



THE AMERICAN INSTITUTE OF ARCHITECTS

When 31,000 members and stakeholders were surveyed and interviewed at the launch of the AIA's Repositioning initiative in 2013, one thing was clear: the Institute's complexity leaves them confused about how to access what they need.

The AIA set 10 priorities based on the results of these interviews, three of which focus on the health and effectiveness of AIA Components:

- component autonomy versus unity
- component structure
- lack of tier coordination

Over the last three years, the AIA Member Service Resource Task Force has researched our organizational structure asking: How can we best serve the members? They have created a plan to provide a consistent experience for all members, while aligning financial resources and service capacity to ensure AIA membership is valuable and relevant. This process will be dynamic and as we learn from the best practices, we will share them.

In December 2014, the AIA Board took the first step by restructuring governance, funding a digital transformation to customize AIA's digital presence to align with member preference, and launching a national PR campaign. These were all member priorities that emerged from the surveys and interviews.

I ask you to join us in this partnership to position AIA for a bright future. Talk among yourselves, in component meetings, state conversations and at Grassroots. Explore ways to collaborate, optimize, and create innovative new approaches to serving our members.

We look forward to recognizing and sharing your efforts.

Sincerely,

Robert Ivy, FAIA
AIA EVP/Chief Executive Officer



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We look forward to partnering with you to enrich the AIA member experience. What follows is a list of Core Member Services that every member has the right to expect. Drawn from prior Board-approved component agreements, the Core Member Services have been modernized to reflect current best practices and member expectations.

The Member Service Plan is designed to encourage all components within a state to coordinate their efforts, thereby ensuring no member will be underserved. By bringing leaders and staff together in statewide conversations, you will determine how to best deliver Core Member Services to every member.

So what does all this have to do with financial resources? The old revenue share model, based on the Contract Documents Full-Service Distributor system, is phasing out gradually from 2016-2020, by 20% each year, to start distributing funds more equitably based on statewide membership. The state conversations are where a state's components decide jointly how to allot their resources to components within their state so members are effectively served. Through 2015, resource levels remain the same as 2014, giving components time to self-assess and build a statewide Member Service Agreement that works for them.

In 2016, components begin accreditation. The toolkit that follows is your road map, where you will find information and answers to common questions. By February 23rd, we will have completed tools to guide your conversations and save you time in your planning and decision-making. However, we want you to have this information now so you may begin your conversations if you haven't already. Ten states have already begun, and we look forward to learning from their experience.

If the chapters in your state have yet to make their joint application for a Member Service Alignment grant—designed to help defray the costs of making organizational change—AIA has extended this program into early 2015. The application is posted [here](#).

This is an exciting time for us to work together to create a meaningful, valuable member experience. We thank you and stand ready to help your component and your members. Please feel free to contact us, and we look forward to many conversations.

Sincerely,

Paula Clements, Hon. TSA, CAE
Managing Director,
Component Collaboration & Resources
paulaclements@aia.org | 202.626.7373

Ann Dorough
Director, Component Development
anndorough@aia.org | 202.626.7412