



The American  
Institute  
of Architects

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**AIA**

**2014**

**Annual**

**Report**

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Driving Awareness

“Thank you for an  
extraordinary year.”  
Robert Ivy, FAIA  
Chief Executive Officer



# An Extraordinary Year

2014 was an extraordinary year. After laying the groundwork for a 21st-century AIA, you, our members, overwhelmingly voted for positive change. We took that mandate and went to work together.

Our first decision involved reaching out by looking up. How could we share the value that architects bring to the public? Boldly, we reached into people's daily lives with the launch of our new three-year public awareness campaign—our first in nearly a decade.

The Architects Foundation joined with us on substantive issues that affect sustainability. A landmark Design and Health Summit brought together public health experts, policy makers, and the Deputy U.S. Surgeon General to improve public health and quality of life.

In 2014 we laid the critical foundation for future growth with a reorganized Board of Directors and the AIA's first Chief of Staff, Abigail Gorman. In a major commitment, we are investing to completely transform our digital systems. As a prime member benefit, AIAU, our new online education portal, will deliver coursework with increasing rigor and quality.

While we remain focused on domestic markets, the active new Shanghai chapter attests to the increasing global influence of a diverse marketplace. Although there is much work left to accomplish, our efforts in diversity yielded a new MOU with the National Organization of Minority Architects and an increasing percentage of women members.

When I look up, my perspective changes. I see the people who help make change possible—all of you who seek to design a better world. Let's build on the successes we agreed to in 2014.

Thank you for an extraordinary year.

Robert Ivy, FAIA  
EVP/Chief Executive Officer

The AIA has 264 chapters, including 6 international locations, and 85,000+ members.

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# The New AIA

## **Governance Change**

Reducing the size of our Board of Directors from 53 to 14 positioned us to enter 2015 with an efficient, scalable governance structure. The newly created Strategic Council, a “think tank” body of 40 to 50 members, is tasked with generating new ideas and recommending policy. Our members enthusiastically approved these changes at convention, voting 3939–193.

## **Digital Transformation**

In 2014, our Board of Directors approved plans for a dramatic digital transformation that will exponentially improve member services and communications to all AIA audiences, and position the AIA as a leader in digital media and communications. In late 2015, we’ll begin rolling out components of a new AIA.org experience.

## **Chapter Support**

Every member in every chapter is entitled to a strong set of core services from the AIA. Thanks to significant 2014 efforts by our Member Services Resource Task Force, every member within a state will have access to a core set of services. Emerging from the year is model language for a Member Service Agreement and an Alignment Toolkit that defines roles and responsibilities for member service delivery—on the local, state, and national levels.

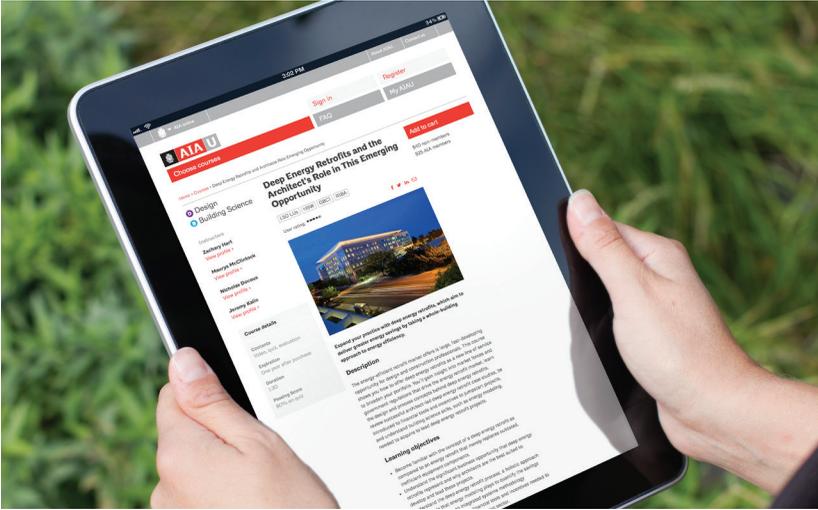
## **Examining Diversity**

The AIA Diversity in Architecture Survey is a report to watch for in 2015. We launched the first industry-wide diversity survey in 2014, collecting data on ethnicity and gender from architecture students, firm owners, academics, and others. It looks at existing college, firm, and workplace cultures and how these affect the careers and choices of diverse architects and design professionals.

Participation by the National Council of Architectural Registration Boards, the Association of Collegiate Schools of Architecture, the National Architectural Accrediting Board, and the American Institute of Architecture Students set us up to capture unparalleled, actionable intelligence that we’ll all use to understand which programs and initiatives are effective in developing a diverse profession.

## **NOMA Collaboration**

After years of a close and productive relationship, NOMA now has its home at AIA National headquarters in Washington, DC Its new location plus a three-year extension of our Memorandum of Understanding will fuel further collaboration and profession-advancing projects.



In 2014, the AIA awarded 1.1 million continuing education credits.

# Continuing Education

## Never Stop Learning

AIAU, our new online education platform, launched in September with excellent reviews. Users from 30+ countries gave 4-star and 5-star ratings to 85% of our courses. Although anyone can take a course, AIA members get free transcript updates and special pricing.

Continuing education content leapt forward in 2014, too, with highlights from convention including a full-day preconvention workshop on international practice led by speakers working in Canada, Europe, China, Mexico, Brazil, the Middle East, Africa, and India (available on AIAU), a new track in Design and Health, and a mini MBA for emerging professionals.



“Because I live and work abroad, AIAU is the only way to fulfill my American license-maintenance requirements without costly travel. AIAU makes it possible for me to learn at a distance.”

Jessica Niles DeHoff, AIA, Phnom Penh, Cambodia



# Advocacy

## Taking Action

Gridlock, partisanship, lame duck—these terms may have described the political environment in 2014, but within AIA, it was a year to counter cynicism. The results of our advocacy efforts, combined with the power of 85,000+ member advocates, helped architects protect their businesses and careers in 2014.

## Standing Firm

Tax incentives for green building save members, firms, and businesses millions each year. When the 179D Energy Efficiency Commercial Building Tax Deduction was in danger of vanishing, the AIA worked to protect it. The result? The preservation of a valuable tax incentive that makes green building more affordable and encourages architect involvement.

Nobody wants to work for free—or risk giving away intellectual property. But many firms were doing just that under a poorly designed government design-build system. The AIA helped bring reform forward with legislation it steered through Congress, resulting in a streamlined proposal process in the military sector, a significant source of business. Next up: Bring efficiencies to the civilian sector process.

Architects are already at work on buildings that meet or exceed aggressive sustainability goals. When special interests tried to repeal energy efficiency laws, members spoke up, along with nearly 1,000 companies and organizations. The AIA directed these voices where they would be most effective and helped block the repeal effort.

For five years, the AIA has fought attempts to raise payroll taxes on certain types of architecture firms. With the help of our Congressional allies, we blocked the effort again in 2014.

## Working Off the Debt

Student loan debt can be crippling to aspiring architects. In 2014, the AIA and the American Institute of Architecture Students worked together to advance the National Design Services Act (NDSA), which would allow architecture graduates to work off loan debt while gaining valuable experience helping their communities. Thanks to our joint efforts, the bill is now being championed by members of Congress from both parties.

“Architects are trained to be innovative, out-of-the-box problem solvers with excellent critical thinking skills. The NDSA is an opportunity to leverage this wealth of talent for the purpose of improving our cities and neighborhoods throughout the United States.”

Evan Litvin, emerging professional architect who created a [Change.org](#) petition supporting NDSA as a grassroots effort

ArchiPAC donations  
allow us to support  
architects' biggest  
champions in Congress.  
Nearly 90% of the  
candidates that  
we supported were  
re-elected.

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# Advocacy

## International Trade Progress

Another opportunity to expand prospects for architects, designers, and small firms in foreign markets came through a trade mission to Qatar in 2014, the third architectural services trade mission made in partnership since 2012 with the U.S. Department of Commerce.

## Defending the Role of the Architect

Architects faced plans in state capitals across the country to shrink the scope of licensed practice. AIA members worked together to fight these attempts, holding the line against encroachment, defeating unreasonable liability bills, and blocking professional service taxes on architects. The AIA worked to advance reasonable statutes of repose and led the way in defeating misguided design-build and public-private partnership legislation that would have cost taxpayers more money and reduced the quality of design.

## Providing State Legislative Resources

Recognizing that many lawmakers lack a basic understanding of what architects do, the AIA developed an interactive toolkit to help synthesize complex practice issues into digestible “big picture” concepts. A similar “How to Choose

“The National Design Services Act will help promote sustainable economic development and jobs by ensuring aspiring architects are able to gain valuable experience while giving back to their communities designing public projects such as schools, health clinics, housing facilities, and libraries. In return, the bill will alleviate some of the barriers new students face as they pursue their dreams in architecture.”

U.S. Rep. Ed Perlmutter (D-CO)

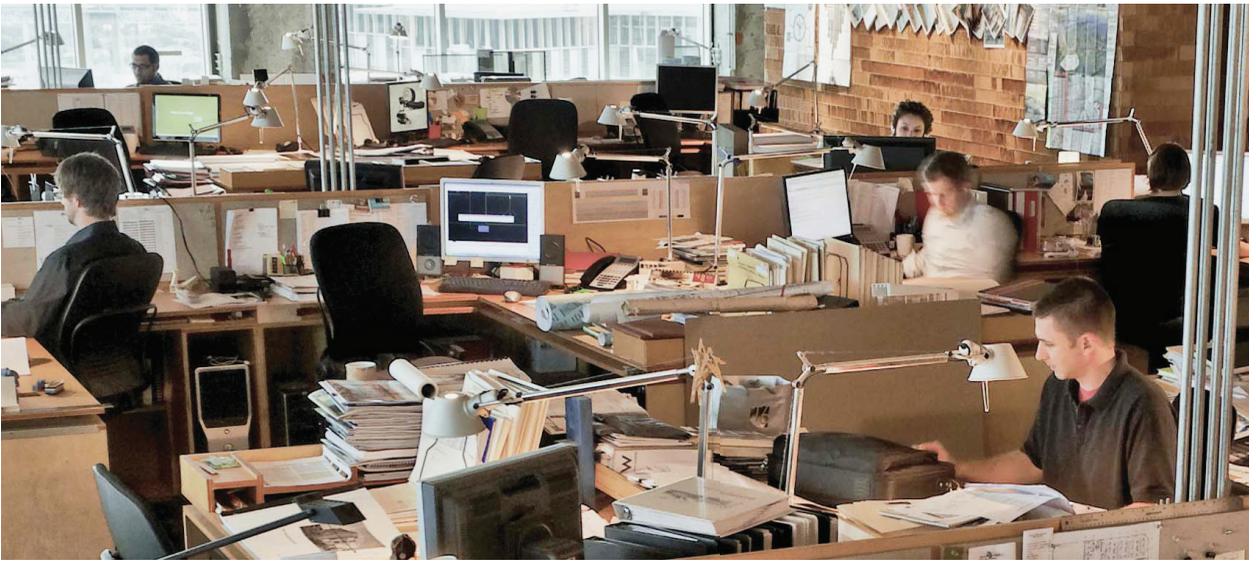
an Architect” toolkit was launched to help members counter proposals that would have diluted qualifications-based procurement.

## National Model Code Development

AIA solidified its role as a leader in the development of national model codes, standards, and rating systems, and is raising the bar on what it means to be resilient in the 21st century. AIA forged a multiyear agreement with the International Code Council to collaborate on

code development, advocacy, training, and industry transformation. Working closely with its partners, AIA helped bring the industry together by combining into one unified document the International Green Construction Code and ASHRAE Standard 189.1.

In an AIA-coordinated fly-in effort, leaders from 13 large firms met with top Democratic and Republican lawmakers to discuss issues affecting the industry, including 179D and design-build legislation.



# Business and Firm Support

## **The Business of Architecture**

AIA products make it easier for architects and design professionals to do business. 2014 brought some notable launches.

## **More Downloads, More Value**

AIA Contract Documents are the industry standard for architects, contractors, attorneys, and other professionals. In 2014, renewal rates reached record highs, and more than 380,000 documents were downloaded. By the end of 2014, we expect our users to have finalized more than one million AIA documents, the most ever recorded.

**Eight new documents added.** The AIA created new documents for the Conventional, Construction Manager as Constructor (CMc), and Program Manager document families.

**Seven design-build documents updated.** Some of the AIA's most popular downloads now help make interaction easier among owners, design-builders, contractors, architects, and consultants. Updated terminology and a Sustainable Project Exhibit extend their value.

**Customizing for institutions.** In September, the AIA released 10 documents tailored to fit the mandates of the Kentucky Department of Education. The school system can now speed its contract processes while ensuring it meets standards.

**CSI endorsement.** The Construction Specifications Institute (CSI) gave its official nod to four key AIA Documents, recognizing their alignment with Building Information Modeling best practices.

**ACD5 goes live.** The new, cloud-based Plus service lets users download and modify nearly 200 AIA documents, with no special software required.

## **Architect Is a Verb: CRANTV**

Do potential residential clients know how to communicate with an architect, or how the process will unfold? The Custom Residential Architects Network (CRAN) Knowledge Community began production on a 12-episode video series to give clients answers. The three-minute segments show how "architect" can be a dynamic verb bringing value to every stage of the residential building process.

CRAN is one of 21 AIA Knowledge Communities, professional interest groups where like-minded members network, stay current on the topics they care about, and explore unique interests.

“AIA Contract Documents assist us in clear communication on detailed projects, where sophisticated clients demand accountability.”

Peter Carniglia, President, Carniglia Construction, Inc.

Top AIA Trust

searches: Professional

liability insurance,

health care,

ACA, retirement.

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# Business and Firm Support

## **AIA Trust—Resource Rich**

Members tap the AIA Trust for help with health, legal, and business challenges. And 2014 yielded plenty of these: Affordable Care Act deadlines, tax law changes, and new concerns about risk and liability.

In 2014, the Trust launched the AHIX health exchange, which makes available an average of 97 plans per state. Among other features, it gives each user a dedicated agent ready to navigate plans and answer questions. Two new retirement plan options also came online: a larger-asset plan and a new structured investment option.

The Trust also created three new webinars and 17 reports on topics including risk management and sustainability. In response to member requests to make it easier to find a qualified architecture/engineering construction attorney, the Trust designed and populated a new Legal Network database, which will launch in 2015.

## **Grants Boost Business Skills**

The AIA Trust-Schinnerer Component Grant Program helps members, particularly those with small firms, obtain information and skills for advancement. In 2014, direct grants went to five chapters: Kansas City, Miami, Orlando, Rochester, and Washington, DC. Using their awards, Orlando held a CEU Cram, an immersive day of education and business development, and Washington, DC, presented a committee chair Boot Camp.

## **Architect's Handbook, 15th Edition**

An indispensable guide got better in 2014 with the release of the *Architect's Handbook of Professional Practice*, 15th edition. With nearly two-thirds new content reflecting the changing nature of the business, it includes updated information on small firm practice, career development, and business management. Individual chapters are now available for purchase and download.



# Industry Research

## Research Developments

AIA research saw more prominence and influence in business and financial marketplaces in 2014 and offered increased value to members. The *2014 AIA Foresight Report*, highlighting practice trends and their impact on business and growth, was downloaded twice as often as in 2013. The *AIA Home Designs Trends Survey* continued to give members the edge, reporting quarterly on trends in new-home and remodeling work. The *AIA Firm Survey* provided the big-picture view of individual firms' markets and financial performance. Our *AIA Compensation Report* continued to be the benchmark salary reference. And, content available through the Building Research Information Knowledge (BRİK) portal increased by 25 percent. Stay tuned for 2015, when a new partnership will add content from more than 4,000 sources.

“A 12-month lead time is a good rule of thumb for predicting [construction] market performance based on movements in leading indicators, in our view. We prefer ABI over other leading indicators.”

Wells Fargo U.S. Non-residential Primer/Analysis, October 2014

## 2014 ABI Captures the Future

AIA's monthly Architecture Billings Index (ABI) is a leading economic indicator: It consistently forecasts nonresidential construction spending—based on U.S. architecture billings—up to a year in advance and is followed by international investment groups and media.

For 2014, AIA added an indicator—trends in design contracts—to amp up the ABI's predictive ability. The resulting analysis was featured in the *Wall Street Journal*, CNBC, Reuters, Bloomberg, and more than 1,000 news articles—more than twice the coverage the ABI received last year. The index was positive for 10 out of 12 months in 2014, revealing a healthy upturn in this vital job-generating sector.

Whose eyes  
are on the ABI?  
Financial  
analysts from  
Morgan Stanley,  
Credit Suisse,  
Morningstar,  
Raymond James,  
UBS, and more.



# Recognition

## Honoring Vision

Design excellence is revealed in many ways. In 2014, the AIA recognized projects and architects in 28 categories for their extraordinary vision and talent.

AIA's highest honor—the Gold Medal—was awarded posthumously to Julia Morgan, FAIA, the early-20th-century architect who left a legacy of memorable buildings, such as the Hearst Castle, dotting the California hills. The 2014 Architecture Firm Award went to Eskew+Dumez+Ripple, a New Orleans-based firm that helped re-envision the city, and the firm itself, in the wake of Hurricane Katrina.

Harrison Fraker, Assoc. AIA, received the 2014 Topaz Medallion for Excellence in Architectural Education for pushing the academic study of energy use in buildings to the forefront of the sustainability movement. Ivenue Love-Stanley, FAIA, the first African-American woman to become a licensed architect in the Southeast, received the 2014 Whitney M. Young Jr. Award for her career-long dedication to bringing design and education to underserved communities.

Despite phenomenal population growth and accelerating pressures on the system, the Washington, DC, Metro rail transit system has stood the test of time with its scalable, functional, and striking design, earning it the AIA Twenty-Five Year Award.

## New COTE Award Class

The Committee on the Environment (COTE) awards is the industry's best-known awards program for sustainable design excellence. Ten outstanding green projects and one "Top Ten Plus" recipient were honored in 2014. The AIA also partnered with ACSA to add a second Top Ten award series for students, which will debut in 2015.

“On behalf of these women practitioners, I express our collective, and respectful, anger. Historically important women designers are still not in the history books. But at this moment—on this day—in the history of the AIA, I express our collective joy. The AIA has indeed reaffirmed its commitment, as architects, to its democratic ideals.”

Beverly Willis, FAIA, accepting the 2014 Gold Medal in honor of Julia Morgan

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# Recognition

## Young Visionaries

In 2014, the AIA was proud to recognize 18 recipients of its Young Architects Award:

### Illya Azaroff, AIA

Post-Superstorm Sandy resilience champion

### Thomas Bradley Benjamin, AIA

Advocate for mentoring and pro bono work

### Joshua Flowers, AIA

Architect/attorney who brings creatives together through symposia and networking

### Wyatt Frantom, AIA

Elevating thoughtful publications and preservation

### Nathan Kalaher, AIA

Rejuvenating the community and the university experience

### Evelyn M. Lee, AIA

Ambassador of architecture and strategic planner

### Timothy W. Maddox, AIA

Committed to accessibility and independence

### Daniel Overbey, AIA

Bringing the disciplines of research and evidence to practice

### Mark Pasnik, AIA

Writer/curator connecting the public to the culture of architecture

### Michael P. Pfeffer, AIA

Fostering global perspective with projects spanning four continents, 26 cities

### Jason Dale Pierce, AIA

Advocate for emerging professionals in multiple states

### Mark A. Schwamel, AIA

Developing creative programs in mentoring and career advancement

### Matt Slagle, AIA

Demonstrating community benefits of sustainability

### Christian B. Sottile, AIA

Inspiring SCAD teacher, visionary urban designer

### Lorena Toffer, AIA

Creating groundbreaking programs for women and Latinos

### Brian Vitale, AIA

Teacher, mentor, and Chicago preservationist

### Karen E. Williams, AIA

Opening the world of architecture to girls and connecting women who practice

### Jeffrey M. Yrazabal, AIA

Go-to leader in sustainable design and career development programs

## Inspiring Associates

This year's Associates Awards recipients exemplify the highest qualities of leadership among Associate AIA members:

### Ashley W. Clark, Assoc. AIA

Bringing empowerment and a strong brand for Associates at the National level

### Julie Ann Engh, Assoc. AIA

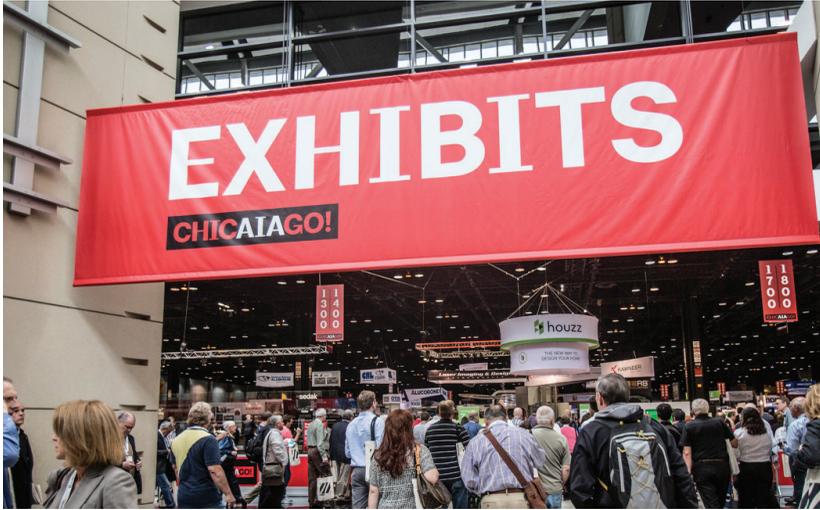
Sought-after public promoter of the profession and architectural tourism expert

### Ana Isabel Guerra, Assoc. AIA

Instrumental in advancing improved and responsive terms for interns

### Hiroshi Jacobs, Assoc. AIA

Leading voice in Building Information Modeling who created widely used software



92% of attendees would recommend convention to colleagues and peers.

# Convention

## New Heights in Chicago

AIA Convention is one of the largest professional gatherings in the U.S. for architects and design professionals. Held June 26–28, 2014, in Chicago, it united the world's brightest leaders, innovators, and provocateurs for three days packed with education, vision, and collaboration.

In addition to inspirational keynotes and dozens of one-of-a-kind tours and events, the convention pushed education sessions into trending territories, including a new track in Design and Health. 2014 also introduced Expo Chat, a new way to earn CE credits with exhibitors.

Next year, we'll host a full-day pre-convention event in collaboration with the Association of Collegiate Schools of Architecture (ACSA), focusing on the nexus between architectural education and practice. In 2014, we received more than 200 submissions for this first-time event.

## Environmental impact

AIA Convention 2014 had a 68 percent diversion rate at McCormick Place. 733 trees were saved, as were 16,000 gallons of oil, 177,000 kW of electricity, and 302,000 gallons of water.

“The idea of rethinking your space is essential for a city today. We as a city are embracing how you actually use the work of architects.”

Chicago Mayor Rahm Emanuel, opening remarks Day One

“I'd argue that social change is reliant on spatial change to achieve its real potential.”

Jeanne Gang, FAIA, Day Two keynote

“I would start to imagine policy as form. I would start to imagine a city as a potential landscape.”

Theaster Gates, artist and urban planner, Day Two keynote

“Our big bet is that collisions, co-learning, and connectedness will lead to happiness and innovation.”

Tony Hsieh, Zappos CEO and Downtown Las Vegas developer, Day Three keynote

Two students from Tuskegee University collaborate on an urban design for the Pratt City area in Birmingham.



# Communities by Design

## Empowering Communities

What's ahead for a waterfront community in an era of rising sea levels? In 2014, the AIA's Center for Communities by Design worked with residents in Bath, Maine, and Provincetown, Massachusetts, to develop strategies to adapt. These were just two of the Center's eight projects last year helping communities around the nation facing challenges in housing, economic reinvention, and more.

For nearly 50 years, the Center has had a profound impact on communities, sending national teams to areas that call for help. Sometimes it's a disaster that prompts the call; in other cases, demographics change or an industry departs, and a community must find ways to re-create itself for the future. Over just a few days, the volunteer teams orchestrate public, political, and design processes to begin transformations, providing communities with actionable recommendations.

The Center completed five design assistance projects in 2014 and returned to follow up on progress in three others, publishing seven reports totaling 457 pages. The Center served as a technical assistance and information resource for dozens of additional efforts. Teams also worked internationally, training design professionals and local officials during events in Brazil and Ireland.

“Our students who participated in the AIA project for Rio Vista will benefit for the rest of their lives. To learn about how to take a global look at creating livable, sustainable, and vibrant communities will have a profound multiplier effect and impact their design decisions as professionals.”

Professor responding to Communities by Design team activity in California



In the last 5 years the design assistance program has catalyzed \$1 billion in new U.S. investment, producing millions in jobs for the architecture and design industry.

# Communities by Design

## Back From Disaster

In 2011, an EF-4 tornado hit Birmingham, Alabama, and took out more than 500 homes, a fire station, and a library, gutting the city's Pratt community. The mayor contacted the AIA's Center for Communities by Design for help.

A nine-member team collaborated closely with 450+ community residents and city officials to determine their needs and develop a comprehensive plan for rebuilding.

In 2014, the Center traveled back to Birmingham for the city's "Tragedy to Triumph" celebration, and the change was overwhelming. New residences are built

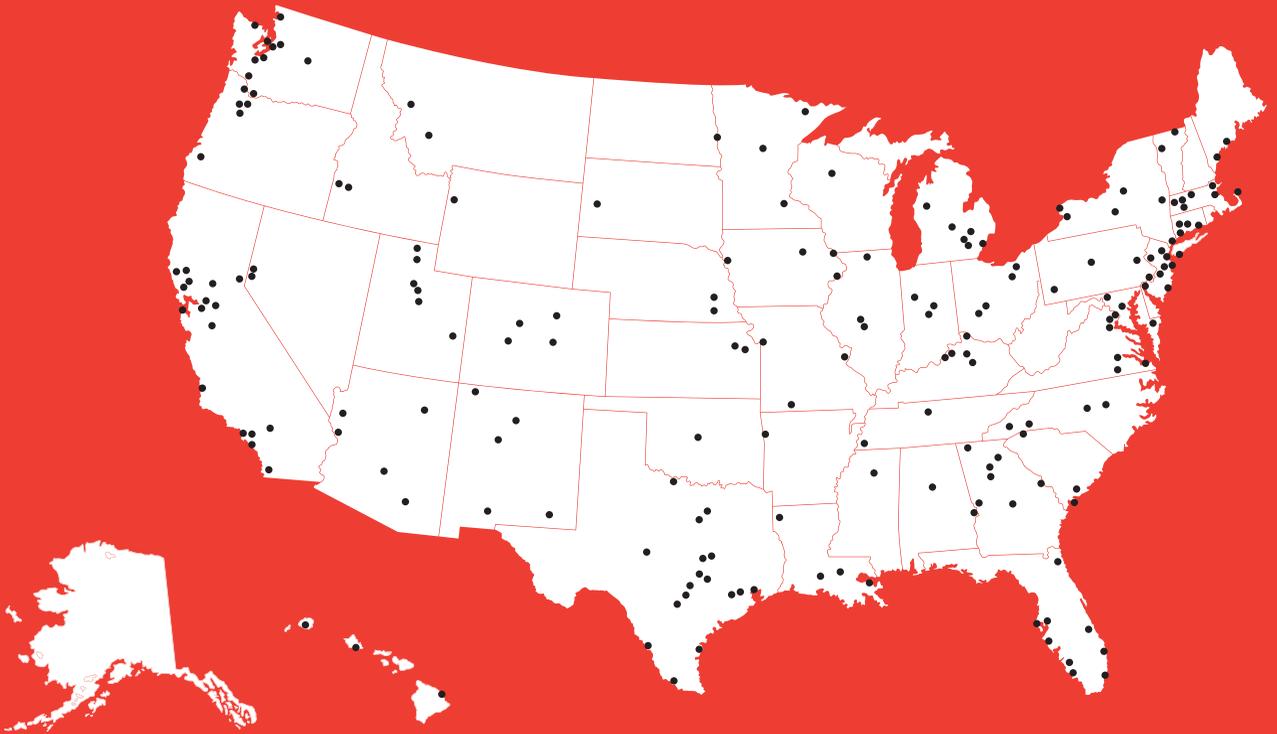
to LEED Gold standards. A Civil Rights trail marks the area's rich history and connects to a greenway. A new library, church, fire station, and a senior housing development answered the community's needs. All of the public facilities are built to withstand storms—and other new construction includes shelters with safe rooms. The influx of public investment is encouraging private development and new amenities, pointing to more success to come.

“It is a plan we can use as a guide to restoring our community to not just the way it was, but better. It is truly a comprehensive plan and beyond the expectations that many people had.”

Birmingham Mayor William A. Bell

## Design Assistance

After a half-century of public service to 200+ communities, the AIA's Design Assistance Team Program has catalyzed billions of dollars in new investment while supporting communities in need. These efforts have led to the revitalization of some of America's most prominent places, such as the Pearl District in Oregon and Railyard Park in Santa Fe.





# Sustainability

## **Sustainability Connects**

Two years ago, the AIA took a bold step forward in redefining what sustainability means to our profession. In 2014, we catalyzed our leadership role by taking strong positions on design and health, materials, and resilience and refining our position on energy. These statements will direct future advocacy and policy efforts and educate leaders and communities about how architects can help improve public health, save energy, and work together to create a resilient built environment.

## **Leaders in Design and Health**

The AIA made history in April, bringing together policy, health, and built environment experts, including Deputy U.S. Surgeon General Boris Lushniak, for the AIA's first-ever Design and Health Summit.

Sponsored by the National Endowment for the Arts, ACSA, and the Architects Foundation, the Summit resulted in six evidence-based approaches for action. AIA published 15 reports from attendees on topics ranging from the role of daylight in dementia care to agriculture in cities to creation of a new professional model for design in public health.

“We have a partnership—public health professionals and architects and planners. We have an influence on America’s public health that we’re only now beginning to grasp.”

Deputy U.S. Surgeon General Boris Lushniak

In June, the AIA launched the Design and Health track at AIA Convention 2014, featuring a half-day workshop on health impact assessments by Pew Charitable Trusts and a presentation by David Erickson of the Federal Reserve Bank of San Francisco, among others. The track was supported by the Robert Wood Johnson Foundation; sessions are available on AIAU.

## **Materials Matter**

In 2014, the AIA adopted the Materials and the Built Environment position statement: The AIA recognizes that building materials impact the environment and human health before, during, and after their use. Knowledge of the life-cycle impacts of building materials is integral to improving the craft, science, and art of architecture. The AIA encourages architects to

promote transparency in materials’ contents and in their environmental and human health impacts.

Through awareness videos and information packages, we made our position clear: Materials matter. These resources also help members navigate the materials transparency landscape successfully while managing risk.

## **2030 Impact Builds**

Our 2030 Commitment program, which began in 2009, started a positive trend in firms to address energy savings in building design across portfolios. In 2014, 33 new firms signed on to the commitment. We also released a progress report analyzing data reported in 2013 from 99 firms on projects of all types and sizes and putting it into context. The good



# Sustainability

news: the number of net zero buildings reported increased by 500 percent; projects reaching the reduction targets increased by 200 percent. News firms can use: Energy modeling improved projected performance by an average of eight percent (and none of the projects that excluded energy simulation hit their marks).

To support firms in reporting—and to get even more actionable data—the AIA worked with the Department of Energy and the Environmental Protection Agency to create the 2030 Design Data Exchange reporting tool, scheduled for 2015 release.

“The 2030 Commitment is a huge opportunity for the global architecture and planning community. The urban built environment is responsible for 75% of all global greenhouse gas emissions. That’s where the work has to be done.”

Edward Mazria, FAIA, Architecture 2030 founder

At the International Union of Architects (UIA) World Congress and Assembly in Durban, South Africa, the AIA joined more than 100 national architectural organizations in unanimously adopting the 2050 Imperative, a far-reaching, historic declaration on environmental and social sustainability, including phasing out CO<sub>2</sub> emissions in the built environment.

## Gathering Allies in Resilience

The AIA spearheaded the creation of an Industry Statement on Resilience with the National Institute of Building Sciences and a CEO Summit from 20 cosigned organizations, representing the architecture, engineering, and construction communities. The joint effort

was announced in May at the National Building Museum. In December, the AIA Board of Directors adopted the industry statement as its position to create resilient communities, and this strategic effort kicked off an expanded commitment and new multidisciplinary approach to resilience, programming building on the AIA’s strong history with disaster assistance and participatory design.

We held more than a dozen disaster response and resilience design trainings of the Safety Assessment Program and HURRIPLAN Resilient Design for Coastal Construction in locations including Seattle, Baltimore, Colorado, and New York. And, we continued work to integrate resilience provisions in codes, standards, and rating systems, began work with industry partners on a new LEED pilot credit, and provided policy support to the Architects Foundation, HUD Rebuild by Design and National Disaster Resilience Competition, and Rockefeller’s 100 Resilient Cities.

Healthy places are contagious.  
Healthy places invite people in.  
Architects are essential to the collaborative process of designing, building, and maintaining healthy environments. Indeed, the central function of architecture is to lighten the stress of life. Good design entails both physical and mental well-being. Architects should create environments that reduce anxiety and empower people to be more active, more engaged, and more confident in their homes and communities.

Outcomes Report,  
Design and Health Summit

The AIA had 17,000  
Associate Members  
in 2014, our highest  
numbers since 2009.

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# Emerging Professionals

## Agents of Change

The inaugural Emerging Professionals Summit, held in January, set the tone for the year, bringing together 70 thought leaders from across the profession—students and recent graduates, firm owners, entrepreneurs, academics, and business leaders. The ideas flew: What is a “citizen architect”? How is a designer like a movie producer? What would a “teaching firm” look like? We made substantial progress addressing three of the Summit’s 12 findings including exploring nontraditional and experience-based career paths, addressing challenges with firm culture, and easing student debt.

## The I-Word

The word “intern” just doesn’t convey the diversity of paths and experience today’s recent graduates represent. Following the Summit, the AIA launched two surveys on alternate terminology and shared the results with the National Council of Architectural Registration Boards (NCARB),

which administers the Intern Development Program (IDP). The survey results prompted NCARB to establish the Future Title Task Force, charged with exploring possible titles for everyone on the path to licensure and beyond.

## Financial Support

In 2014, the AIA Board of Directors approved a \$1 million endowment to support diversity scholarships. We also awarded thousands of dollars in scholarships to defray the cost of the Architect

Registration Exam (ARE), tuition, and research. Here’s one example: University of Texas graduate student Alison Steele received a \$7,000 grant from the Small Projects Practitioners and the Housing Knowledge Community to tackle design challenges with resonance: Affordable aging in place and developing lower-cost, high-quality, environmentally sound “in-law flats.”

“Our vibrancy as a profession tomorrow depends on those starting their journeys today. It is a matter in which all of us should be deeply invested—as the AIA, as local and state chapters, and as architecture firms.”

Helene Combs Dreiling, FAIA, 2014 AIA President



# AIA Chapters

## **New Business Model for Chapters**

Every member in every chapter is entitled to a strong set of core services from the AIA. Thanks to significant efforts by the AIA's Member Services Resource Task Force, every member within a state will have access to a core set of services, such as continuing education and advocacy support. This new model gives chapters the flexibility to respond to their unique local environment while preserving unity of purpose and member value.

## **Amplifying Best Practices**

What have you learned about serving members? What are your best new ideas? The AIA awarded 11 chapters grants of up to \$15,000 to support the development of best practices. Grants went to California, Florida, Washington State Council, Iowa, Georgia, Kentucky, Houston, Oregon, New York, Michigan, and New Jersey.

## **Uniting International Communities**

In 2014, the AIA International Region united international members and strengthened relationships with other international architecture and design associations. The IR's premiere International Design Awards, with 18 honors for works completed by AIA members living and working outside the U.S., brought a capacity crowd to the awards ceremony in Hong Kong. That city was also the site for the Asian Cities Symposium, first in a series of IR symposia examining sustainable urban development. To further connect members across continents, IR developed a newsletter and the Global Events Calendar app.

## **New Shanghai Chapter**

AIA opened a new chapter—and new opportunities for connections with China—in the world's sixth-largest city, Shanghai. The September opening ceremony garnered international media coverage.

Three years of effort went into the launch: Because China does not recognize non-profits, the venture required the AIA to work with the public-private partnership DC Center China in Washington, DC, to set up the charter. Lessons learned will help us to meet requests to bring AIA to South Korea, Singapore, the Philippines, and Vietnam.



# Architects Foundation

## Foundation Puts Ideals Into Action

As the 501(c)(3) arm of the AIA, the Architects Foundation, launched in 2014, demonstrates the value of architecture through actionable programs in resilience, design and health, education, and preservation.

The Foundation's biggest initiative, the National Resilience Initiative, brings together universities, Federal agencies, NGOs, and others to develop collaborative, multidisciplinary solutions for resilient built environments in communities. This includes establishing a series of design studios that will work on resilience projects aimed at creating solutions in the built environment. The first design studio will be housed at the New Jersey Institute of Technology's Center for Resilient Design in Newark, NJ.

“The Foundation is reaching out to various audiences including the general public, decision makers, international stakeholders, and others to share the value of architecture and architects. We’re working to collectively solve some of the biggest challenges where architects can make a real difference.”

Sherry-Lea Bloodworth Botop, Executive Director, Architects Foundation

The Foundation also connected on a global scale, representing architecture and design professionals at Rockefeller's 100 Resilient Cities convenings and at the inaugural Chief Resilience Officer Summit in New Orleans.

In December 2014, the AIA launched its first major public awareness campaign in nearly a decade.



# Driving Awareness

## Looking Up, Looking Forward

In December 2014, the AIA launched a three-year campaign to raise public awareness about the value of architects. Developed with The Purpose Institute, it's the AIA's first major public awareness campaign in nearly a decade.

A 90-second video called "Look Up" prompted people worldwide to share ideas and photos on social media. By the end of 2014, the conversation around

the campaign reached over 5,000,000 worldwide and created conversations within traditional media as well. In 2015, we'll launch a commercial advertising campaign.

The campaign urges people to take note of architecture in their everyday lives and to see architects as vital members of their community whose work impacts their health, economic prosperity, and community development.

"'Look Up' responds to what members have identified as their highest priority—advancing a broader knowledge about the many ways architects and architecture impact lives."

Elizabeth Chu Richter, FAIA, 2015 AIA President

## "Cool Spaces!" Debuts

Stephen Chung, AIA, lost his job during the recession. He says it gave him time to think about how architects can better explain what they do to the public. In 2014, he and his team created *Cool Spaces! The Best New Architecture*, an AIA-sponsored PBS series that profiles some of the most provocative public space architecture of the 21st century. The reviews are in: The *Los Angeles Times* calls Chung "a natural" and *Dwell* magazine says the series "goes behind the blueprint" and "showcases exceptional public buildings and design."

**AIA leadership, topical experts, data, awards recipients, and policy positions were featured in 5,135 articles or broadcast segments in 2014.**

“It’s day two of the American Institute of Architects convention in Chicago and the keynote emphasized issues of resilience and sustainability, with speakers tackling everything from greenhouse gas emissions in cities to obesity and suicide rates in suburbs. The throughline: Design is key to building a healthier, happier America.”

*Fast Company*, “It’s Time to Rethink the American City,” June 27

“Americans, on average, spend around 90 percent of their time indoors, and now the nation’s leading group of architects has found inspiration in this somewhat glum fact ... as a major opportunity for them to make a meaningful impact on public health. Today, the American Institute of Architects announced a research program that will further explore the notion that building design, city planning, and health should go hand in hand.”

*Scientific American*, “Architects Aim to Make Us Healthier with ‘Irresistible Staircases’ and Open Layouts,” December 15

“The AIA’s 2014 Housing Awards breaks up the march of zillion-dollar projects with something a little more real: Places where normal humans actually live. Most of them are remarkably energy efficient, and a good number of them are built from the bones of older abandoned structures.”

*Gizmodo*, “The 10 Best Houses of the Year,” April 9

“Common sense, and a growing body of research, point out an overlooked truth: Intentional design decisions can improve health care for sick people. Pushed to its logical conclusion, we can now ask, ‘Can good design help prevent people from getting sick?’”

*Huffington Post*, “The Cure for What Ails You,” Robert Ivy, FAIA, CEO, American Institute of Architects, October 9

“More homeowners want to stay put in retirement, prompting them to renovate rather than sell their homes. American Institute of Architects’ Chief Economist Kermit Baker shares the ways to make your home safe and comfortable at any age.”

CNBC, “Aging in Place,” May 30

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# Strategic Partners





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“This was a pivotal year because so many large-scale initiatives that had been in the planning stages came to life. Looking ahead, we will continue to deliver on core priorities for the profession and drive greater awareness for the work that architects do every day.”

Helene Combs Dreiling, FAIA, 2014 AIA President



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