Statewide Conversations: Embracing a new model for Component resources and member services

AIA Grassroots
March 5, 2015

AIA

Welcome! Today's Session:

- Brief overview of MSRTF recommendations
- Resource Model
- Member Service Plan
- Possible Approaches for "Getting to YES!"
- Available Resources
- Q&A

Repositioning Findings and Vision

Component autonomy vs. unity

- Aligning for results while preserving unique assets / identity

Lack of tier coordination

- Creating a more cohesive member experience by reducing duplication and redundancy

Confusion of structure

- Creating a clearer value proposition through more consistent service delivery

MSRTF Discussion Drivers

Revenue:

- Current state is untenable
- Wind down begins 2016, concludes 2020

Member Services:

- Minimum performance on essential “Core Services” should be required and verified

Revenue Share Sample

Local Chapter A:

302 members @ $185.05/member; Total of $55,885

Local Chapter B:

319 members @ $97.13/member; Total of $30,983

Local Chapter C:

320 members @ $48.87/member; Total of $15,638

Local Chapter D:

333 members @ $9.89/member; Total of $3,295

MSRTF Decision Criteria

Synthesized from guiding principles:

- Member value and service
- Transparency among components
- Alignment to AIA strategy
- AIA/Component unity
- Shared responsibility and reward
- Simplicity in administration

MSRTF Recommendations

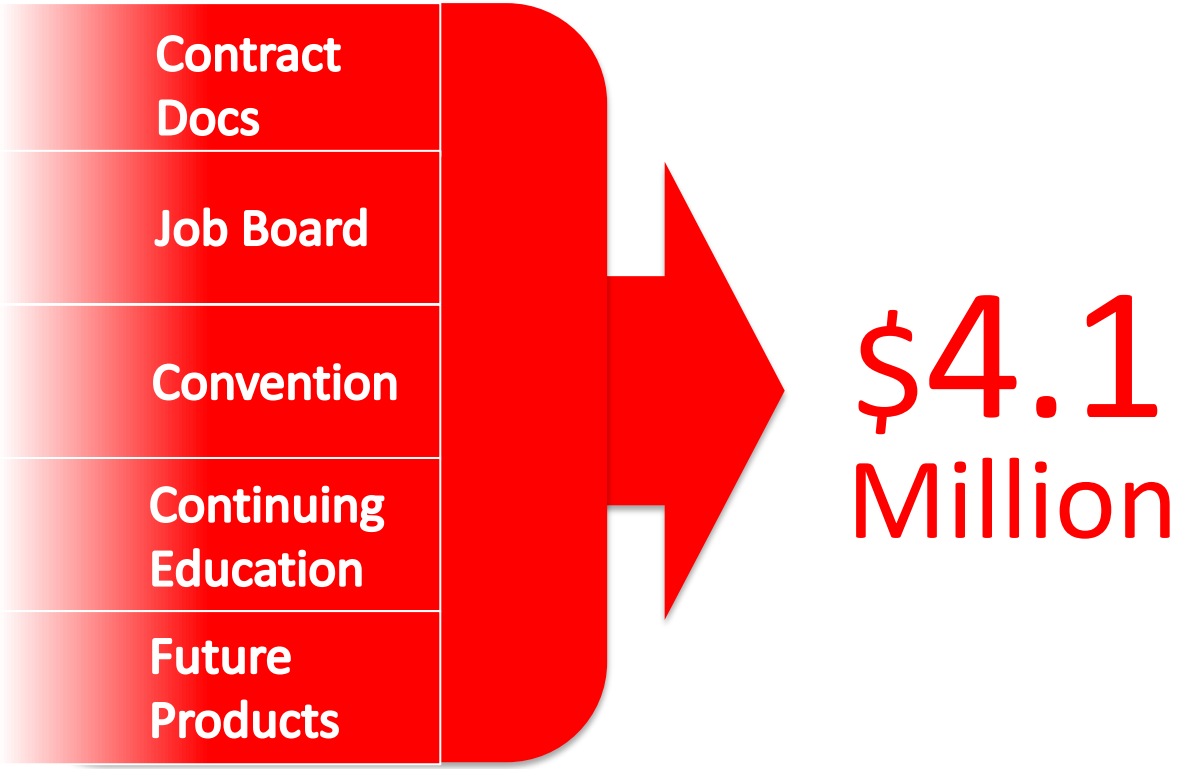
The key messages:

- Preserving a resourcing model invests in components' ability to provide member services
- YOU (not AIA National) should be the ones to decide on the future of resource / service distribution within the state
- Core services are happening already in many places but improvements can be made

Former Resource & Distribution Model

Contract Document Sales Revenue

New Resource Model



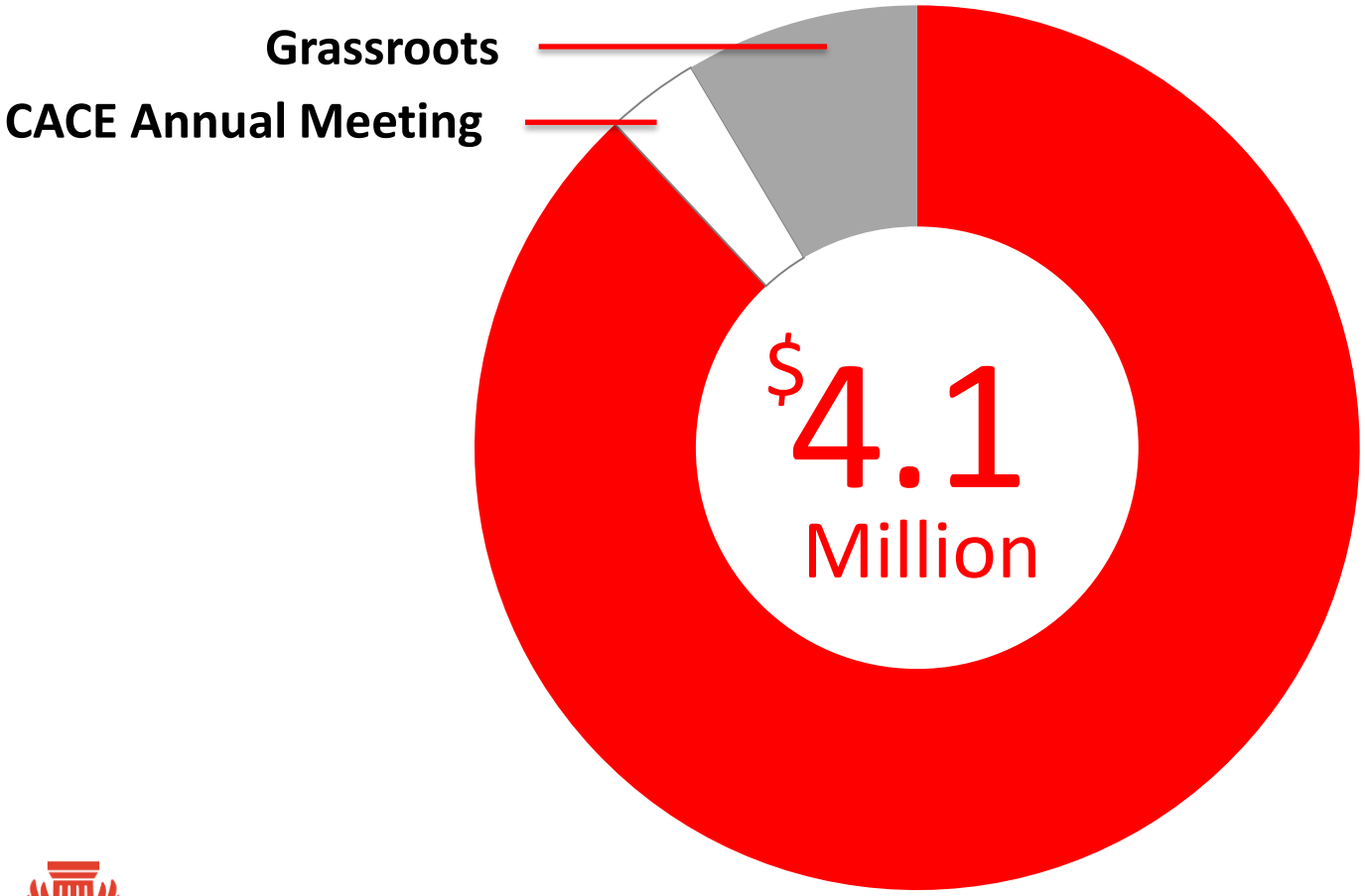
New Distribution Model

August 1
Member Count

&

Delivery of
Core Services

New Distribution Model



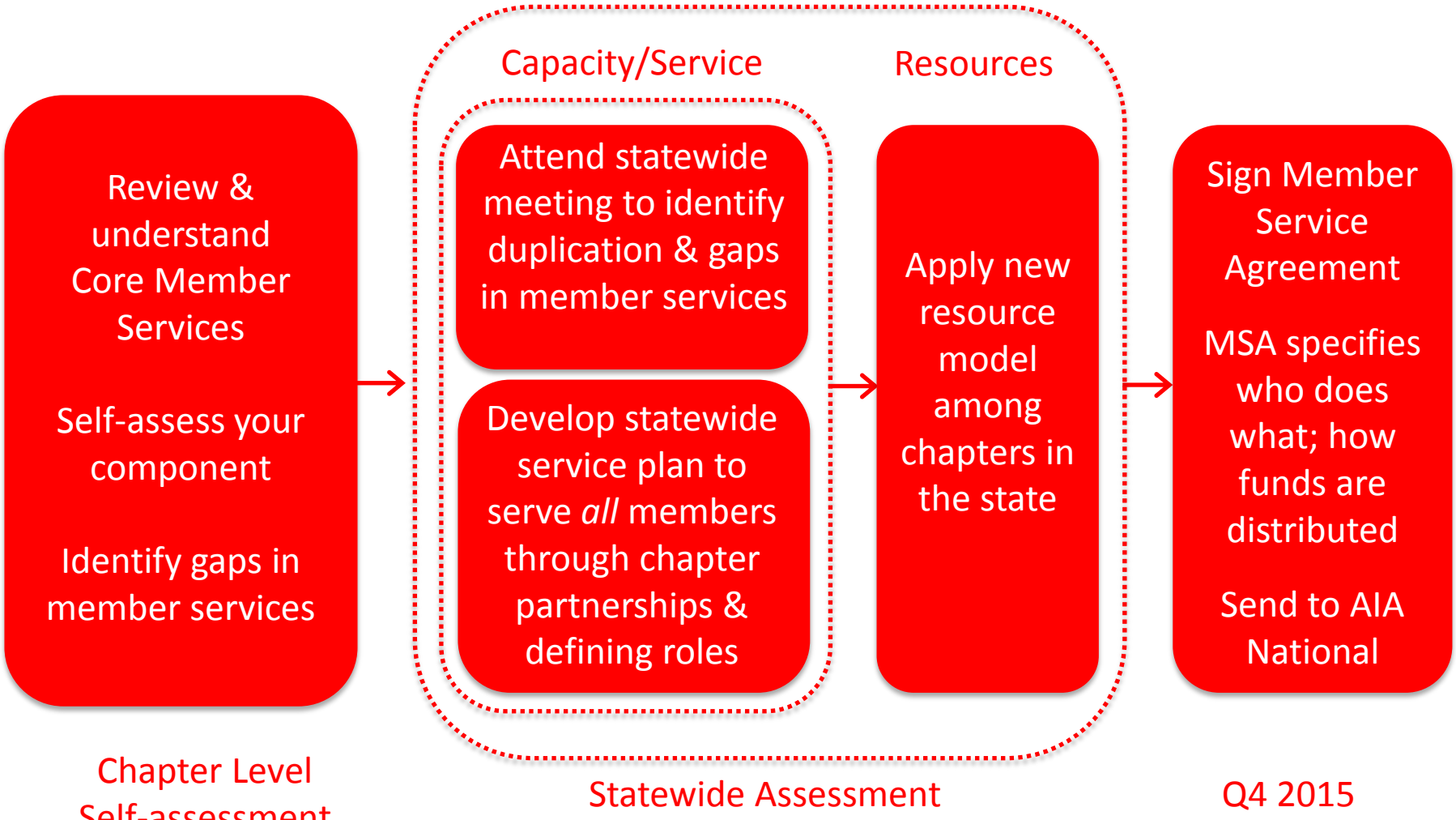
Transition to new Distribution Model

	2015	2016	2017	2018	2019	2020
Former Funding	100%	80%	60%	40%	20%	-
Future Funding	-	20%	40%	60%	80%	100%

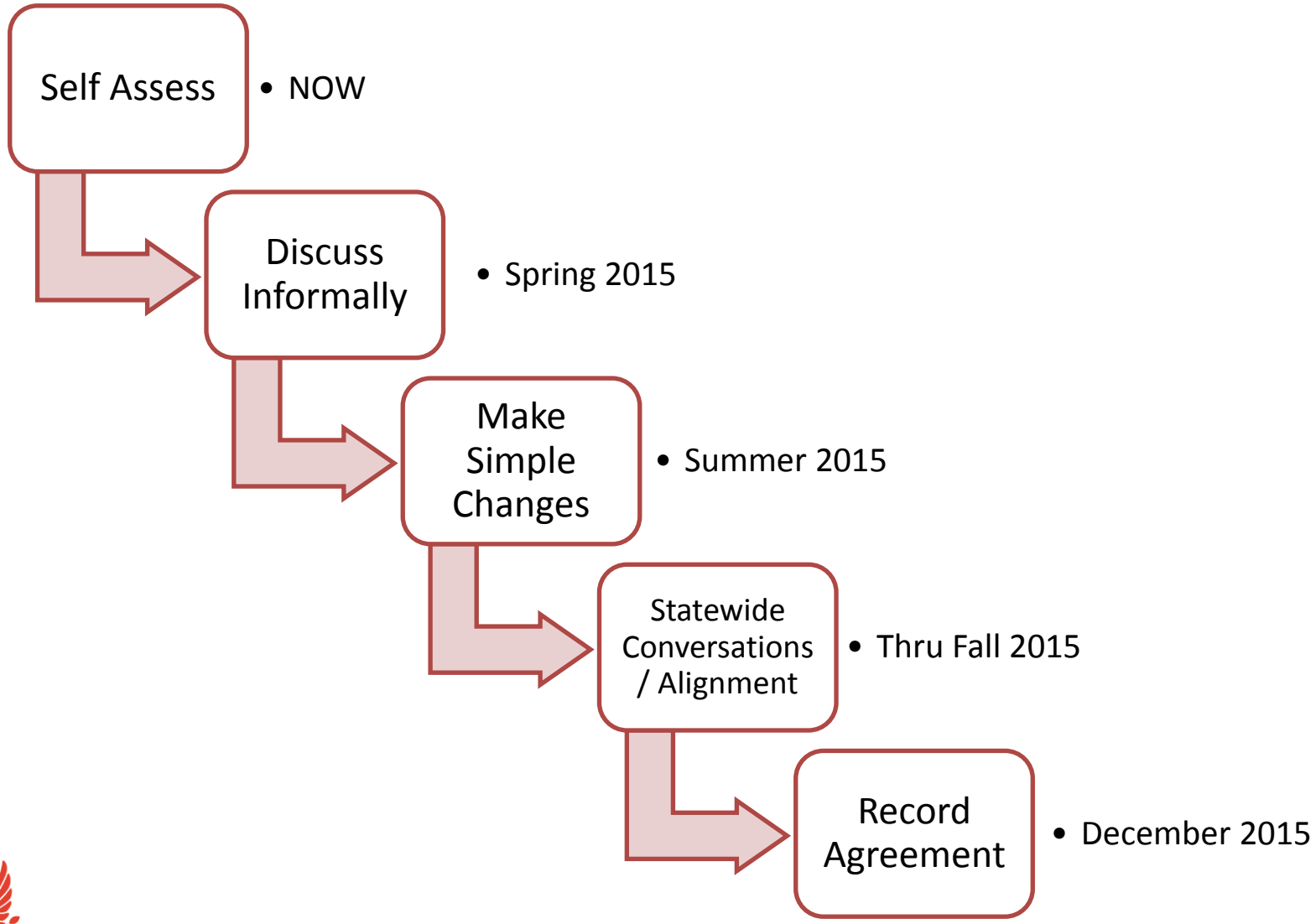
Core Member Services

1. Member communications
2. Education
3. Advocate
4. Elevate public awareness
5. Governance
6. Membership
7. Finances & general operation

Member Service Plan



Member Service Plan



Key Questions

Where are there redundancies across the state?

- People
- Systems
- Structures
- Governance

Who is best suited to provide services?

- Infrastructure
- Capability
- Capacity
- Funding

What can we do (or not do) together?

- Joint-ventures
- Collaborative education plans
- Virtual events
- Shared identity

Example Matrix of Roles and Responsibilities

Role / Responsibility	Single Component	Multiple Components	All Components
Develop and distribute monthly e-newsletter	Chapter A compiles, formats and delivers		Contribute content by 1st of each month
Provide 18 CES credit hours annually, of which at least 12 are HSW	Chapter A markets and delivers via e-learning platform	Chapters B + C develop curriculum, recruit speakers, develop program	Other components promote offerings, share in revenue
Provide career information and mentoring events for emerging professionals	Chapter A hosts state-wide "career fair"	"Speed dating" mentor events at chapters D + E	Promote career events

Possible Approaches

"CONSOLIDATED STRUCTURE"

- Single component takes responsibility for core service delivery
- Sections provide local events; no / low dues
- Streamlined legal, tax, and governance structures

"MANAGEMENT SERVICES"

- Management services offered by one or more components (e.g., unstaffed chapter contracts with state)
- Services provided through fee-for-service model; co-location possible

"HYBRID"

- Elements of each approach
- Flexibility based on geographic size and scope of components

Navigating Potential Issues

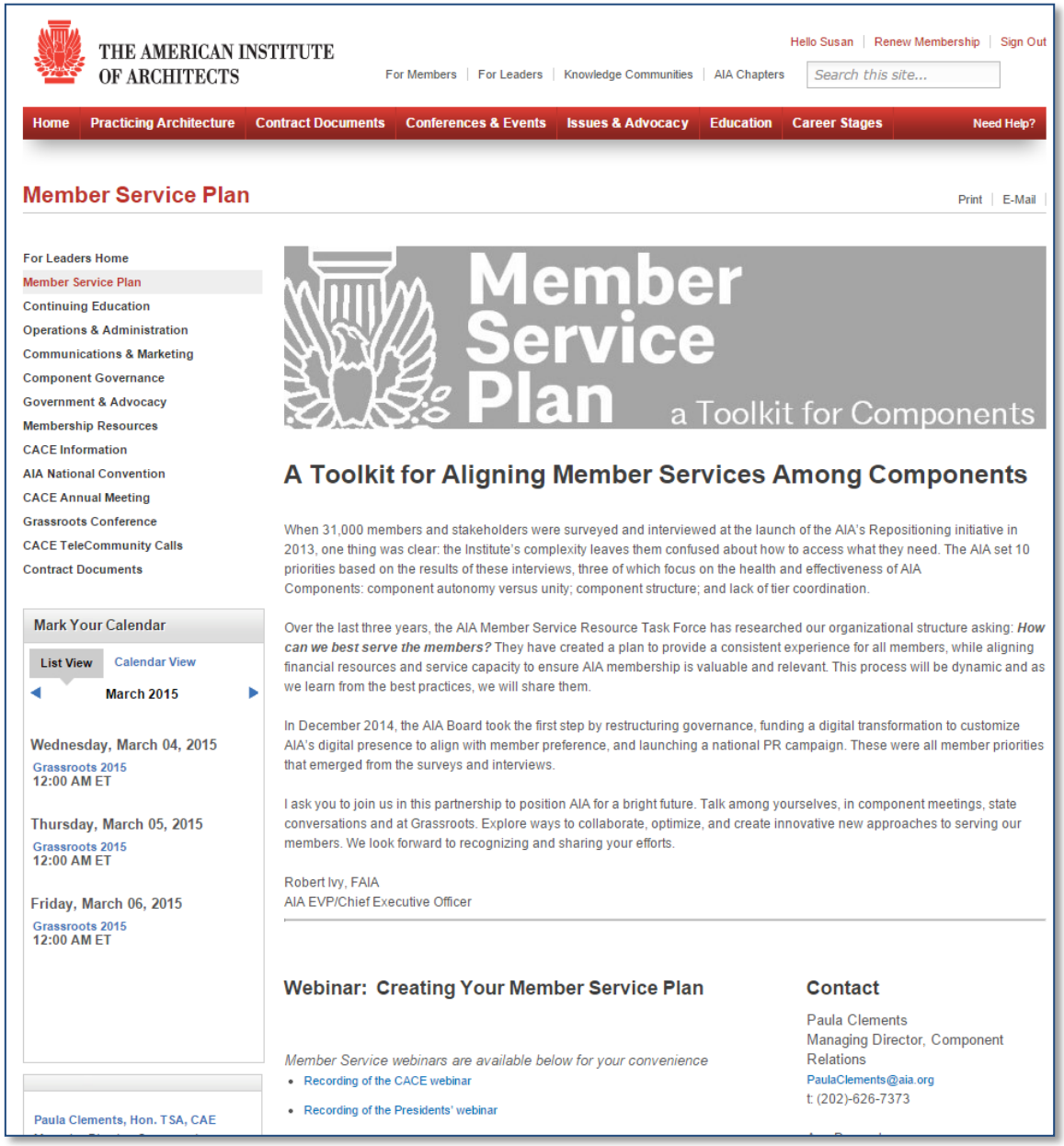
- Governance / Representation
- Revenue sharing
- Education
- Consolidation
- Staffing
- Others?

Thoughts on Process

- Get the issues on the table
- Get the right people together
- Empower a task force
- Plan your sequence of topics based on your current state and identified needs
- Share data, be transparent

Available Resources

- Toolkit: www.aia.org/memberservice
- Component grants – apply by 4/15
- CACE network



www.AIA.org/MemberService

Q&A / Discussion

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