



AMERICAN INSTITUTE *of*
BUILDING DESIGN

Strategic Development Plan

American Institute of Building Design

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Creating where  people live™

Enhancing, developing, educating and promoting the value of the residential design professional

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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 70 new members and 90% retention rate for the fiscal year.

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. The Committee 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 the Societies and with the National Office, discuss ideas for improvement and provide leadership development for current and future Officers.

Student Chapter Advisory Committee

Description: The Student Chapters Advisory Committee was formed to encourage students to advance their knowledge in building design, to provide opportunities for them to meet with other students interested in building design, to provide occasions for students to interact with prominent building designers, and provide career and business information in the building design industry.

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 and 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, industry professionals and corporate associates to become members. It develops and analyzes surveys of the membership and of targeted groups outside AIBD.

Public 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 and 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.

High Performance Homes Team

Description: The High Performance Homes Team strives to be the resource for designers, builders and consumers in the quest to design and build energy efficient, comfortable and environmentally safe homes.

Universal Design Committee [Currently inactive and would welcome volunteers.]

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

Communications Division

Division Chair: Western District Director

Marketing Committee - Composed of all Division and 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 proposed direction, content and purpose for the Institute website and online processes that are consistent with and promote the strategic marketing plan.

Publications Subcommittee [Currently inactive and would welcome volunteers.]

Description: The Publications Committee oversees the purpose, content, appearance, production and distribution of the Institute's periodical 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 the 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 convention meeting.

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

Description: The Governance and Bylaws Committee reviews the Bylaws, the Book of Rules, proposals for amendments to the Bylaws and Book of Rules, and governance related issues affecting the Institute, and reports with its recommendations to the Board of Directors and the House of Delegates.

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 Strategic Development Plan is implemented through an Action Plan consisting of strategies, projects or programs assigned to or developed by the various Committees. The purpose of the Action Plan is to advance the Strategic Objectives as well as the Institute Vision and Mission Statements. Each item on the Action Plan will be specific, containing defined goals, identifiable results and a proposed completion date.

Monitoring

Committee meetings and Board of Directors meetings will include a periodic review, recommended at least every other month, of the Action Plan and the status of the various programs, in order to monitor timely progress in meeting approved objectives. The Board of Directors will provide reports to the House of Delegates at the midyear and convention meetings.