AIA San Antonio

STRATEGIC PLAN 2025-2027

MISSION:

AIA San Antonio advocates for the architectural profession and provides a resource to its members in service to society.

VISION:

AIA San Antonio is the premier community partner, creating a vibrant, progressive future by promoting equitable, sustainable, and meaningful architecture.

The 2025-2027 Strategic Plan identifies a set of goals, strategies, and tactics to propel AIA San Antonio toward an ever-more-dynamic future as a local component of the American Institute of Architects. Further, the plan developed by AIA San Antonio aligns with AIA National goals, which urge architects to:

- Support humanity's call to collective climate action through an unrelenting commitment to sustainable and resilient design, and
- Stand for human rights and social justice through programming as well as collective and individual efforts.

The 2025-27 Strategic Plan is both aspirational and inspirational; as such, it serves as an active guide for chapter volunteer leadership and staff team members in the coming three-year time horizon. All of the goals, strategies and tactics are intended to refine the focus of AIA San Antonio by advancing the chapter's Mission and Vision.

The 2025-27 Strategic Plan was developed in collaboration with consultant Helene Combs Dreiling, FAIA of The Three Aspens, Ltd. While the entire plan remains a living document, this Executive Summary was adopted by the Board of Directors at its meeting on September 27, 2024.

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EXECUTIVE SUMMARY

GOAL 1. Community Outreach: Serve as the voice for architects, architecture, and the built environment in South Central Texas and act as a community resource on these topics.

Strategy 1. Government Advocacy: Provide a collective design voice in and for the community by working with members to bring greater significance to the profession.

Strategy 2. Civic Engagement: Raise public appreciation for the value of architects by being a highly engaged partner in elevating the human experience.

GOAL 2. Member Value: Demonstrate the value of AIA San Antonio membership through chapter service, support, and communication across all member groups.

Strategy 1. Members and Firms: Grow AIA San Antonio membership, ensuring individual members as well as architecture firms realize the professional benefits.

Strategy 2. Diversity and Inclusion: Celebrate AIA San Antonio member diversity by creating inclusive experiences in an inviting environment for all.

Strategy 3. Emerging Professionals: Ensure that emerging professionals have access to the career-enriching opportunities from being an engaged participant in / active member of AIA San Antonio.

GOAL 3. Knowledge Sharing: Curate intellectual and pragmatic content, informed by the rich history, diverse experience, and future advancements of architecture.

Strategy 1. Programming: Continually strive to be of greater consequence as the members' principal source for specialized content, career development, professional connections, and focused networking.

Strategy 2. Stakeholder Groups: Collaborate with related professional societies, trade associations, stakeholder groups, and architecture schools to advance issues of mutual concern and interest.

GOAL 4. Collective Vibrancy: Safeguard the ongoing organizational health and financial viability of AIA San Antonio as a model of a highly-performing professional society.

Strategy 1. Governance and Leadership: Demonstrate an organizational culture that is supportive, nurturing, and constructive among members of the board, component networks, and the staff team.

Strategy 2. Operations and Staff: Exhibit and practice business procedures, professional approaches, and operational processes that are models of organizational excellence.

Strategy 3. Financial Stewardship: Promote fiscal awareness to document member investment, sustain revenue and plan for long-term financial health.

Strategy 4. Center for Architecture: Where will our organization "be" in five years' time?