



AIA
Japan

一般社団法人

2018 Grassroots*
REPORT*

MEETING	AIA Grassroots 2018		
LOCATION	The Marriott Marquis San Diego Marina	DATE	12 ~14 Feb, 2018
		TIME	7:00 – 18:00
REPORTED BY	D. Yoshimoto, A. Nakamura , 19 March, 2018		



Attendees from IR:

Steven Miller (International Representative to Strategic Council, IR)
James Wright (Immediate Past President, IR)
Gregory Yager (President, Shanghai)
Anderson Lee (President, Hong Kong)
Amrita Raja (Vice President, UK)
Som Bose (President, Canada)
Stuart Howard (Treasurer, Canada)
Carsten Hanssen (President, Europe)
Heather Yanusas (Secretary, Middle East)
Daishi Yoshimoto (President, Japan)
Akira Nakamura (Vice President, Japan)

① OVERVIEW

Grassroots 2018 is an exclusive event for our leaders. The agenda emphasizes component leadership and workshops designed to help component officers become more effective chapter and civic leaders.

The conference will open doors and provide opportunities for us to share knowledge,



experiences, and challenges. The premise of this year's Grassroots theme "Leading through Influence," is to demonstrate the impact of influence in improving chapter and firm effectiveness, communities, and the lives of others. Empowering attendees to best serve their chapters, communities and the profession is an integral part of the experience.

② SCHEDULE

Monday, March 12

12:30–3:30pm Pre-event workshops

3:30–5pm Regional meetings

5:15–6:15pm First-timers welcome reception

6:30–8pm Opening reception

The Headquarters at Seaport, 789 W Harbor Drive, San Diego, CA 92101

Tuesday, March 13

7:15–8am Welcome breakfast

8:15–9:45am Opening plenary session

Component Excellence Award presentations

Candidates for national office

- "A Conversation with AIA Leaders"
- Whitney M. Young – 50th anniversary presentation
- "Architects Role in Building Communities"

11:45am–1:15pm Lunch and keynote address

Jonathan F.P. Rose, Real estate developer, urban developer and author

1:20–2:45pm General session

"My AIA Story" and Regional/Urban Design Assistance Team (R/UDAT) breakout sessions

2:45–4 pm Developing as a Leader Workshops

Wednesday, March 14

7–8:30am CACE Breakfast Meeting (for CACE members only)

7:30–8:30am Strategic Council 2018 Work Group topical breakfasts

8:45–9:45am General session

Mayors Panel: Leading as Influencers

10–11:15am Developing as a Leader Workshops

11:30am–12:45pm Developing as a Leader Workshops

1–1:45pm General session and luncheon

2–4pm Closing general session & closing keynote address

③ REGIONAL MEETING: International

2017:

IR Directors

- Representatives for each chapter become board members in IR, and a role in IR is required for each board member.

2018:

1. Communication

- Chapter presidents have a role to communicate IR info to other local members.
- Contact Emily Dorey for chapter events prior to these events so that the events are listed in IR calendar.
- For AIA members who are planning to conduct business abroad, and need supports, AIA International Practice Committee Advisory Group will be able to help coordinate works. Please contact Sarah.
- Encourage Hon. FAIA members to participate in our activities.

2. Strategic Council

- The role of Strategic Council is to come up with ideas to serve better for AIA members in the next year.

The Strategic Council shall advance the profession of architecture by informing the Board and other Institute bodies of important professional issues and opportunities. (From Bylaws)

- Strategic Council is composed of 50 members: 1 or 2 members from each local chapter plus non-architects. Each council member communicates information to its local members.
- Board of Directors are a 3-year term, and the appointment will be made in Washington D.C. in September.

3. Steering Committee (in Singapore)

- Next new chapter: South East Asia (Thailand, Malaysia, Singapore, and etc.)

④ Workshops and Sessions Summary:

1. R/UDAT Session 6: Replication of R/UDATs Internationally
Charles Campion, RIBA
Joel Mills, Sr. Director, Communities by Design, AIA national

It introduced how R/UDAT works, and involves communities during the process of urban design. In this session, 20 case studies were examined, and a variety of

approaches were explained.

- R/UDAT (Regional/ Urban Design Assistance Team Program) started in 1967. It addresses relationship between professionals and communities, and provides opportunity to work together and collectively through charrette processes. It challenges architects to work for communities in democratic ways.
- Charles Campion, the author of 20/20 Visions: Collaborative Planning and Placemaking, explained the working process as well as 20 case studies that he had worked on. These examples includes St. Clements farmers' market to create the heart of community and Santa Fe railroad yard regeneration.
- Understanding, Engaging and Creating process must interconnect for a successful outcome.
- The process is as described below:
Concept ⇒ Public Review ⇒ Alternative ⇒ Public Review ⇒ Refinement ⇒ Public Review ⇒ Plan

2. **Workshop A3: Accreditation Bootcamp** (for Volunteer-led Chapter Leaders only)
Ann Dorough, CAE, Director, Component Development, AIA national

This workshop was a brief overview of the core member services requirements. In the workshop, the process and changes for the next round beginning in 2019 were explained, and it provided resources and tools to further expand member services.

- One of the AIA's core member services is to provide continuing education credits. At least 18 credits must be provided by local chapters for accreditation.
- For approval of courses, local chapters must submit the course title, descriptions, and objectives.
- Use CES online approval tool.
- AIA members must earn 12 HSW credits (Health, Safety and Welfare) out of the 18 credits for their licensure.
- Each chapter must report an assigned CES committee leader to AIA national.
- If you leave your course in the Draft Submission status, it will not go into the queue for the CES team to review. You will need to change the status of your course to Pending Admin Approval and select Save.
- Course approval will take 5 to 7 days. Plan ahead, and give the presenter the deadline for learning objectives to fill in.

3. **Workshop B1: Advocacy Tools for Your Chapter**
Ashley Cates, Executive Vice President, AIA Tennessee
Bruce Herrington, AIA, AIA Birmingham

This session featured a variety of tools currently available to components. These tools include an organizing structure that maximizes component and member resources, technologies to better track legislation and mobilize members, and training that helps articulate the importance of legislative engagement.

- Vocus: An online tool for AIA members to reach legislatives. AIA national can search committee members in the area.
- Advocacy Action Center: An online tool that AIA members can check passing bills.
- Use power mapping to approach legislators.
- The Legislative Action Network enables AIA members to speak up for their profession and make an immediate impact on the issues most important to them.
- Each component needs to establish and pursue a vision for effective influence in Government Advocacy.
- AIA national is creating a tool box for instruments that components can use to broaden and sharpen skills. This tool can be customizable, flexible, and personalize-able.
- Strategic council will review all the national policy made this year.
- Every architect should become an advocate of his/her profession.

4. **Workshop C4:** Three Years, Three Presidents, Three Years Later: Two Case Studies of the Collaborative Presidency Model

Georgi Ann Bailey, Hon. AIANY, CAE, Executive Director, AIA New York State

Raymond Beeler, AIA, 2014 President, AIA New York State

F. Eric Goshow, AIA, 2013 President, AIA New York State

Kelly Hayes McAlonie, FAIA, 2012 President, AIA New York State

Catherine Monroe, AIA, 2017 President, AIA Charlotte

John Paquin, AIA, 2016 President, AIA Charlotte

Shannon Rydell, AIA, President, AIA Charlotte

Kate Shelton, Executive Director, AIA Charlotte

This workshop provided insight into improving member value by revising board structure to be more collaborative, strategically focused, and results oriented.

- 3-year actions by New York State chapter were explained.
 - The 1st year: Planning
 - The 2nd year: Implementing.
 - a. New Executive Director
 - b. New Office
 - c. New Website Upgrade
 - d. New Advertising
 - e. New PR Initiative
 - f. New Excelsior Awards Program
 - g. New Government Advocacy Coordinator.
 - The 3rd year: Realizing
- Make strategic plans and advisory groups to make a successful outcome.
- Make action list to take the opportunity for changes.
AIA Charlotte's agenda were:
 - Creates a consistent member experience.
 - Align with AIA national's strategic plan.
 - Clear and concise



AIA
Japan

一般社団法人

- Easily understood by us and the members
- Embrace diversity
- Incorporates advisory groups and not reinvent.
- Allow for future flexibility.
- Three year shared vision with those on leadership track.

