



AMERICAN INSTITUTE *of*  
BUILDING DESIGN

# 2014 Action Plan

## American Institute of Building Design

(Board of Directors – December 4, 2013)

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Creating where  people live™

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

# 2013-2014 Action Plan

Revised December 4, 2013

The Action Plan supplements the Strategic Development Plan. The purpose of the Action Plan is to set out programs, projects and tasks that apply to the furtherance of AIBD's Vision and Mission and/or the achievement of our Strategic Objectives. Applying each action item to one of these stated purposes keeps us on target. Assigning responsible parties, stating specific goals and posting a timetable makes us accountable. The action item description outlines the major steps to be taken toward completion of the item. The Action Plan document is more than a task list. It is the path by which we move AIBD forward.

## INTERNAL AFFAIRS DIVISION

### Item 1: Succession Planning (continued from prior FY)

Responsibility of: Internal Affairs Division Chair and AIBD President

Applies to: Strategic Objective 1: Governance, Operations and Structure

Description: Develop a succession plan that supports an orderly transition in the event of executive personnel changes and provides for continued operations efficiency during the transition period.

- Research examples from other organizations and seek input from our management company.
- Review the current ED job description.
  - Establish the goals for the position.
  - Establish minimum knowledge and skills desired.
  - Determine if the position should be filled by our management company.
- Determine who shall be responsible to oversee and manage areas of ongoing operations during the transition period.

Goal:

- To ensure that AIBD will continue to function optimally during a change of executive staff.

Timetable:

- Complete the review by the end of December 2013
- Present a draft policy to the Board for review by the March 2014 monthly meeting
- Complete the final plan for inclusion in the House of Delegates packet for the July 2014 meeting.

### Item 2: Update current CE management process

Responsibility of: Internal Vice President, Education Committee

Applies to: Strategic Objective 4: Education and Certification

Description:

- Update policies and procedures manual

Goal:

- Create governing document for certificate programs

Timetable:

- Present to Board for approval at the mid-year meeting, February 2014

### Item 3: Update AIBD On-the-Job Training Program – December 1, 2014

Responsibility of: Education Committee

Applies to: Strategic Objective 4: Education and Certification

Description:

- Review existing program
- Update documents

Goal:

- Update the program

Timetable:

- Complete the review during November 2013
- Update the documents by the end of December 2013
- Present to the entire committee for approval at the December 2013 meeting
- Announce updates at the mid-year House of Delegates meeting, February 2014

#### **Item 4: Create a Building Designer Business Management Certificate Program**

Responsibility of: Internal Vice President, Education Committee

Applies to: Strategic Objective 4: Education and Certification

Description:

- Author Certificate Program policies and procedures
- Perform job analysis for Building Design Business Certificate
- Establish curriculum
- Establish assessments and cut scores
- Launch the program

Goal:

- To offer a valuable and unique certificate program to members and potential members

Timetable:

- Present outline of policies and procedures to committee for approval, November 2013
- Present first draft of policies and procedures to committee for approval, December 2013
- Complete the job analysis by the end of December 2014
- Present policies and procedures to Board of Directors for approval, January 2014
- Announce the program at the mid-year House of Delegates meeting, February 2014
- Establish the curriculum by the end of March 2014
- Establish the assessments and cut scores by the end of May 2014
- Launch the certificate program by the end of June 2014.

#### **Item 4: Society CE Training Presentation**

Responsibility of: Education Committee and Executive Director

Applies to: Strategic Objective 4: Education and Certification

Description:

- Create and launch an online presentation to train Society officers on the current CE policy.

Goal:

- Society officers will understand what qualifies for CE credit and how to report Society events.

Timetable:

- Present presentation outline to committee for approval, November 2013
- Write presentation script and present to committee for approval, December 2013
- Launch online presentation, January 2014
- Offer a live presentation at the midyear House of Delegates meeting, February 2014

#### **Item 5: Investigate potential of virtual internship program**

Responsibility of: Education Committee

Applies to: Strategic Objective 4: Education and Certification

Description:

- Research existing programs
- Survey students, professionals and educators
- Review the technical requirements
- Verify volunteer and admin strength

Goal:

- Develop and launch a virtual internship program

Timetable:

- Complete initial research by the end of March 2014
- Complete survey by the end of April 2013
- Complete review of technical requirements by the end of May 2014
- Verify volunteer and admin strength by end of June 2014
- Present recommendations to entire committee by June 2014 meeting

### **EXTERNAL AFFAIRS DIVISION**

#### **Item 1: 2014 Convention Planning**

Responsibility of: Convention Committee, ARDA Committee

Applies to: Mission and Vision statements, Strategic Objective 2: Member Value

Description: Carry out convention planning tasks in a timely manner, and come up with pertinent education content and appealing events.

- Select or verify members for the convention subcommittees Site Selection, Education, Tours & Events, and Digital Media.
- Select a theme and/or focus topic for convention education.
- Determine education program format.
- Find speakers, facilitators and/or instructors as suited to the education program.
- Set up architectural tour and other special events that will appeal to attendees.
- Coordinate with staff, the Marketing Committee and the Website Committee to promote and market the convention.
- Coordinate the ARDA competition and awards banquet.
- Assist staff to arrange exhibitor sponsorships and trade show booths.
- Assist staff with on-site needs during the convention.

Goal:

- Plan and run a successful, profitable, “knowledge gaining” annual convention.

Timetable:

- Establish committee members and begin meeting by August/September 2013. **DONE**
- Decide on education program and begin seeking presenters by January 2014.
- Finalizing education program and presenters by mid-April, 2014
- Launch convention website pages and marketing by December 31, 2013.

### **Item 2: 2017 Site Selection**

Responsibility of: External Division Chair and Site Selection Sub-Committee

Applies to: Mission and Vision statements, Strategic Objective 2: Member Value

Description: Establish and research a list of potential cities/venues for the 2016 AIBD annual convention to be presented to the membership in a survey, with top entries offered to the House of Delegates for final selection.

- Create a list of at least 10 cities from the ongoing list of potential convention sites and new sites suggested by members.
- Write a brief description of each city with information including architectural points of interest.
- Prepare a member survey.
- Assist staff in obtaining information on the feasibility of the top three choices in regard to travel options, potential hotel venues, costs and other factors as deemed important.

Goal:

- Evaluate and propose for selection feasible convention sites that suit AIBD’s meeting requirements and members’ preferences.

Timetable:

- Post member survey by mid-November, 2013. **DONE**
- Complete evaluation of top choices by January 1, 2014.
- Present top three choices at the 2014 mid-year House of Delegates session.

### **Item 3: 2015 Venue Selection and Preliminary Planning**

Responsibility of: External Division Chair and Site Selection Sub-Committee

Applies to: Mission and Vision statements, Strategic Objective 2: Member Value

Description:

Timetable:

- Venue selection by fall 2013 **DONE**
- Finalize contract with venue, December 2013

### **Item 4: 2016 Venue Selection and Preliminary Planning**

Responsibility of: External Division Chair and Site Selection Sub-Committee

Applies to: Mission and Vision statements, Strategic Objective 2: Member Value

Description:

Timetable:

- Present to HOD the reasons for recommending changing the location from Vancouver, BC to Denver/Boulder, February 2014 mid-year meeting.

## **REVENUE DIVISION**

### **Item 1: Develop sources of non-dues revenue**

Responsibility of: Executive Director and Finance Committee

Applies to: Strategic Objective 1: Governance, Operations and Structure

Description:

- Seek out and research opportunities for earning non-dues revenue that are appropriate to AIBD.
- Look at potential costs (staff time and expense) and income.
- Make recommendations to the Board for approval.
- Work with staff to implement approved choices.

Goal:

- Increase AIBD's non-dues revenue stream.

Timetable:

- Implement one new source of non-dues revenue during the 2013-2014 Fiscal Year.

### **Item 2: Update Book of Rules Financial Policies and Procedures**

Responsibility of: Finance Committee

Applies to: Strategic Objective 1: Governance, Operations and Structure

Description:

- Review Section IV of the Book of Rules to determine where it needs to be updated.
- Review deadline for submitting reimbursement requests.
- Clarify per diem limits for travel expenses as they should apply to the Board of Directors

Goal:

- Ensure that the Book of Rules is updated to reflect current procedures as handled by staff and through Kellen.
- Establish reasonable limits for Board of Directors travel reimbursements.

Timetable:

- Prepare a motion or motions to amend the Book of Rules prior to the notification deadline for the mid-year meetings.

## **MEMBERSHIP DIVISION**

### **Item 1: Member Renewal Contact Campaign**

Responsibility of: Membership Division

Applies to: Strategic Objective 2: Member Value

Description:

- Contact members who haven't renewed by the renewal date and inquire their reasons
- Contact members who become delinquent and inquire why, encourage them to renew.

Goal:

- Meet or exceed retention rate goal for 2013-2014 FY

Timetable:

- Initial calls beginning immediately after January 1, 2014
- Continue calls throughout the year as members come due for renewal
- Follow-up calls beginning immediately after the delinquency date

### **Item 2: Society President Recruitment Calls**

Responsibility of: Membership Division

Applies to: Strategic Objective 2: Member Value

Description:

- Call Society Presidents to inquire how they recruit new members
- Inquire who will be representing the Society at the mid-year meeting
- Distribute membership recruitment scripts

- Advise them of the renewing members in their Societies

Goal:

- Assist Societies in conducting meetings.
- Provide a consistent system for inviting and following up with visitors and potential members.
- For Society Presidents (and other Society officers) to have the tools to be successful at membership recruiting and encouraging existing members to renew.

Timetable:

- Phone calls completed by December 6, 2013

## **PUBLIC AFFAIRS DIVISION (formerly Political Affairs Division)**

### **Item 1: High Performance Homes Resource Development (continued from prior FY)**

Responsibility of: High Performance Homes Committee

Applies to: Mission Statement and Vision Statement, Strategic Objective 2: Member Value

Description: Develop a resource center and provide education content for designers, builders and consumers regarding energy efficient homes, green building, and sustainable design.

- Transfer temporary wiggio.com site to the new AIBD website.
- Gather and organize information resources and FAQ.
- Host webinars with knowledgeable guest speakers every two months.
- Create a consumer flyer “What is a High Performance Home and How Do I Get One?”
- Build membership on the High Performance Homes Team.

Goals:

- Increase awareness among members.

Timetable:

- Complete and publish initial resource base by March 1, 2013. **Now ongoing**
- Begin hosting webinars by December 12, 2012. **BEGUN**
- Complete and publish consumer flyer by June, 2014.
- Have 50 Team members by the mid-year meetings, February 2014. **Currently at 42 members**

### **Item2: Code Change Proposals NEW SUBMITTALS THIS SESSION**

Responsibility of: Regulatory and Legislative Advocacy Committee

Applies to: Vision and Mission statements

Description: Author code change proposals to submit for the 2015 code change cycle.

- Research code areas of significant interest to AIBD or where AIBD can influence discussion.
- Write and edit code change proposal language.
- Complete the appropriate paperwork for submittal.

Goal:

- For AIBD to be seen as a player in code development .
- Protect the interests of building designers.

Timetable:

- Complete the submittal by the published closing date of January 10, 2014.

### **Item 3: Participate in the development of BIM standards**

Responsibility of: Codes and Standards Committee

Applies to: Vision and Mission Statements

Description:

- Obtain HOD approval of memorandum of agreement with National Institute of Building Sciences and buildingSMART alliance
- Find an AIBD member to occupy the seat.
- Have said member report to the committee on activities.

Goal:

- For AIBD to have a voice in developing BIM standards

Timetable:

- HOD approval – February 7, 2014

- Assign seat – by next meeting of buildingSMARTalliance (following) HOD meeting

## **COMMUNICATIONS DIVISION**

### **Item 1: Refine strategies for reaching our target markets: 1) All current and future professional residential designers, and 2) all consumers of AIBD Members' Services with the subsets of a) current and future homeowners, b) builders and remodelers, and c) realtors**

Responsibility of: Marketing Committee

Applies to: Strategic Objective 3: Communications

Description:

- Research what kinds of marketing methods best apply to each of the target markets: print, social media, video, email, face-to-face, telephone...
- Develop schema for each target: message, frequency, delivery methods, means of tracking and follow-up

Goal:

- Choose which market to target first and how to do it.

Timetable:

- Choose initial target and appropriate marketing methods by mid-year meeting, February 2014
- Have schema for other market segments completed by annual meeting, July 2014

### **Item 2: Create and distribute videos promoting AIBD**

Responsibility: Marketing Committee

Applies to: Strategic Objective 3: Communications

Description:

- Create storyboards outlining what types of videos should be produced for each target market
- Research easily-used and inexpensive methods to create videos
- Catalog existing videos and review for inclusion

Goal:

- Produce content for the AIBD YouTube channel

Timetable:

- Produce an initial demonstration video using the anti-trust statement by mid-year meeting, February 2014
- Produce one or more videos on how to choose a designer by annual meeting, July 2014

### **Item 3: Increase promotion of AIBD through members using social media**

Responsibility: Marketing Committee

Applies to: Strategic Objective 3: Communications

Description:

- Gather data on AIBD's current website ranking, social media reach and other related measurable.
- Add hyperlinks to the AIBD logos with appropriate script for inclusion in website coding.
- Develop a tutorial on creating simple videos and uploading them to YouTube
- Catalog our available recordings of webinars on social media use.
- Set up a library of social media related educational content available through the Member Center.
- Develop a campaign to encourage Societies and individual members to engage in social media and always mention AIBD

Goal:

- Increase AIBD's social media reach and website ranking

Timetable:

- Have tutorial and library content operational by May 1, 2014
- Introduce the AIBD-wide social media campaign by July 14, 2014

### **Item 4: Implement email blasts and blog articles**

Responsibility: Marketing Committee

Applies: Strategic Objective 3: Communications

Description:

- Review and revise editorial calendar
- Solicit articles

Goal:

- To communicate to our target markets with regularly published information and promotional material.

Timetable:

- Updated editorial calendar by mid-year meeting, February 2014
- Begin steady and ongoing publication by March 15, 2014

### **AIBD PRESIDENT and BOARD OF DIRECTORS**

#### **Item 1: Board of Directors Outreach (continued from prior FY)**

Responsibility of: AIBD President and Board of Directors

Applies to: Strategic Objective 1: Governance, Operations and Structure

Description: Film a short video introducing each Board member and describing their roles on the Board

Goals:

- Develop a personalized connection between the Board and members who may have never met us
- Let our "constituents" know what we do on the Board and that we are open and available.

Timetable:

- Film the video while we are gathered at the mid-year meetings, February 2014
- Edit and publish the video via AIBD Monday Minute soon after the meeting

#### **Item 2: Society Evaluations (continued from prior FY)**

Responsibility of: AIBD President

Applies to: Strategic Objective 1: Governance, Operations and Structure

Description: Assess the vitality of our Societies

- Develop a set of criteria for evaluating how the Societies are doing across several categories
- Set up and carry out individual telephone conversations with Society Presidents
- Compile the responses, notes and statistical analysis into a report on Society status
- Present the report to the Board for further evaluation and action and to the HOD for informational purposes.
- Refine the evaluation questionnaire as needed to elicit responses that can better be compiled and analyzed.

Goals:

- Take a comprehensive look at all our Societies and their health relative to each other and relative to best case scenarios
- Determine what actions or initiatives may be required to help struggling Societies
- Determine whether some Societies are so dysfunctional as to warrant revocation of their charters
- Determine if our Society system as a whole needs to be changed.

Timetable:

- Complete the telephone conversations by December 15, 2013
- Complete the report and analysis in time for inclusion in the packet for the mid-winter meetings