members:** Andy Melaragno (OH), Steve Mickley (ED)

Mission: The mission of the Electronic Media Subcommittee is to propose direction, content, and purpose for the website, online processes, and to assist in the implementation of updates.

Objectives Assigned:

2010.03 - Optimize search engine visibility and relevance of website. (2011-K6)

Current Projects:

1. Review consistency of Society websites and create check list of information that should be on each Society website

Ongoing Projects:

1. Review and Audit of Institute Website

Future Projects:

1. Add a speaker directory to the website

### **Periodical Publications Subcommittee**

Editorial Board:

Chair: David Ludwig (AZ)

Members: David Pillsbury (FL), Viki Wooster (OR), Steve Mickley (ED)

Mission: The mission of the Periodical Publications Subcommittee is to oversee the purpose, content, appearance, production, and distribution of AIBD's periodical publications, in print (*Design Lines*) and electronic (*Quarter Scale*) formats.

Objectives Assigned:

(none at this time)

Current Projects:

1. Create editorial guidelines
2. Create mission statement for (*periodical*) publications

Ongoing Projects:

1. Review and Approve Editorial Themes
2. Review and Approve content created by staff or publisher
3. Provide content when/as necessary

Future Projects:

(none at this time)

## Presidential / Ad Hoc Committees

### Master Residential Designer Council:

Chair: Sam Liberti (GA), co-chair David Pillsbury (FL)

Members: Thomas Potts (PA), David Cox (TX), Mark Johnson (MI), Jim Lucia (FL)

Mission: To recognize members who have obtained additional credentials and experience, maintain higher standards and create a mentoring program for those members who desire such recognition and identity as specialists in residential design.

### Objectives Assigned:

2010.09 - Create and launch Master Residential Designer Council. (2011-K1)

### Current Projects:

1. To author the bylaws and book of rules amendments necessary to establish the council

### Ongoing Projects:

(none at this time)

### Future Projects:

(none at this time)

## Committees of the Institute

### **Nomination Committee**

Bylaws: Article V (3) (B)

Composed of the immediate past President as Chair, and two members to be appointed by Chair and/or the House of Delegates.

Chair: Sam Liberti (GA)

Members: Gordon Hoehle (CA), Mike Keesee (FL)

Mission: The Nominating Committee shall recommend at least one candidate for each elected office for the ensuing term.

Current Projects:

1. Fill and present the slate of Officer candidates for 2010-11

Ongoing Projects:

(none at this time)

Future Projects:

(none at this time)

### **Audit Committee**

Bylaws: Article IX (3) (A)

One member appointed by the College of Fellows, two members appointed by the House of Delegates and two members appointed by the President.

Chair: Tom Schmelter (CT)

Members: Doug Bowman (VA), Don Carey (CT)

Mission: The mission of the Audit Committee is to perform the annual review of the finances and operation of the Institute as directed by the bylaws and report its findings to the House of Delegates at the Mid-Year Delegates Meeting.

Objectives Assigned:

(none at this time)

Current Projects:

1. Review the 2009-2010 financial records and accountant's review.

Ongoing Projects:



(none at this time)

Future Projects:

(none at this time)

**Governance and Bylaws Committee**

Bylaws: Article IX (5) (A)

Appointed by the President

Chair: Mike Lotterman (MI )

Members: Jim Pitts (AZ)

Mission: The mission of the Governance and Bylaws Committee shall be to review and ensure the Bylaws are adhered to by all members. The Committee shall also make recommendations for modifications to the Bylaws and the Book of Rules as well as review any proposed revisions offered by the general membership or other standing committees; and governance related issues affecting the Institute. This review is to ensure wording and changes are consistent with the Bylaws and shall include an objective pro and con analysis of the proposed change.

Objectives Assigned:

Current Projects:

1. Review society bylaws
2. Housekeeping

Ongoing Projects:

(none at this time)

Future Projects:

(none at this time)

**Resolutions Committee**

Bylaws: Article IX (6) (A) through (C)

Appointed by the President

Chair: Lyle Breeze (FL)

Members: James Lucia (FL), Sam Liberti (GA)

Mission: The mission of the Resolutions Committee shall be to review any and all grievances, internal or external, brought before the Institute, and to make recommendations to the Board of Directors for the resolution of same.

Current Projects:

1. Update policy to include reports (written) and appeals process in Book of Rules to be reviewed by an attorney

Ongoing Projects:

(none at this time)

Future Projects:

(none at this time)

## **Plan Implementation**

The plan of action is the last step in developing the plan and is most frequently developed after the mission statement, objectives, and the Board of Directors has approved strategies.

The plan of action is developed by assigning strategies to committees who will be instrumental in implementing specific parts of the strategic plan. Developing a plan of action provides an opportunity for participation by those who will be responsible for implementing the plan, staff included.

## **Monitoring**

Monitoring is the method with which we will determine if we are meeting our approved objectives and strategies in a timely manner. Each Committee meeting and Board of Directors meeting will include a review of the plan and the status of the various programs.

The Board of Directors will provide the annual updates to be presented to the House of Delegates at the annual mid-year meeting.