

**AIA Pennsylvania**  
**STRATEGIC PLAN**  
 2020 - 2025

**MISSION**

Advance, inspire and advocate for the profession of architecture while promoting the health, safety and welfare of the built environment and the public.

**VISION**

Lead our industry with vision for all issues important to the profession, particularly with regards to energy, the environment and equity of architecture as a life sustaining force.

**VALUE**

Deliver quality services and tangible benefits to Pennsylvania members and the architecture profession so that we may improve the value of the built environment.

**VOICE**

Advocate as the voice of the construction industry in Pennsylvania in favor of high quality, sustainable development favorable to the architecture profession.

**STRATEGIES**

Maintain strong influence and relationships with state lawmakers and regulators, with the backing of a robust and respected PAC

Demonstrably enhance the public's awareness of the value of design and architecture on communities, the environment and society.

Work in line with AIA National current Climate Action Plan in establishing priorities and advocating for strategies.

**STRATEGIES**

Make the case that architects bring value to the built environment and elevate the quality of life for all people by making the citizen architect invaluable and promoting design thinking and the Framework for Design Excellence.

Future proof our practice by embracing advancing technology, collaborating with allied fields and promoting a diverse and inclusive profession.

Educate and equip in order to enlarge the role of architects regarding disaster recovery planning, integrated sustainable design and post-construction evaluations, utilizing methods and tools to determine impact, quantify benefits and measure the long term value of design

Help provide resiliency planning and visioning leadership to utilities, organizations, municipalities and agencies in order to bounce forward from social and systemic stresses and shocks.

**STRATEGIES**

Educate and empower members with recognition of excellence, relevant continuing education and useful tools and resources.

Engage members with active and useful committees and thoughtful alliances that develop future leaders and strengthen our interests.

Maintain the integrity and value of the AIA designation and protect our practice from intrusion.