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November 26, 2024

Report

from the Strategic Council

From: To:

Jason DeMarco, AIA AIA Hawaii, AIA Honolulu, AIA Maui

Strategic Councilor, AIA Hawaii December Board Meeting

jason@polyline.design

Mission: *The AIA Strategic Council advances the architectural profession by informing the AIA Board and other Institute bodies about important professional issues, opportunities, and threats. The Council has an outward and forward-focused vision with an emphasis on long-term goals and outcomes.*

What Does the Strategic Council Do? *To learn more about the role and activities of the Strategic Council, click* [*HERE.*](https://content.aia.org/sites/default/files/2022-05/220502_SC_PPT_BP_TO_STATE_Final.pdf)

From the Councilor

The 2024 Council has wrapped up its year of work. A Year in Review report is being prepared for distribution to members with the research and resources the Council has prepared this year.

In 2025 I will be serving on the Smart Cities for All committee which plans to look into topics of affordable housing, office to housing conversions, and AIA engagement with the Council of Mayors for enhanced Institute advocacy and engagement.

Council News

FROM THE MODERATOR + VICE MODERATOR

In October, the Wellbeing Study Group presented its findings to the Council. The group recommended the next steps following the passage of the 2024 Wellbeing Resolution, including forming a task force to guide its implementation, developing a Wellbeing Resource Catalog, and encouraging Knowledge Communities to include more wellbeing topics. They also suggested that the 2025 Council develop case studies to help AIA members demonstrate the impact of Wellbeing to clients and propose ways to celebrate schools or firms that prioritize Wellbeing in the profession.

The Council hosted the last Council Assembly of the year, where the final findings of study groups were shared by the Co-Chairs. In addition, the Council attended Budget discussion meetings with AIA Staff Leadership, during which we could ask questions regarding next year’s budget preparation. AIA Bylaws establish that the Council provides its endorsement “and/or” recommendations for the Board’s consideration for the operating plan and budget. The operating plan is expected to be shared with the Council at the end of November. It is anticipated that the Council will provide recommendations before the end of the year for consideration by the AIA Finance Committee.

Finally, the Council is working on its 2024 Year in Review report to share the research of all the study groups and the work of the Council members. We look forward to sharing this resource with members and components to support discussions about the future of AIA and the profession. If you have questions, please reach out to your state Council representative.

Graciela Carrillo, AIA, 2024 Moderator + Josh Flowers, FAIA, 2024 Vice Moderator

*Special thanks to our Steering Committee members who help guide our work and inform our decision-making process: Brad Benjamin, AIA (Best Practices Committee Chair), Alyssa Murphy, AIA (Communications Chair), Bruce Herrington, AIA (Elections Chair).*

2024 YEAR IN REVIEW

The Strategic Council Communications subcommittee has prepared a Year in Review report to be shared on the Council page of AIA.org. The report summarizes the work of the study groups, highlights contributions made by councilors including Future Focused videos, articles for AIA Architect and the recently passed Wellbeing Resolution. The Council looks forward to sharing its work more broadly and intends to build on this Year in Review as an annual document going forward.

GOVERNANCE WEEK

Incoming Councilors have been identified and have attended a virtual orientation. The New Councilor Orientation as well as the last Council Assembly of the year will take place during AIA Governance Week in Washington, DC December 11th-13th. The Council will recognize the outgoing Councilors as Bethune Fellows and the new Council, led by 2025 Moderator Jessica O’Donnell, AIA and Co-Moderator Abi Brown, FAIA, will plan its work for 2025.

Institute News

AIA MATERIALS PLEDGE PUBLISHES FIRST REPORT

The first [AIA Materials Pledge](https://www.aia.org/resource-center/aia-materials-pledge-numbers?utm_source=MarketingCloud&utm_medium=email&utm_campaign=2024_11_CE_Component+Update_7+-+20241106_173712) By the Numbers report—tracking firm signatory progress on positive material specification – is now available for download. With data from 92 firm signatories on firm-, project, and product-level data, the report offers insights into the strides currently made in firm culture and knowledge, design strategies, and product optimization pathways. See the [Executive Summary](chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https:/www.aia.org/sites/default/files/2024-11/Materials_Pledge_RY23report_executive_summary_.pdf) here or learn more on high-level takeaways from the AIA Materials Pledge By the Numbers (RY23) report during a live AIAU course on December 3 from 2–3pm EST. Earn 1 LU|HSW & free for AIA members.

AMERICA BYDESEIGN ARCHITECTURE SEASON 2

AIA has negotiated with ByDesign TV to provide members of the architecture community exclusive and early access to the extended Producer's Cut of each episode of the new series of America ByDesign: Architecture! Watch new episodes on aia.org [here.](https://accounts.evernote.com/login#?hm=true&)

AIA DELEGATION TO COP29

AIA is sending a delegation to COP29, the 2024 United Nations Climate Change Conference, in Baku, Azerbaijan. This is the fourth year AIA has sent a delegation. AIA is advocating on behalf of the profession and is reinforcing the critical value of the historic Paris Agreement. AIA is strongly encouraging policymakers to remain engaged and increase the urgency and ambition of actions to keep global warming to 1.5 degrees Celsius. Read more on aia.org [here](https://www.aia.org/about-aia/press/aia-champions-climate-action-building-solutions-cop29-enhanced-resilience).

Upcoming events

Date Event Location Link

Feb. 24-26, 2025 AIA Leadership Summit Washington, DC TBD

For more events, visit the AIA events page at: <https://www.aia.org/community/events>.

Feedback

*We value input! If you have questions or ideas for the Strategic Council, reach out to us at* [*StrategicCouncil@aia.org*](mailto:StrategicCouncil@aia.org)*.*

*To learn more about the work of the Strategic Council, please visit the* [*Strategic Council webpage at AIA.org*](https://www.aia.org/pages/6339552-strategic-council)*.*