

November 15, 2016

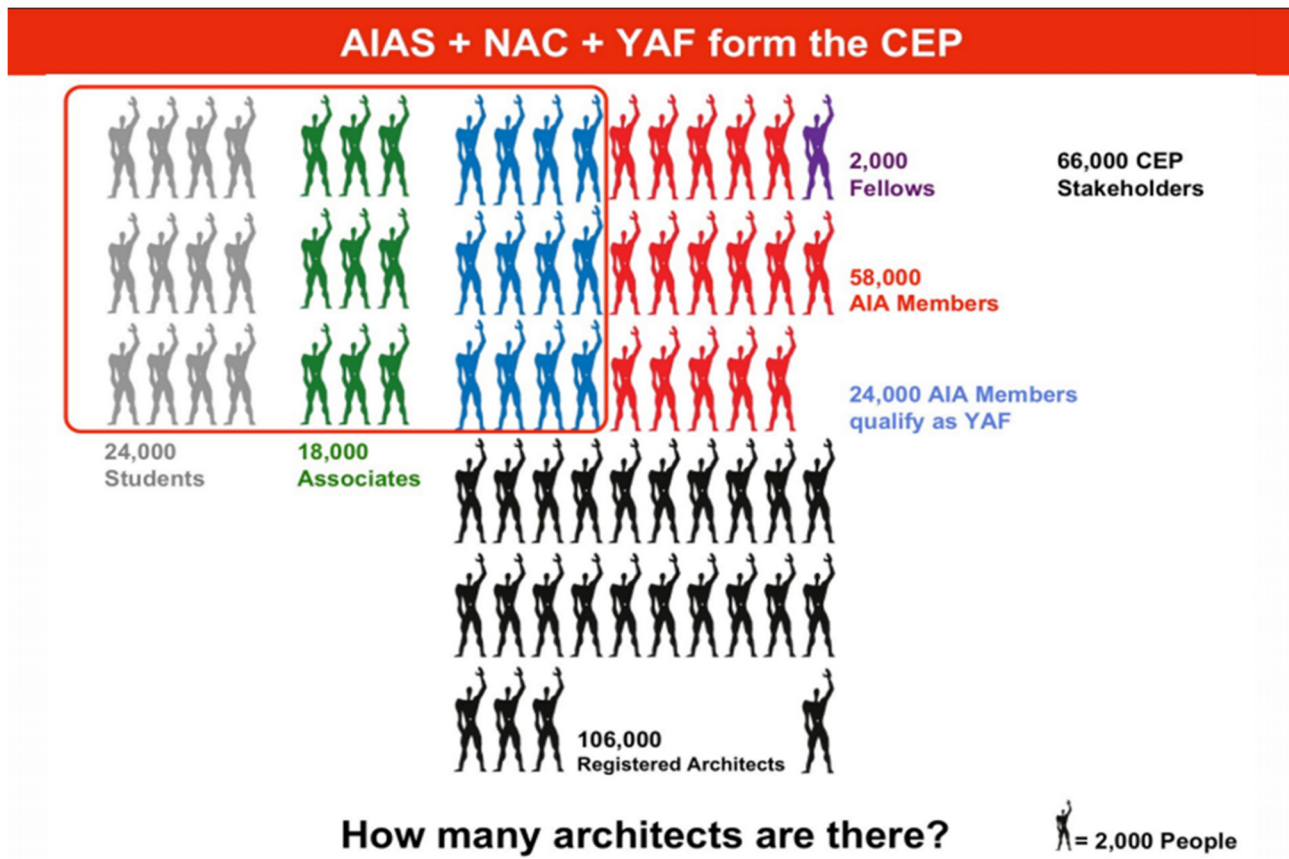


The emerging professional leaders joined once again for the second annual AIA North Central Region's Emerging Professionals (EP) Summit in Minneapolis, MN in conjunction with AIA Minnesota's Annual Convention. All four states had representation, most in person, one via conference call. The group had robust discussions on national updates, component activities, the greater needs and value of emerging professionals, as well as how to make our group more effective. This in-person meeting has proved as an invaluable networking opportunity for regional peers, and has greatly assisted us in our team-building as our group determines next steps and how to best serve the region's emerging professionals.

The summit kicked off with general introductions and an understanding of the purpose of the summit. This summit's purpose is to continue the discussions and networking momentum gained after our first summit. The success of our first summit was featured in the national College of Fellows electronic publication, Newsletter. ([CLICK HERE](#)) Its outcomes were subsequent region-wide conference calls, initiated a Google Drive Resource Sharing Drop-box, and continuing annual summits. The hope of this summit is to have the group focus on some action items and grow regional support for emerging professionals. Attendees then introduced themselves and shared what they were hoping to gain from the summit and then where their "Happy Place" was. Desired gains from the summit ranged from networking with EP leadership peers to learning how to increase EP participation and discovering new engaging EP event ideas. Happy places included outdoor activities, spending time with family, drinking herbal tea, as well as rainbows and unicorns.

National Updates

The group received AIA National Strategic Council updates from our region's strategic council member Sandy Dickerson. She serves with Matt Johnson from Minnesota. Her term extends through the end of 2018. The strategic council is taking on numerous topics. Matt's charge is to work on the Citizen Architect program which looks to enhance advocacy and provide a greater influence of architects in the public and government. Matt brings a special perspective to this as he also serves on his local city council. Sandy works with the committees addressing the Life Cycle of the Architect and Public Outreach. Our summit forum is assisting with her contribution to the Architect's Life Cycle discussions. She also charges all to promote the profession. National will be working on emphasizing Architecture Week with a more coordinated effort with local chapters.



Stacey updated the group on the National Level Initiative for the YAF. YAF and NAC met in March for their annual joint meeting and each group worked through various initiatives throughout the year. One point of interest brought up at the meeting was regarding recent membership statistics. They are revealing that EP's (comprised of YAF, Associates, and Students) are starting to become as much as half of the AIA membership. That is certainly not the demographics that any of the groups are seeing at their component's conferences and events. The desire is to start to improve upon this. It will be necessary for EP leaders to present a better value statement for EP engagement.

YAF was very active at AIA National's A'17 Conference on Architecture. The YAF hosted 4 sessions and 1 workshop focused on EP relevant topics, from open source architecture to positioning yourself as thought leaders. The recurring workshop which is highly revered at AIA, is the Mini-MBA

series. This year it focused on Strategic Planning for business, marketing, and budgets. There were also other sponsored EP activities, with the EP booth on the vendor floor, a String Theory installation tracking EP experience, twitter engagement, and interactive pop-up discussion events.

Connections the YAF electronic magazine had a many great topics and articles which launched in a quarterly format this year. ([CLICK HERE](#)) The magazine is always soliciting for authors and article contributions. When Stacey finds out the 2018 magazine topics, she will share with the group. One of her goals is to see more exposure for our region. To get on the mailing list for the magazine or other YAF news, add YAF as a knowledge community to your membership profile.

One major initiative happening is in regard to the issue of Pre-Licensure Titling. AIA National has released a statement recognizing two new title alternatives of “Design Professional” or “Architectural Associate” in lieu of the term “Intern.” ([CLICK HERE](#)) The research for this change comes from the desire for post-graduate professionals to find a title that expressed their value, and moves away from a student stigma. AIA National vetted many titles and held numerous listening sessions and task forces over the last three years to arrive at these two new titles. Both YAF and NAC have endorsed this path for new titles. With that said, the release of these two new titles does not come with any mandates. AIA National acknowledges that in many states the pre-licensure titles are also a point of state regulations. At this time the recommendations are to sit tight, let these titles soak in as a possibility for change. AIA National is still seeking more feedback on these titles, and plans to work with the states that are more open to modifications and see how it progresses. If you have any input on this, both Melissa and Stacey are open to hearing your thoughts that can be reported back to National.

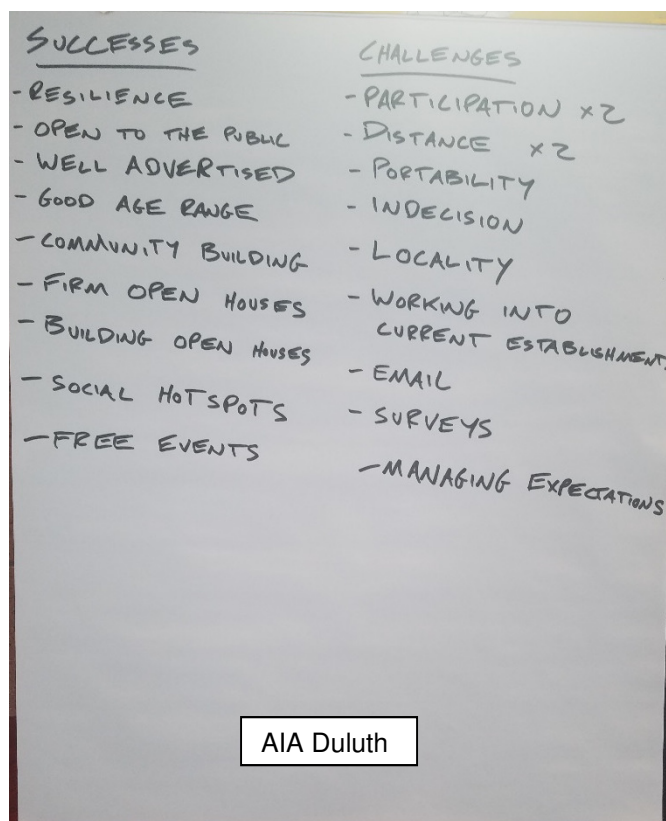
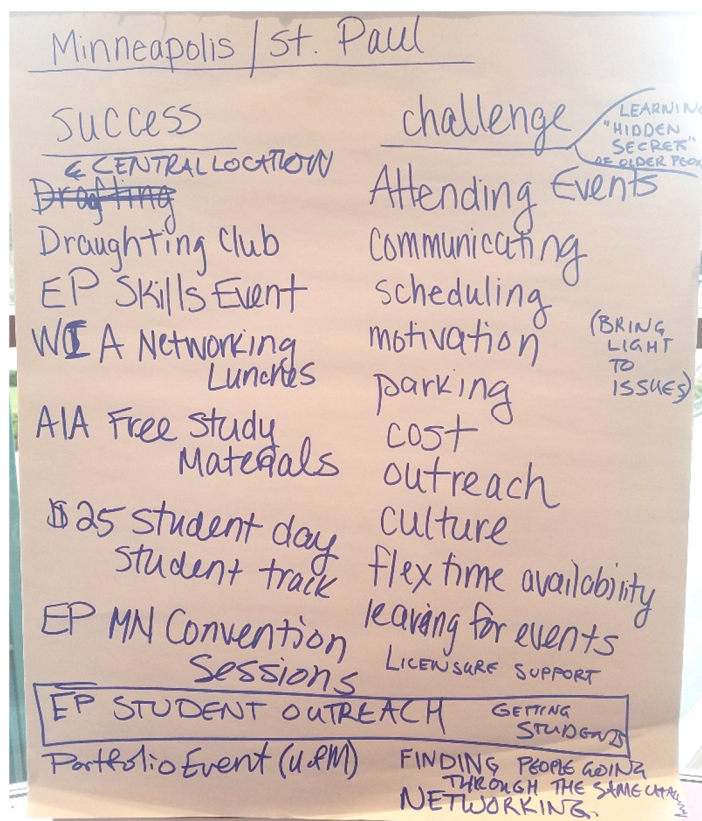


To wrap up the National Initiatives YAF hosted the Summit 25 Hyper Innovation Lab in October. In past years, this YAF summit focused more on the strategic plan outlook and 5 year initiatives for the YAF. This year the summit redirected its focus to the broader understanding of the NEW view on Architectural Practice and Workforce Development. The summit was very successful according to our most recent conference calls, and the summaries and articles will be distributed soon.



Component Break Outs

Each of the components separated to list their year's successes and challenges:



AIA Minnesota, Minneapolis/St-Paul and Duluth have long-standing established EP committees and programs with active leadership. AIA Wisconsin and its groups have various committees and programs but it wavers on volunteer involvement. AIA North Dakota has an established group that has been running for a while, but also wavers on volunteer involvement. AIA South Dakota kicked off its first-ever EP committee following the 2016 summit. They are building involvement and programming.

Successful programs and events are social happy hours, ARE study sessions, EP convention sessions, workshops on Best/Next Practice, community building, university/student engagement, firm spotlights, and portfolio events. The overarching challenges that arose again this year is participation in events and programs and leadership transition. Even the very successful Draughting Club in Minneapolis is starting to see some challenges, and they need a refresh to garner new interest. It is also generally acknowledge that due to each of our states large land masses, it is also a challenge to reach out to the rural parts of our states. There was general consensus that firm cultures are generally turning around from the recession period and allowing more flexibility for staff to participate in AIA events. It was also agreed that AIA involvement and networking is a benefit to active members, acting as a shelter for employment to future recession period.

The group also took time to talk about the successes and challenges of the now established Regional network. The outcomes of the first summit were well received, and it was found that the summits really inspire the leaders with new energy and motivation to continue local efforts. Potential challenges to the group are continuing momentum, effective communication, additional volunteer time, and no consistent funding source.

NORTH DAKOTA

Successes

- *East Side of State Involvement
- *Involvement of Univ.
- *Convention Attendance

Challenges

- *EP Structure Group
- *Whole State Challenge

SOUTH DAKOTA

INCREASED LICENSED NUMBERS

CHALLENGES
BIG STATE / FEW PEOPLE

MONTHLY MEETING
EVENT A STATE CONVENTION
EVENT A "DESIGN IN THE HILLS"
NEW EP GROUP

WISCONSIN

SUCCESSES

- EP WORKSHOP
- WORKFORCE DEVELOPMENT
- NEXT PRACTICE
- EP SPOTLIGHTS - GOOD ARE SESSIONS
- TOURS
- to support EP
- FACES OF ARCH / mentoring
- Fresh Faces - renewing the
- Leadership Institute
- volunteer bombing

CHALLENGES

- EP SPOTLIGHTS - (PLANNING EFFORTS)
- SUCCESSION OF LEADERSHIP / pipeline volunteer
- ATTENDANCE - get ep's to show up.
- 'well rounded' communication
- bottlenecking
- email / social media
- sharepoint / basecamp
- prioritization
- Busy industry
- Rural members
- Geographical

REGION

Successes

- TWO EP Summits
- Quarterly Conf Calls
- Google Drive Resource Drop
- AIA SDEP Committee Formed
- New events @ the components
- Motivating

Challenges

- Communication + Just Who to talk to
- Finding time for Participation
- Event Page Idea Resource - No Contribution
- No Consistent Finding Source
- Location

Emerging Professional's Need and Values

In order to determine what events, programs, or services to offer the region's emerging professionals, it is imperative that the group step back to the bigger picture viewpoint. The summit group took time to delve into the needs and values for each the associate level professional and the young architect. Although there is some overlap, there are also unique instances. With these ideas generated, it will provide the EP leaders the effective targets for either programming or promotional elements.

ASSOCIATE NEEDS

- ARE RESOURCES
- MOTIVATION / ENCOURAGEMENT
- MENTORING
- COMPENSATION
- PROFESSIONAL DEVELOPMENT
- OPPORTUNITIES
- WORK / LIFE BALANCE
- FIRM TRANSPARENCY
- BENEFITS

ASSOCIATE VALUE

- KNOW WHAT WE CAN'T DO
- FLEXIBILITY / FILLS VOID
- EASE OF TECHNOLOGY
- DIVERSITY
- CAREER PATH CHOICES
- ENTHUSIASM
- FIRM CULTURE
- FRESH EYES / NEW IDEAS
- MAKING FRIENDS
- SOCIAL ABILITY

YA'S NEEDS

- BUSINESS TRAINING
- MENTORING
- CAREER PATH DIRECTION
- FLEX TIME
- KNOW WHAT TO ASK
- WORK / LIFE BALANCE
- FIRM TRANSPARENCY
- BENEFITS
- ARCHITECT SKILLS / WHOLE PROJECT
- INSURANCE & LIABILITY
- COMMUNITY CONNECTIONS

YA VALUE

- MENTORSHIP
- SKILLS
- NEW IDEAS
- LEADERSHIP
- SUCCESSION
- RESILIENT TO RISK
- COLLABORATION
- MISSION DRIVEN

The value of both groups were found in their nimble approach to technology, eagerness to contribute, and mission driven approach to work. The needs for both groups focused around flexibility, mentorship, and firm culture. Where the two groups started to break loose is on the amount of experience for each group, and then the major break of focus for associates on the ARE's and getting licensed to the young architects "now what?" goal-setting challenges. A general poll of the group did imply that the profession/A-E industry is becoming more EP-friendly, with most firms having some allowances and financial assistance for time-off for exams, professional organization involvement, etc.

Synthesis and Action Items



One of the primary discussions of the group was how to better collaborate and be more effective. The group has primarily been communicating roughly once per quarter for hour long meetings, as well as some minor information sharing on the Google Drive. The group agreed there needs to be a higher level of commitment to participate, with even the agreement for some homework to prepare for calls. They also think we need to meet more frequently, monthly at a regular time, for quicker 30-minute calls. A topic will be selected in advance and action items created. All participants are asked to take a role in leading topics.

The group thinks the committee will be the basis to build an EP Regional Best Practice resource for the EP leaders of the region and provide volunteer benefit. It is believed that this will assist in building local community efforts, enhance EP engagement, and build our networking. The group thinks they will be able to connect with other EP type organizations as well. This will also provide a forum for regional directors to share the national leadership opportunities. As initiatives to take shape, it is acknowledged that there may be a funding challenge and how to generate funds when no regional structure formally exists.

A short discussion ensued about the EP regional Leader succession structure. The Regional Associate Director (RAD) follows a state rotation model based on membership. The Young Architect Regional Director (YARD) is an open call for selection. Both positions also generally follow funding from their home state, if available. Melissa's term as the RAD finishes at the end of 2017, and already has Kyle Palzer from MN to fill the position. Stacey's will be complete at the end of 2018, she will put out a call for application in the summer so some overlap in the late fall can occur.

The final point of discussion was regarding the desire for continued summits. This was met with overwhelming support to continue the annual face-to-face summits. It was shared that the survey results from the previous summit had some interest in moving the location to different states. The group was very interested in moving the 2018 summit to the one of the Dakotas to help boost their EP efforts. They don't

believe it has to be connected to a convention, but does offer some benefits. The group also agrees, it is important for some continuity of attendees,

In an effort to keep the momentum going, the group initiated the first new series of conference calls. The first call will take place at 10AM on December 15th, with the topic of "What are other regional EP groups developing for programs and initiatives?" Katie Kangas also agreed to develop the first Event Resource page on the Google Drive website. Following the summit, Stacey will share her group development resources, schedule the Skype calls, and facilitate the first meeting, in addition to the Summit minutes.

The group adjourned, and gathered for dinner at The Newsroom to continue the networking and sharing of ideas.



Attendees:

MN – Coralie Rodriguez, Kyle Palzer, Aaron Brown, Hanna Roth, Daniel DeFoster, Katie Kangas

ND – John Holten

SD – Sandy Dickerson

WI – Stacey Keller, Tate Walker, Kindall Shannon