

# AIA Central Valley

## Mission

AIA Central Valley serves as the voice of the architecture profession in our 17-county region of California, and is dedicated to professional development, advocacy and providing value to our membership and our communities.

## Vision

AIA Central Valley is the leading community resource on architecture and the profession in our region. Our collective leadership supports critical dialogue, meaningful impact, and the promotion of architectural excellence.

## Values

- Support professional growth and advancement
- Share knowledge and application of best practices
- Actively participate in communities we serve
- Inspire, educate, and engage the next generation of architects
- Increase and promote diversity and equity in our profession
- Facilitate progress in environmental sustainability



Strategic  
Plan  
**25**  
**-29**

# AIA Central Valley Strategic Initiatives

## Member Engagement

Flourish as an organization that provides value to existing and prospective members

**Communicate with clear, timely, and inviting content on platforms that reach members**

**Strengthen the value proposition and relationship to partner groups and related professional organizations; recognize our sponsors**

**Bring back the fun with regularly scheduled in-person social activities**

**Connect with champions at firms in AIACV's regional boundary; partner with firms' committees and leaders to expand reach**

**Organize and host free events for students to introduce them to AIACV**

## Community & Advocacy

Support and advocate for architecture that benefits communities across the AIA Central Valley region

**Tune offerings to actively engage the entire AIACV 17-county region**

**Partner with community groups and organizations with aligned goals**

**Share, communicate and promote contributions and best practices in planning, design and construction**

**Provide policy, legislative, program insights of interest to members and support strong relationships with City and County governments**

**Consider community volunteer and philanthropic opportunities aligned with AIACV values**

## Education & Innovation

Share knowledge and engage in critical dialogue shaping architectural practice and vital needs of our collective future

**Commit to the advancement of sustainable, energy-saving practices and building resilience in our communities**

**Engage thought leadership and provide incentives to share knowledge and expertise**

**Form strong partnerships with local like-minded organizations to enhance relevant content; leverage offerings from AIA and AIACA**

**Support AIACV committees and attract champions to the committees**

**Curate offerings to be meaningful, thought-provoking and educational**

**Share trainings of new emerging tools and techniques with discussions and forums**

## Culture & DEI

Foster an inviting, diverse and inclusive participation in the architectural profession

**Enhance partnership and fellowship among our regional professional communities**

**Recognize and serve all members, including diverse constituents and underrepresented groups**

**Provide support to people and firms to advance Diversity, Equity and Inclusion programs and initiatives**

**Enable the opportunity to seek, share, learn, or discuss topics of value to professional growth and advancement**

**Enrich in-person events**

**Support Experience Architecture and its evolution**

# Strategic Plan Implementation

## Member Engagement

## Community & Advocacy

## Education & Innovation

## Culture & DEI

Year 1:

Form membership committee  
Plan outreach campaign and update list of champions  
Refresh communication platforms: website, e-mail, social media  
Maintain monthly/annual calendar  
Conduct listening tours

Formulate Strategic Action Plans for Civic Engagement Team  
Develop program to share expertise for improved planning and legislative outcomes  
Promote regular communication with City and County governments

Formulate Strategic Action Plans for all Knowledge Communities  
Support Continuing Education and Emerging Professionals Programs  
Identify practice, design, technology and innovation topics for future programming  
Identify partner firms and institutions

Develop joint programming with Knowledge Communities  
Identify collaboration opportunities  
Enrich in-person events to promote fellowship and community  
Encourage 'Bring a Friend' and free events for students  
Highlight Design Awards event

Test outreach with firm champions, allied members and sponsors  
Update targets for membership and sustaining partnerships

Test means of engagement with AIACV 17-county region  
Formalize partnership with AIACA advocacy team and other groups with aligned goals

Strengthen AIACV COTE offerings, support AIA 2030 Commitment, and promote Climate Action/Climate Justice through Design  
Test new CEU and EP programs

Test collaboration opportunities to broaden scope of offerings and serve diverse constituents  
Expand Experience Architecture audience and reach

Year 2-3:

Execute outreach campaign  
Update Experience Architecture Strategic Plan  
Review effectiveness of communication platforms

Test volunteer and philanthropic opportunities  
Produce website blog, news digest, speaker series or similar means to convey thought leadership

Reinstitute student programs, firm visits and mentorship  
Bolster scholarship offerings and support of CAF

Supplement programming to raise DEI topics and support firm initiatives  
Update recognition and Design Awards to consider broad design perspectives

Evaluate and update outreach and communication strategies

Extend program offerings in effective manner to AIACV 17 County Regions

Advance partnerships with firms and educational institutions to contribute thought leadership

Refresh approach to in-person events to promote fellowship and community

Year 4-5:

Update targets for membership and sustaining partnerships  
Refresh communication platforms and update technology

Establish baseline volunteer and philanthropic programs  
Update strategies and initiatives to advance partnerships and outcomes

Expand CEU and EP offerings  
Update strategies and clarify practice, design and innovation topics for future programming

Expand Experience Architecture audience and reach  
Build upon collaborations that best serve AIACV membership



## About Us

AIA Central Valley chapter is the local chapter of the American Institute of Architects, serving 17 northern California counties. We were founded in 1942 and have grown to a current membership of 600 including architects, associates working toward licensure, students, allied professionals and partners.

Our strategic plan aims to renew our commitment to our mission, vision and values while clarifying strategic initiatives that will serve our membership and position us for the future.

The AIACV Board of Directors, Executive Staff and Knowledge Communities will lead implementation of the strategic plan in partnership with our membership and supporters. We will strive to continually monitor feedback, test assumptions, and reevaluate strategies to work towards advantageous results over the next five years. Please visit our website at [www.aiacv.org](http://www.aiacv.org).

AIA Central Valley extends our appreciation to the following:

### **2024 Membership**

### **Strategic Plan Workshop Participants & Focus Groups**

### **2024 AIACV Board of Directors**

### **2025 AIACV Board of Directors**

### **2025-2029 AIACV Strategic Plan Task Force:**

Melisa Gaudreau, Chair, AIACV BOD Vice President

Cody Carpino, AIACV BOD President

Julian Andrade, AIACV BOD Secretary

Derek Labrecque, AIACV BOD Director

Christina Nance, AIACV BOD Public Director

Jocelyn Garcia, AIACV BOD Student Director

Desiree Gemigniani, AIACV Executive Director

Christopher Holt, Chair, 2020-24 AIACV Strategic Plan

Brian Sehnert, former AIACV President

Emily Potts, AIACV member

Megan Repka, AIACV member

Renee Rose Andrade, Workshop & Focus Group Facilitation

Raquel Urbani, Graphic Design