

AIA Member Service Plan Core Requirements

Chapter Discussions/Webinar Discussion Items

Providing a Valuable and Consistent Experience for All Members

AIA ADVANCEMENT STATEMENT

Together we agree that the time is now to change the way we think and behave in order to become a more valued, relevant profession. The AIA will focus its priorities to elevate public awareness, advocate for the profession and expand and share knowledge. Bold, visionary leadership is urgently needed to ensure a prosperous future and to inspire architects to create a better world for all people—through architecture. [Adopted by AIA Board of Directors, 2013]

On the following pages are the Core Member Services that the AIA commits to provide to its members, although many components exceed these basics. Each section outlines a core member service, followed by specific responsibilities of AIA National and of the component(s) in your state. Where state or local laws require a higher standard of care than is reflected in the minimum Core Member Services specified below, please observe the law in your jurisdiction.

AIA Michigan Self-Assessment and Discussion

Can 10 individual chapters meet core requirements? How many of our chapters can do this on their own?

Do we need 10 chapters? Can we accomplish our goals with sections? Should we combine chapters to 3 or 4?

How should we combine chapters? County, zip code, combination of both?

- Zip code would allow members to choose chapters that may meet their needs more freely

Benefits of Combining Chapters

- Ability to meet core requirements
- Staff/location for each chapter
- All accounting and financial reporting done by one entity/Financial Statements/990's
- One main website with link to Chapter websites or integrated websites
- Shared Revenue from National AIA
- No duplication of services
- One centralized database

What are sections? How many can we have?

SECTIONS – Institute Bylaws

- 4.21 Formation of Sections. A chapter (bylaws change to allow sections of the State pending) may form one or more sections within its territory under guidelines set by the Board.
- 4.22 Authority and Duties of Sections. Membership in a section is voluntary and shall not be assigned by the Institute or the chapter.

- Except that sections of statewide chapters may request, by two-thirds majority vote of the section board, that all assigned members of the chapter whose residence or principal place of business is within the territory of the section be required to join the section and pay dues. Upon approval of the request by two-thirds majority vote of the board of the parent chapter, the Institute will assign membership in the section. Members assigned to sections are subject to termination of membership in the Institute for default in payment of section dues as provided in these Bylaws. Sections with required membership have the authority and duties of chapters stated in section 4.1 of the Bylaws, including the obligation to meet the Performance Criteria for the AIA. (Would require core requirements to be fulfilled same as chapters)

Reasons/Benefits for sections of a chapter or state

- No core requirements need to be met
- No accounting or dues
- Sections may meet without minutes anytime – no boards
- Sections may request funding from state or local component to run special programs or events

Small chapters can become a section of the state or a local component and still meet and function as a small group in their geographic area.

How would the finances work combining chapters?

- One bank account per chapter
- Individual chapters could have a restricted fund for their section for a period of years. After (5?) years it becomes one fund.
- One dues amount to be determined by chapter
- Other options to explore

How would the AIA National Revenue Sharing Model work?

- Based on a per person basis within chapter
- Divided equally between chapters
- Used for staffing all chapters
- Other options to explore

(Work in Progress) Discussion with chapters on each of the following Core Requirements for components. How do we set standards within the state to accomplish these goals:

AIA Michigan currently meets most of the core requirements. What the AIA Michigan currently offers to the chapters is highlighted in yellow. **Alignment/Conversation we need to have with chapters are highlighted in green below.**

Member Communications

Promote value of AIA Membership. Promote AIA resources to members. Support the AIA Brand.

- Provide regular, visible promotion of contract documents, career center, annual convention, AIA University and any others as appropriate in component communications (electronic and print). Some revenues from these products and services are shared with components through the component resource allocation model. Provide samples to AIA National of such advertising placement in component communications.
- Contribute to the new AIA National Digital Platform – anticipated in 2015
- Follow AIA brand guidelines in print and electronic media. New guidelines are anticipated in 2015. Provide a copy or screenshot as applicable of key publications, including website home page, business card, letterhead, and a printed publication, if any.

Conversation/Alignment

Upload Information on all chapter websites. What is the new National Digital Platform? New AIA Font and guidelines, business cards for chapters etc. How do chapters promote?

Education

Collaborate statewide to ensure access to 18 credits per year of continuing education. Ensure quality continuing education. Offer IDP support, ARE preparation and other resources to emerging professionals in pursuit of licensure and career development. Maintain member CES transcripts. Offer any AIA member, regardless of assigned component, a reasonable opportunity to participate in component Continuing Education programming.

- Offer at least 18 CES credit hours annually, of which at least 12 are Health/Safety/Welfare (HSW). Each component participating as a CES Provider will comply with requirements outlined in the CES Provider Manual. AIA National will verify. (to offer HSW you must be a CES provider or offer via a provider)
- Provide career information and mentoring events for emerging professionals. **State component appoints and maintains contact with the state Architect Licensing Advisor.** Provide to AIA National samples of component communications describing IDP, ARE, and career or mentoring activities. **AIA Michigan provides a career mentoring program to the state and has a state-wide IDP coordinator and ARE program.** Chapters will need to offer events to emerging professionals in their area.

Conversation/Alignment

Who is providing this currently? How can the chapters engage EP's with IDP and ARE?

Advocate – State Advocates on behalf of all AIAMI Chapters

Advance AIA legislative priorities. Engage regulatory entities. Empower members to advocate for themselves and their profession.

- **State** - Develop a state legislative agenda aligned with the AIA Public Policies and Position Statements. Share that agenda and critical legislation with AIA National and with local components. State components provide a copy of the legislative agenda to National AIA.
- **State** - Devise an advocacy strategy that works within the state's legal and political framework. State components provide a summary of the state advocacy strategy to National AIA.
- **State** - Advocate to the state's legislature, licensing boards, procurement agencies, and other officials. Provide a summary of progress made to advance the state legislative agenda to National AIA.
- **Local Components:** Engage with local government agencies, decision makers and building officials. Provide a summary of these engagement activities to National AIA. **Participation in State Legislative Day.**

Conversation/Alignment

Legislative day, Committee, Staff, Financial Support, Lobbyist, APAC – What do chapters need to provide that AIA Michigan is not providing to their region? Participation in Legislative Day. Meet and Greets within the chapter regions.

Elevate Public Awareness

Promote public awareness of the value of design and the role of architects. Recognize members' design excellence. Engage with local community.

- Use and/or adapt AIA National public awareness campaign materials in communications to the public. Describe your public awareness outreach efforts and how you used these campaign materials.
- Recognize and publicize outstanding member projects and exemplary service. (Awards and Recognitions) Provide a copy of an awards program call for entry to National AIA
- Engage the public via communications and programs. Provide examples to AIA National of media outreach and/or coverage of the component's activities. Describe key public outreach projects or programming and the target audience.

Conversation/Alignment

Speakers Bureau, Michigan Architectural Foundation. National Outreach efforts and campaign materials need to be adopted. Costs to implement. Revamp Awards programs. Blogs to engage public on Websites. Community involvement by chapters?

Governance

Comply with federal and state laws. Mitigate risk. Keep local, state and national strategic plans up to date and aligned. Develop visionary leaders to serve at local, state and national levels; participate in leadership conference.

- Adhere to federal requirements to adopt and maintain written policies regarding records retention/destruction and whistleblower protection. Adhere to IRS guidelines and/or best practices to: a) maintain minutes for the board and any committees authorized to act on behalf of the board, and b) adopt and maintain written policies concerning conflicts of interest, board review of executive director/CEO compensation and benefits, gift acceptance and joint ventures and partnerships.
- Report names of upcoming year's officers to AIA Component Collaboration & Resources by December 31.
- Comply with state filing requirements for non-profit organizations. Affirm that your component is currently in compliance with your state's filing requirements for non-profit organizations.
- Use AIA Model Bylaws as a guide to shape or update bylaws. Submit bylaws to AIA General Counsel for review as they are created or amended. Recommended: Review bylaws annually to ensure they are in accordance with Institute Bylaws as they are amended at AIA Annual Business Meeting. Provide a copy of current bylaws, including date of adoption yearly to AIA National.
- Adhere to AIA's anti-trust policy. Provide examples to AIA National of how your component complies with and reminds members about the AIA's anti-trust compliance policy in your meetings and other activities.
- Maintain directors & officers insurance and general liability insurance for component. Provide a page from the current policy showing summary of coverages and policy period to AIA National.
- Conduct strategic planning at least every five years, align it with the Institute's strategic plan, and share with other components in the state. Provide a copy of the latest strategic plan to AIA National
- Send executive director and up to two elected leaders (recommended: President and President-elect) to the annual leadership conference (formerly Grassroots) at least once every three years. AIA National will verify attendance.

Conversation/Alignment

Make sure that all comply. Process for doing this?

Membership

Actively recruit and retain members. Maintain member records in AIA database. Engage members in fellowship/community.

- Conduct retention and recruitment efforts annually. Use AIA member recruitment and retention resources, as described in the Member & Component Support Resource Guide. Describe your component's member recruitment and retention activities to AIA National. (Some would still need to be done on the individual component level.
- Report dues rates for the coming year to AIA Member & Component Support as required by National's schedule (currently September 15). AIA National will confirm.

- Use AIA National centralized database system to maintain member dues information. AIA National will confirm. (Some would still need to be done on the individual component level.
- Recognize new members, newly-licensed members and new Fellows. Welcome new members to the component via communications, programming and networking events. Describe to AIA National the component's activities to recognize and engage new members, newly-licensed members and new Fellows. (AIA Michigan provides some of this for chapters)
- Ensure component delegates cast the component's votes at the National Convention and represent the component at the Institute's annual business meeting, or arrange for the component to be represented by proxy. AIA National will verify.

Conversation/Alignment

Statewide as well as local involvement. Chapters maintain data in National database. Recognition programs developed at state to be used in chapters? Costs?

Finances & General Operations

Conduct secure, transparent and timely financial practices. Offer touch points (phone, website, email, etc.) to members and the public. Participate in AIA volunteer and component staff and volunteer training opportunities.

- File IRS 990 or 990N (postcard) tax return annually and file all tax returns required by applicable state and local jurisdictions. Provide a copy of the most recent IRS 990 or 990N return to AIA National.
- Maintain a bank account into which membership dues may be deposited electronically, and notify AIA National immediately if bank information changes. AIA National will confirm that it has a working bank account number on record.
- Take reasonable steps to ensure that financial transactions are secure, to protect member financial privacy, and to guard against financial irregularities. Provide a copy of the component's current policy concerning the handling of funds and member financial data to AIA National.
- Provide members and the public with a dedicated point of contact for the component. Provide members with access to staff at the component or through another component within the state. Provide telephone, name and contact information for the primary point of contact at the component.
- Send executive director to the CACE Annual Meeting at least once every three years. National AIA will verify attendance.
- Send new executive directors to attend Institute Resource Training within two years of hiring. National AIA will verify attendance.
- Perform regular performance reviews and salary and benefits reviews for component executive director. (Annual reviews are recommended. Provide the component's policy on reviews to National AIA.

Conversation/Alignment