

## 3-Year Strategic Plan 2019-2021

Contributing to the advancement of  
members and the general public

## VISION

AIA Japan is a place for architects and emerging architecture professional advancement as well as for raising the awareness of the role architects among the general public in Japan.



**AIA**  
Japan



## Elevate Public Awareness

### Mission Statement

To let AIA members and the general public in Japan know what we do and how we can assist the community.

### Strategic Objectives

1. A brand refresh to improve awareness for AIA members and the general public in Japan.
2. Provide information in both Japanese and English to encourage public interest and effective public engagement.
3. Increase public engagement to enhance the collaboration between AIA members and the general public.
4. Organize alliances of multiple organizations to increase public engagement opportunities.

### Action Steps

1. A new look for the website and the brochures are up-to-date, vibrant, and designed for the audiences in Japan.
2. All information on AIA Japan publications is both in English and Japanese.
3. Increase the number of events by providing two mid-size events, six lectures, a symposium, and many small size-events.
4. Partnering the events with other chapters of AIA in the U.S and international region, organizations in Asia, and higher education institutions in Japan.



## Support Professional Development

### Mission Statement

To ensure the best quality for educational opportunities for AIA members, architecture industry professionals, and the general public.

### Strategic Objectives

1. Identify and promote new CES programs to help members achieve their personal growth goal.
2. Monitor the quality of courses, lectures, seminars, and other educational events.
3. Improve communication among architects, architecture industry professionals, and the general public.
4. Reinvent how people share knowledge, tell stories, and inspire their audiences to act.

### Action Steps

1. Develop the seminars and lectures in a wide range of current issues about Sustainability, Health, Safety, and Welfare, and Accessibility. Works with AIA national to periodically assess the members' needs for continuing education.
2. Develop an evaluation system for the selection and the review process of lecturer. All newly proposed and previously held courses are carefully reviewed and feedback is formulated to improve the quality of the final product.
3. Provide lectures and seminars with more networking opportunities.
4. Improves participation among architecture industry professionals through active interaction performed by a designated members.



## Advocate for the Profession

### Mission Statement

Promoting the value of our profession among a bigger audience.

### Strategic Objectives

1. Sharing relevant information with architecture industries, organizations, and the general public.
2. Build industry alliances to increase collaboration with other organizations and form strong relationship with them.
3. Invite the leaders of architectural industry, real estate, the general public, and other organizations to our events, seminars, and lectures to raise the awareness of our mission.
4. The board members to develop media relations to increase the general public knowledge of architecture.

### Action Steps

1. Provide reports and information on AIA Grassroots, AIA Conferences, and other resources through website, publications, social media, and e-mails.
2. AIA Japan leaders to regularly attend the events of the Architectural Institute of Japan, the Japan Institute of Architects, the Society of American Military Engineers, and other relevant organizations.
3. Send and post the regular event invitations through website, publications, social media, and e-mails.
4. The board members exposure to public broadcasting including NHK world and TV Asahi.



## Ensure Financial Sustainability

### Mission Statement

Strive to increase revenues without sacrificing annual membership dues for continuing support of our members and emerging professionals.

### Strategic Objectives

1. Create an annual schedule and budget planning.
2. Develop other reliable sources of revenue.
3. Develop new and existing member retention strategies.
4. Attract sponsors by offering incentives.

### Action Steps

1. Treasurer oversees annual budgets and reviews them during the quarterly General Assembly and Board Meeting.
2. Develop Tokyo Architecture Tour program. Charge entry for the public lectures and events.
3. Create new committees for new and existing members to encourage them to participate, and induce continued enrollment.
4. Give a sponsor the ability to place their logo on event promotional banners and flyers, and include the sponsor's logo in all of our promotional gear.



**AIA**  
Japan

一般社団法人アメリカ建築家協会日本支部

## Acknowledgements

### Strategic Planning Committee

Daishi Yoshimoto, AIA (Immediate Past President)

Akira Nakamura, AIA (2019 President)

Yasushi Leo Nishimura, Int. Assoc. AIA (2019 First Vice President / President-Elect)

Segene Park, AIA (2019 Secretary)