

# Strategic Development Plan

American Institute of Building Design

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## **Vision Statement**

To be the premier voice and education provider for the residential design profession.

## **Mission Statement**

To enhance, develop, educate and promote the value of the residential design professional.

## **Critical Issues**

- Declining membership
- A lack of clear value proposition
- A lack of awareness of the value of certification
- Apathy among volunteers
- A need to have members “invested” in the organization and its members
- A need to develop a strategic plan that results in accomplishments
- A lack of the sense of “giving back”
- The organization is too complicated to deliver results
- A lack of consistency in membership designations

## **Situational Analysis**

### **Industry Strengths**

- The barriers to entry to profession are low
- Because building designers are not architects –
  - The exemptions in the architectural laws allow work in multiple states without reciprocity
  - The profession is viewed as an affordable alternative to architects
- Design expertise & talent

### **AIBD Strengths**

- Networking opportunities
- Certification
- Continuing education
- Credibility
- Knowledge & expertise

### **Industry Weaknesses**

- The housing market decline
- Increased competition

- Peers and consumers do not recognize / are uneducated on value of professional designers

### **AIBD Weaknesses**

- Organizational / structural issues
- Budgeting / resource allocation
- A lack of focus, interest, involvement, vision
- Membership growth
- Policies are cumbersome and unclear

### **Industry Opportunities**

- New technology
- Educating the public
- Improving housing industry / future of housing

### **AIBD Opportunities**

- Attracting new or younger membership
- Leadership in the residential design community through education
- Confusion of membership levels and benefits
- Credentialing / training

### **Industry Threats**

- Architects & AIA
- Increased regulation and standards
- Economy
- Licensure
- Ongoing economic problems

### **AIBD Threats**

- Membership is getting older and few younger people are stepping in
- Loss of membership
- Loss of relevance, vision, purpose
- Inactivity on membership
- Encumbered

## Strategic Objectives

**1. Governance, Operations and Structure:**

Ensure that AIBD governance and operating structures achieve Board effectiveness, Board transparency and member involvement.

**2. Member Value:**

Develop and implement a member retention and recruitment plan, focused on adding tangible value to the members that will result in 50 new members and 90% retention rate for 2012-2013.

**3. Communications:**

Develop and implement a structured communications program that regularly informs members and stakeholders about AIBD initiatives, events, positions, issues and accomplishments; and that guides public relations programs on behalf of AIBD.

**4. Education and Certification:**

Develop and implement a plan to create awareness for AIBD's education offerings and to promote the value of NCBDC certification.

## **Internal Affairs Division**

**Division Chair:** Internal Vice President

### **Education Committee**

**Description:** The Education Committee develops opportunities to establish educational programs within the Institute and the industry, as well as develop residential design programs within educational institutions. It maintains, updates and administers the AIBD continuing education program.

**Society Officers Committee** - Composed of all State Society Officers

**Description:** The Society Officers Committee meets 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.

## **External Affairs Division**

**Division Chair:** External Vice President

**Convention Committee** - Bylaws: Article X (4) (A)

**Description:** The Convention Committee plans and promotes financially successful conventions that attract attendees, provide excellent education and opportunities for social interaction.

**ARDA Design Competition Committee**

**Description:** The ARDA Design Competition Committee provides an opportunity for AIBD members to demonstrate their design skills and to have their winning entries awarded and publicized.

## **Revenue Division**

**Division Chair:** Secretary / Treasurer

### **Finance Committee**

**Description:** The Finance Committee prepares and reviews a budget for each fiscal year. It seeks out and develops sources of non-dues revenue.

## **Membership Division**

**Division Chair:** Eastern District Director

### **Membership Committee**

**Description:** The Membership Committee develops programs and opportunities that will encourage residential designers and corporate associates to become and remain members. It develops and analyzes surveys of the membership and of targeted groups outside AIBD.

## **Political Affairs Division**

**Division Chair:** Central District Director

### **Regulatory and Legislative Advocacy**

**Description:** The Regulatory and Legislative Advocacy Committee advocates nationally for regulatory and legislative amendments, standards reflecting the best interests of the residential design profession and maintains a working relationship with government agencies, industries and organizations that affect our profession.

### **Sustainable Design Committee**

**Description:** The Sustainable Design Committee provides resources to help our members enhance their sustainable design skills and use of sustainable methods.

### **Universal Design Committee**

**Description:** The Universal Design Committee provides resources to help our members enhance their universal design skills and use of universal methods.

## **Communications Division**

**Division Chair:** Western District Director

### **Marketing Committee** - Composed of the Division and all Council Chairs

**Description:** The Marketing Committee develops the message and methods the Institute will use for marketing

### **Electronic Media Subcommittee**

**Description:** The Electronic Media Subcommittee proposes direction, content and purpose for the Institute website and online processes that are consistent with and promote the strategic marketing plan.

### **Publications Subcommittee**

Description: The Publications Subcommittee oversees the purpose, content, appearance, production and distribution of the Institute's periodical publication and membership and marketing materials, in print and/or electronic formats.

## **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.

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

### **Audit Committee - Bylaws: Article X (3) (A)**

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

Description: The Audit Committee performs the annual review of the finances and operation of the Institute and reports its findings to the House of Delegates at the Midyear Delegates Meeting.

### **Governance and Bylaws Committee - Bylaws: Article X (5) (A)**

Description: The Governance and Bylaws Committee reviews the bylaws and ensures they are adhered to by all members. The Committee makes recommendations for modifications to the Bylaws and the Book of Rules as well as reviews proposed and governance related issues affecting the Institute. This review is to ensure consistency and provide an objective analysis of the proposed change.

### **Resolutions Committee - Bylaws: Article X (6) (A) through (C)**

Composed of a chair appointed by the President, the Immediate Past President (or a member elected by the Board of Directors if the Immediate Past President declines to serve) and one member elected by the College of Fellows.

Description: The Resolutions Committee reviews all grievances, internal or external, brought before the Institute and makes recommendations to the Board of Directors.



## **Plan Implementation**

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 midyear meeting.