

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

AIA Grassroots
March 5, 2015



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



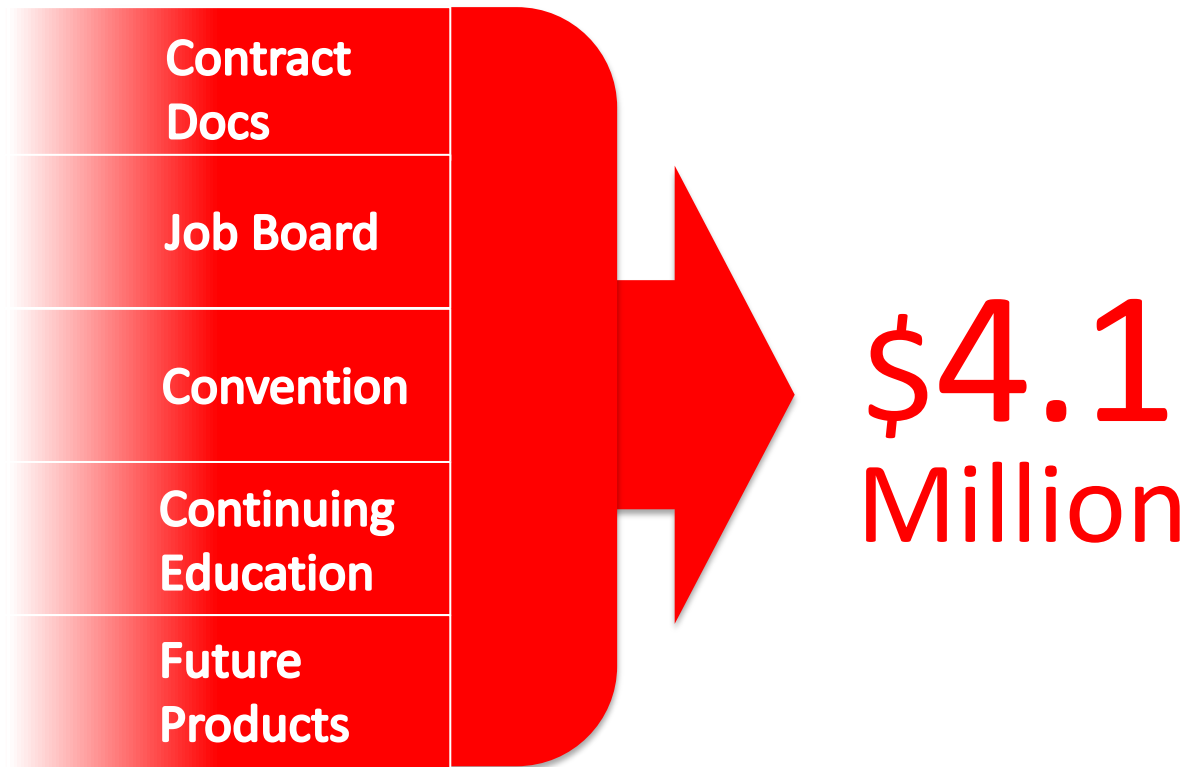
Former Resource & Distribution Model



Contract Document Sales Revenue



New Resource Model



New Distribution Model



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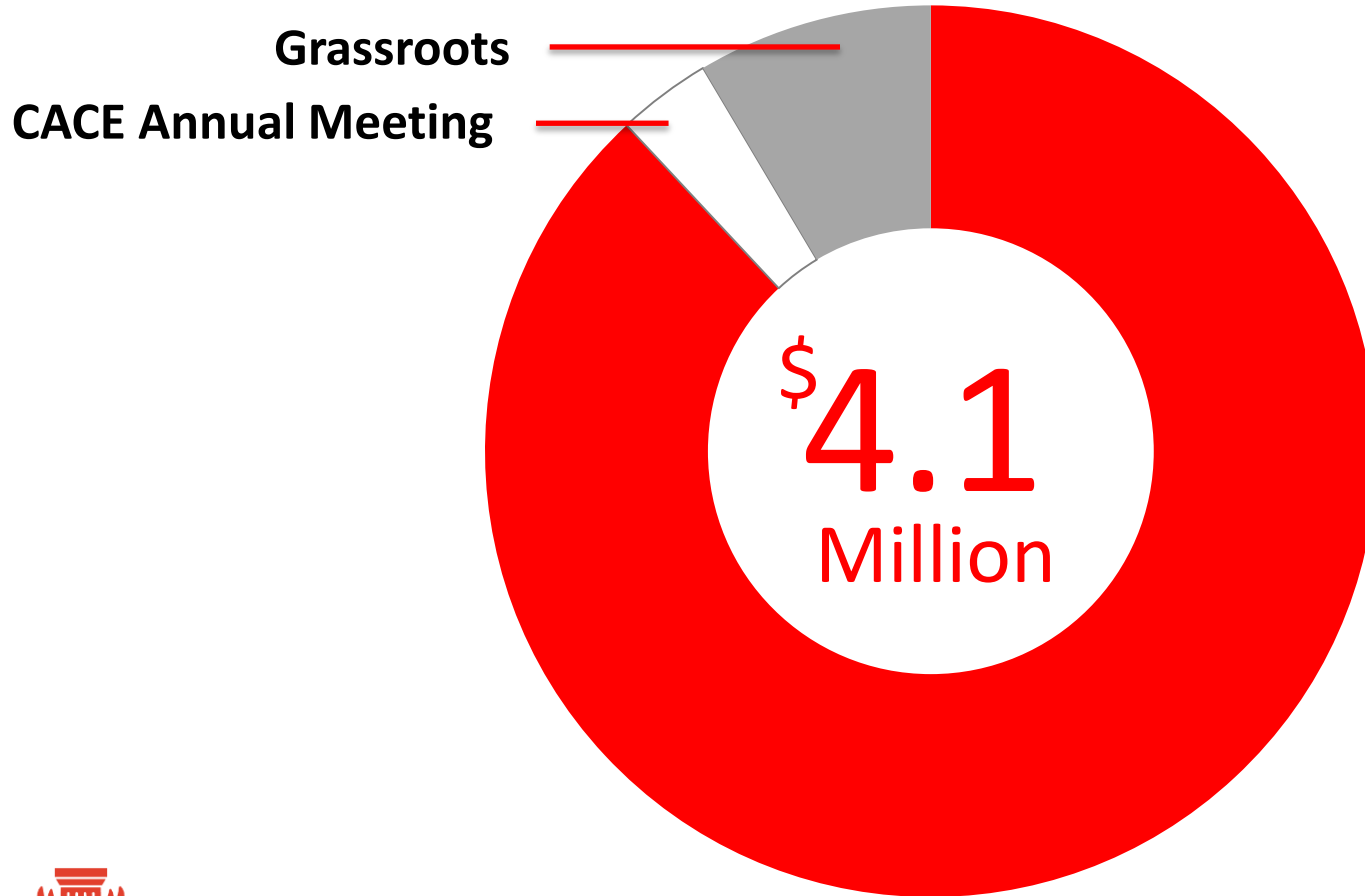


Delivery of
Core Services

August 1
Member Count



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%

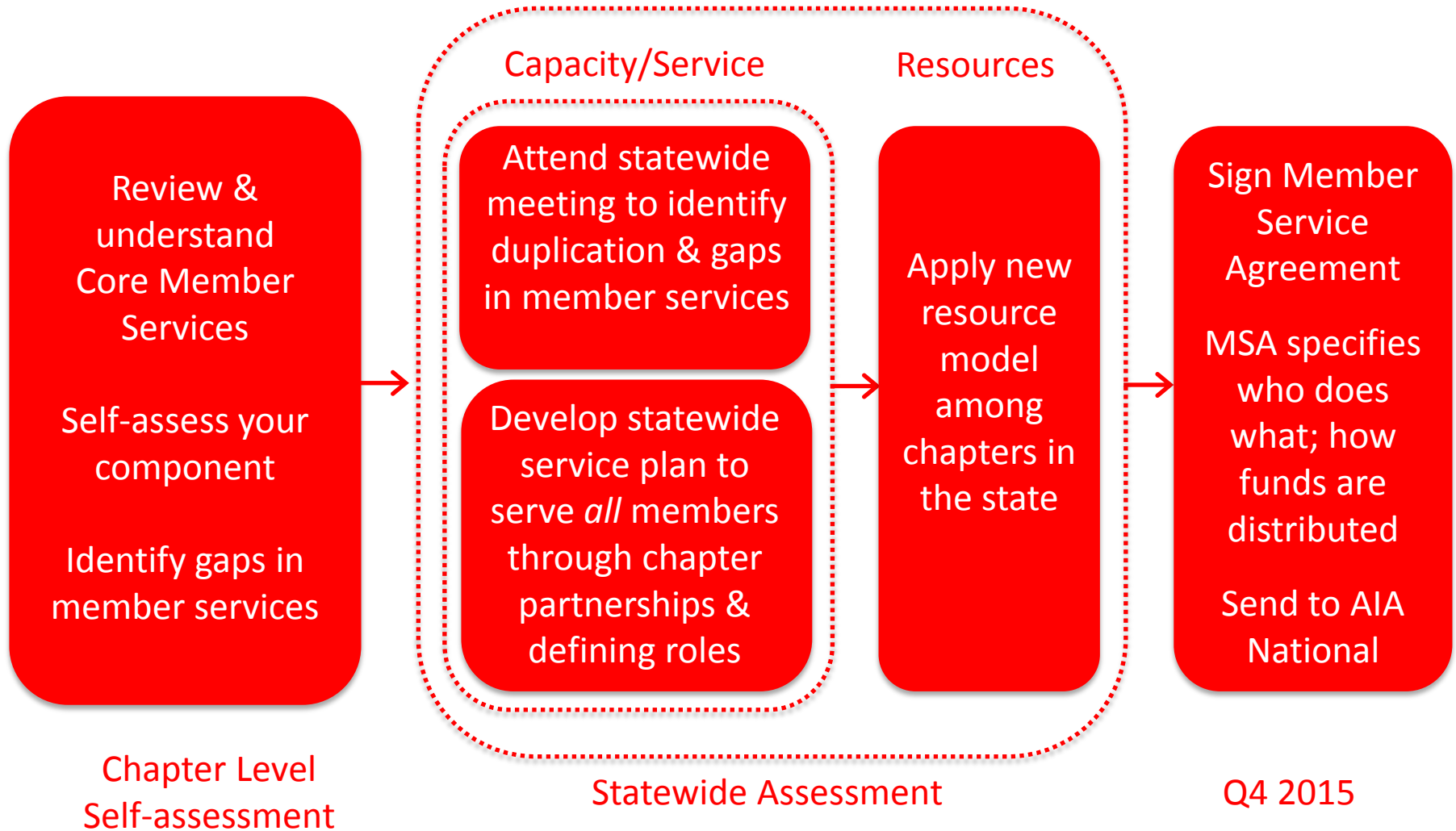


Core Member Services

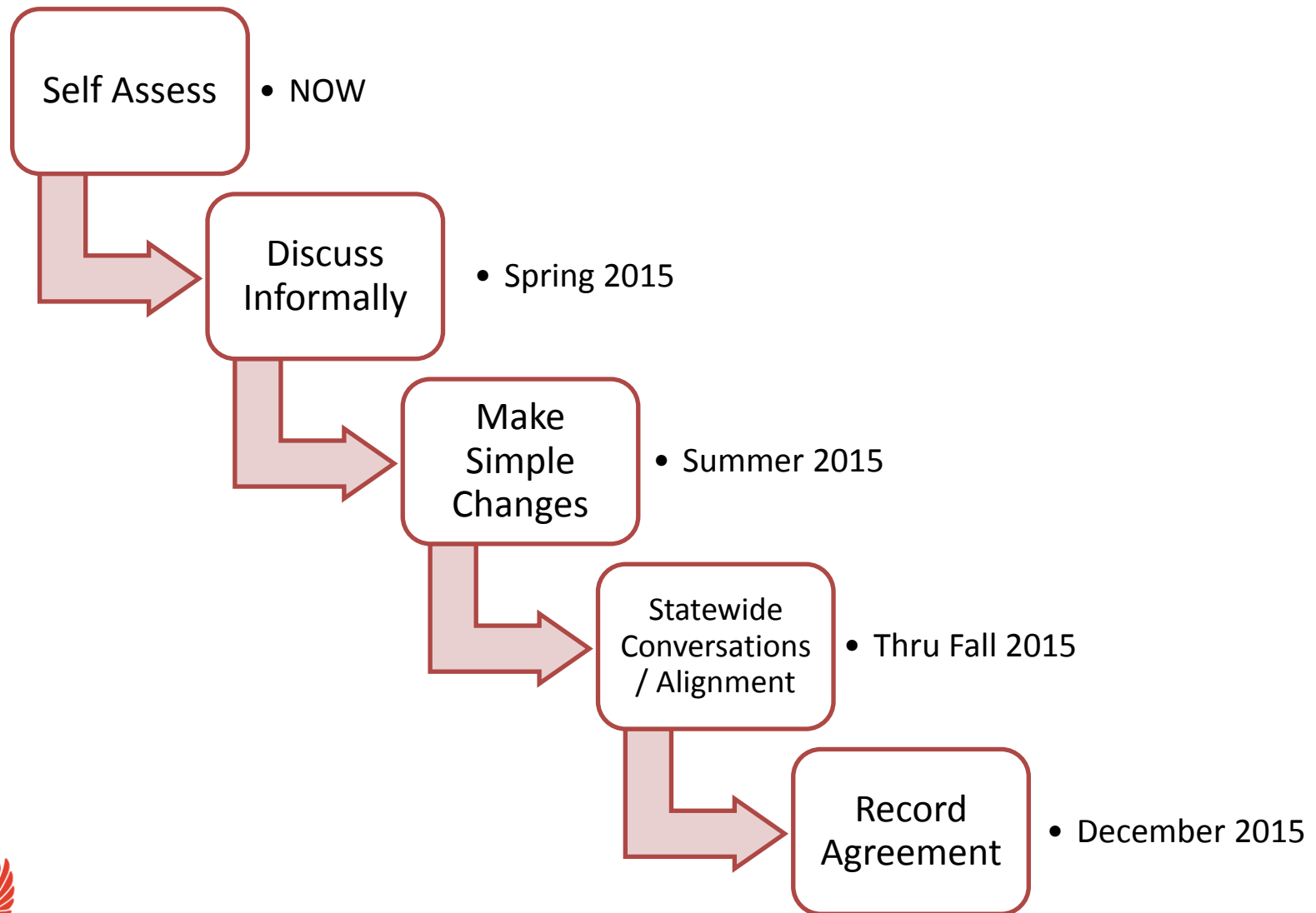
1. Member communications
2. Education
3. Advocate
4. Elevate public awareness
5. Governance
6. Membership
7. Finances & general operation



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 1 st 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





Member Service Plan

Print | E-Mail

- For Leaders Home
- Member Service Plan**
- Continuing Education
- Operations & Administration
- Communications & Marketing
- Component Governance
- Government & Advocacy
- Membership Resources
- CACE Information
- AIA National Convention
- CACE Annual Meeting
- Grassroots Conference
- CACE TeleCommunity Calls
- Contract Documents



A Toolkit for Aligning Member Services Among Components

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; and 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.

Robert Ivy, FAIA
AIA EVP/Chief Executive Officer

Webinar: Creating Your Member Service Plan

Contact

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Member Service webinars are available below for your convenience

- Recording of the CACE webinar
- Recording of the Presidents' webinar

Mark Your Calendar

List View | Calendar View

March 2015

Wednesday, March 04, 2015
Grassroots 2015
12:00 AM ET

Thursday, March 05, 2015
Grassroots 2015
12:00 AM ET

Friday, March 06, 2015
Grassroots 2015
12:00 AM ET

Paula Clements, Hon. TSA, CAE



Q&A / Discussion



Contact us!

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