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Executive Director**

**January 31, 2014
Annual Report of 2013**

2013 came to a close as quickly as it began and I am proud of everything we have accomplished! We need to assess the successes and learning opportunities we have experienced this year and continue to build on the momentum our hard work has created.

Public Awareness

The Repositioning initiative presented by AIA National is a great place to start our own public awareness campaign. We continue to promote awareness of AIA architects and partnering with allied organizations at their events. Our Public Policy Director, Dennis, has been reaching out to members and allied organizations to assess where we are at now and, with the help of the Public Awareness Steering Committee, he will develop and implement a public awareness program. The committee is in a formative stage at the moment, so although the first meeting in Lansing was productive, if you are interested in getting involved or know someone who would be interested, please contact myself or Dennis.

As Tamara discussed in October, AIA Michigan has been accepted to join the Michigan Sense of Place Council. Our role in the Placemaking Initiative in our state will promote our organization while allowing us to contribute to a fundamentally important cause. Tamara and I will continue to work with the Council in 2014 and we will update you when new information becomes available.

Fundraising

I am currently working on an update of our fundraising materials, streamlining the process and making it easier to support several Michigan programs. Fundraising for this year was very successful for many of our programs and lackluster for a few, but overall we had a successful year. We had a positive response from our fundraising efforts for the Annual Meeting and improved our sponsorship greatly for the Holiday Open House.

Looking forward to 2014, we will receive the second half of the grant from AIA National for the A.R.E. Seminar program and so we are on-track for the CEPR activities. We have already launched our sponsorship drive for the Health Facilities Seminar and currently have over \$25,000 in sponsorship to date. We have investigated new grant opportunities through AIA National and will continue to look for grants from local and state sources as well.

I will be looking to the Board for recommendations for new contacts, so I hope you will all take a moment to consider who you know that might be interested in partnering with us for one of these events.

Program Recap

As I mentioned earlier, we have executed successful programs and have solid plans to continue this success in 2014.

Health Facilities Planning Seminar

The 2013 program was a huge success and a great way to start the year. I was pleased with our fundraising amount of \$25,000, which far surpassed our goal and as this was our first year to offer sponsorship for this event, it set the bar high for the coming years. We also had record attendance at the event and overwhelmingly positive reviews.

Honor Awards

Like Health Facilities, the Honor Awards also had a “first” this year. The awards recognized the contributions of contractors and the others involved in the production of the winning projects, which garnered a lot of enthusiasm from the construction firms, so we are hoping to build on that momentum for next year. This year was also the first year we honored the student gold medal recipients from the four Michigan architectural universities and the first year we had a “Student Project Award” category. The inclusion of the universities and the students has also received a lot of positive feedback and we look forward to developing their involvement while retaining the overall prestigious ambiance of the event.

Education

The Educational Facilities Conference has a bumpy track record but this year the conference was streamlined into a one-day format and the topic, “Designing Schools for Student Safety and Security” was relevant and thought-provoking. At this point we have no plans to hold the event next year, but we are looking to replace this event with several other ideas.

The Mid-Summer Conference

MSC was another successful event and this year it especially tied into our public awareness initiatives. The Governor’s address about Placemaking enhanced the special focus we have on the initiative and it valuable for both our organization and the building industry as a whole. The return of the Fudge Time Players had a lot of people talking as well, though the impromptu appearance of a live bat might have upstaged the performers for a few moments! Our numbers for attendance were great and, as part of a CEPR initiative, we did a trial-run of off-site, affordable housing for Emerging Professional members. This is the first year we have ventured into this territory and we are looking forward to developing other ideas to encourage and better enable Emerging Professional attendance at this event.

Design Retreat

This year for the Design Retreat we enjoyed an increased participation of our student and Emerging Professional groups. One of our former interns, Meaghan, is an architecture student at LTU and was asked to participate on the committee and the addition of a student perspective added to planning the retreat going forward is promising. This year was a successful event and attendance numbers were healthy. Next year will be the 25th anniversary of the retreat and the committee has already begun planning some exciting surprises! We are looking forward to bringing more established AIA members back to relive memories!

Annual Meeting

The AIA Michigan Annual Meeting gained a positive response and attendees were very impressed with the tour of the University of Michigan athletic facilities and the meeting space at the University's Jack Roth Stadium in the club level. We had a great turnout and passed the by-laws changes in record time!

AIA National Updates

I have been participating on AIA National's Member Service Resource Task Force (MSRTF) as a CACE representative and traveled to Washington, D.C. at the end of October to meet with the other representatives at the CACE Repositioning Work Group Meeting. Our discussions focused on exploring revenue opportunities and partnerships in relation to online continuing education ideas, membership retention, sponsorship and partnering with allied organizations. Other main focuses included the structure of components and chapters and the issue of defining core services to eliminate redundancy, explore new considerations and streamline service delivery. I look forward to working with the task force in the coming year and will update you as meetings occur. If there is something you see at the component or chapter level that you feel needs to be addressed, please talk with me so I can tell you if the issue is already under discussion or I can introduce it to the task force as an AIA Michigan concern.

Other AIA Michigan Updates

Newsletter/Monday's Minutes

This year our goal was to emphasize that all of our chapters contribute to making Michigan a dynamic and creative place to practice architecture. We reached out to each chapter for a summary of their yearly activities and a bio of the Michigan Director from each chapter so that we could highlight each participating chapter in their own Newsletter edition. Readers were able to learn about the great events and initiatives each chapter is planned for the year and we able to "meet" the AIAMI board member(s) from that chapter. I also used the Newsletter to announce new initiatives and give Repositioning updates.

In the Monday's Minutes, I dedicated an article each week to focus on a part of the AIA National "2013 Accomplishments" publication. This is in response to the general lack of knowledge of what AIA National does for the membership. I hope that by focusing on a select part each week

we slowly build a bigger picture in members' minds and reinforced the value of membership in a small way. I will continue to feature National accomplishments that are important and/or of interest to the membership in the Newsletter and Monday's Minutes.

A few months ago we also began adding a special Government Affairs Committee announcement to the Monday's Minutes on a monthly basis. The Monday's Minutes also focuses on other state and local programs to reinforce the value and contribution that each of those levels creates for members.

Communications

Our communications initiatives are always developing and adapting. Our main goal is to create a varied platform of resources that both members and the general public can use to find information about the AIA and what we do at all three levels. Using Facebook, email blasts, Twitter, and connecting area professionals on LinkedIn are different applications, but they create a cohesive statement about who we are and what our activities say about us.

We continue to develop a comprehensive calendar to combine all the chapter and industry events into one reference point. We need your help to gather all of the information, so please forward myself or Christine any event information or updates you receive. Adding important events and continuing education opportunities from all chapters to our calendar ensures that events don't compete for the same attendees and improves everyone's attendance rates. We have also embraced a variety of interactive social media platforms to promote each chapter's news in a fair manner.

Emerging Professionals

In conjunction with the addition of web-based communications, I have been encouraging Emerging Professionals to participate in our events. In order for the AIA to survive, much less grow, we need to retain our current membership but we also need to look to the future leaders of our organization to address their needs. I began with the brainstorming session last summer for insight into those needs and we have begun to create opportunities not only for Emerging Professionals to gather together as a distinct entity, but to congregate with the established professionals to enhance the membership experience for everyone. Last year we held the Holiday Open House in conjunction with the Detroit EPC to kick-start our 2013 event plans.

This year we have resuscitated the CEPR and plan to continue Emerging Professional events under that banner to be inclusive of EP's from across the state. The current CEPR group is small and events are staff-driven but we are looking for co-chairs to head initiatives, so please let me know if EP's at your firm would be interested in participating in this group. Events already in place include the AIA Michigan CEPR Weekend Seminar series, which prepares intern architects for the A.R.E. This year we will have two seminars: one on each side of the state. We were recently awarded grant money from AIA National to add extra support to the A.R.E. Weekend Seminar, but we will continue to seek sponsorship for other CEPR activities.

We hope to create a platform that supports and engages our emerging professionals and also contributes to AIA Michigan public awareness. The CEPR has planned tours, happy hours, and other events, including the Blu Homes Tour and Happy Hour, the sold-out Tiger Tailgate and the special exhibition tour of the “Michigan Modern” exhibit at Cranbrook. This is one facet of my long-term goal to retain the prestige and history of the AIA while staying ahead of the changes and current issues in architecture as a whole, as well as to expand and diversify and grow our membership.

In 2014 we are planning to continue the Tiger Tailgate and Firm Tour + Happy Hour events and add a new golf outing that Bob Washer has generously volunteered to coordinate for us.

We hired two interns this spring to help with both project loads and with general office procedures and both have accepted positions in the building industry! Kaleena accepted a full-time position in Chicago, so we said “good-bye” to her in June and Meaghan, a current architecture student at LTU and AIAS President, recently found an internship and is doing CAD work for a building firm.

We hired one intern, Alia, for the fall semester and she will stay on through the spring semester to help us and learn more about the AIA. We will continue our intern program as a way to learn more about the next generation of architects as well as to expose architecture students to what the AIA is and instill the value of our organization in future AIA and industry leaders.

Please feel free to call or email me any time to discuss any issues or ideas that you may have.