



AIA North Central States Emerging Professionals Summit Executive Summary

In November 2016, the AIA North Central region hosted an inaugural Emerging Professional (EP) Summit in conjunction with AIA Minnesota's annual convention. This was made possible, in part, by a 2016 College of Fellows Emerging Professionals Grant. Offering a two-and-a-half day track to attendees, the summit kicked off with a strategic planning session, followed by focused EP seminars and networking activities, and brought together key EP leaders plus one seasoned professional from each of the region's four states (Minnesota, Wisconsin, North Dakota, and South Dakota). Additional attendees included the region's representatives from the Strategic Council, College of Fellows (COF), National Young Architect's Forum (YAF) Committee, and the National Associates Committee (NAC).



Our desired goal for the summit was to instill attendees with a renewed spirit and sense of mission for their individual EP groups, while serving also as catalyst for continued discussions and networking opportunities among the states' EP leaders, regional directors, and the COF. We hoped this initial face-to-face meeting would forge a stronger network for sharing ideas, discussing struggles and successes, and collaborating through more impersonal communication methods such as conference calls, emails, etc., as we move forward.

The idea of holding such a summit originated in the challenges of communicating across a geographically dispersed region. My NAC regional associate director (RAD) counterpart and I, as the YAF regional director (YARD), also are driven by a deep desire to build up the region's EPs—their leaders, networks, and programming potential. Activating a dialogue between the YARD and the COF has also been a long-time priority of the YAF. Because many of the EPs have only been involved with AIA for a short time, our intent was to build their awareness of the many networks dedicated to their development including the broader knowledge base of the Fellows. Our former Regional Director, Steve Fiskum, FAIA, provided positive feedback for our moving forward with the summit. Our sole COF regional representative at the time, Linda McCracken-Hunt, FAIA, also endorsed the summit idea and offered her assistance in planning and commitment for attendance.

Inviting attendees was a strategic process. We asked state executives and their respective boards to self-select their key EP leaders to provide a mix of associates and young architects, as well as one seasoned professional. Attendance was limited to five people from each state. The seasoned professional was key, because that person could act as an immediately identifiable, in-state champion for the EPs and their initiatives following the summit. In addition to those five, the regional representatives, spread throughout the various states, enhanced the diverse knowledge base of the AIA

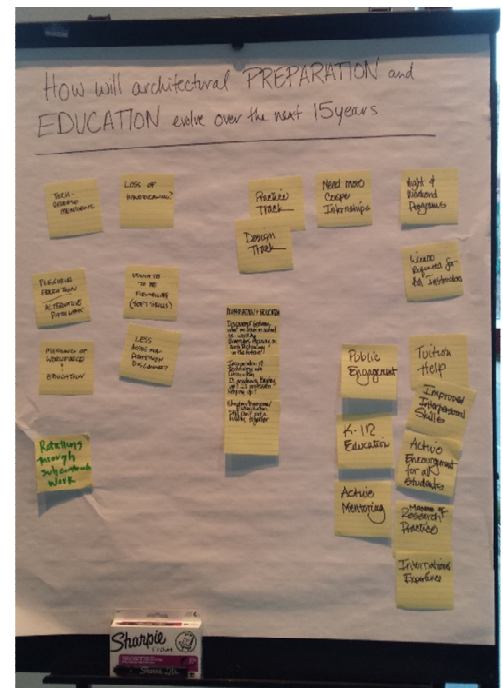


organization. Linda McCracken-Hunt, FAIA and Walter Wilson, FAIA, NOMA attended as the COF regional representatives. The success of our strategy is shown in one of our follow-up survey responses: that attendee liked best “the great cross-section of all experience levels!”

The strategic planning session was the main working session of the summit. To help attendees to understand the AIA on the national level, regional directors reported from their respective boards and committees. In turn, attendees provided valuable feedback for directors to take back to our boards/committees. We directors cross-collaborated on how best to assist one another, as well. Linda and Walter shared their desire to increase Fellow membership in the region, and discussed their programs for “demystifying” Fellowship. Especially inspiring was hearing that everyone in the room was a potential Fellow candidate, which set a great tone for the discussions that followed.

Future workforce development was the next topic. This has been a top AIA Strategic Plan priority, for the Strategic Council, the YAF, and the NAC. The national YAF focus group provided resources, including our four questions for discussion: “If you could jump forward 15 years what would Architectural Practice look like?” “How do you see Technology shaping your profession in the next 15 years?” “What will facilitate a more Global Practice over the next 15 years?” and “How will the architectural Preparation and Education evolve over the next 15 years?” Attendees divided into four groups, each with representatives

The educational model also provoked discussion. As one person stated, architectural education is the only major profession without a large offering of evening classes or online options. The traditional studio environment period offering is a multiple day, 4-hour session, during daytime hours. This structure does not accommodate non-traditional students or the challenges of modern life. In turn, this contributes to a decrease in numbers for the future architecture workforce and, especially, inhibits its diversity.



What will FACILITATE A MORE GLOBAL PRACTICE over the next 15 years?

Collaboration

Diversity in workforce

Meeting 2030 Challenges

Travel

Specializing in work

Unleashed local entrepreneurs

Education - 120 new hours per course

Disruptive Business Models / Encouraged local production

Education & quality of work, support

Stable Economy

Global Licensing (WINNERS)

WATER-Neutral CODE

MULTI-LOCAL

DISASTER RELIEF

Renewable

Access to WAT (PROCESSED DRINKS)

Global Practice
100,000+ students
Building
Scholarship 2017
"Open your local eyes"
Scholarship Support
Training

SHARPLE

The input of Fellows was also crucial to our discussions. Education, technology, and diversity are passions for Walter. He spoke of his involvement with NOMA and his experiences as the second-licensed African-American architect in the entire state of Wisconsin, at the time he moved there thirty-some years ago. He challenged us especially on diversity and global practice, stating: “Is Change leaving the architectural profession behind? My experiences in architecture in that regard have to change, not only in Wisconsin and the United States but all over the world, because our country, our world, nor its clientele are all White.” Walter also shared that he continues to take architectural courses at UW-Milwaukee. He warned, based on his first-hand experience, that architectural technologies will continue to change the landscape of the profession, where artificial intelligence, robotics, 3D printing, and parametric programming will affect architectural design and delivery and could even begin to take over.

After these wide-ranging discussions we re-organized into our state-component groups for a local focus. Each state took time to create a list of programs and services, as well as successes and struggles related to EPs at the local level. Sharing our local lists surprised us with the variety of programming and services offered throughout the region. Most profound, however, was the commonality of struggles: issues of communication, lack of attendance, member areas too large geographically for easy connections, lack of support by employing firms, lack of diversity, and difficulty in finding volunteer leadership.

Finally, synthesizing the day's work, we focused on the value of this face-to-face summit and whether there was a desire for ongoing regionwide collaboration. All agreed that the summit experience was valuable, and that combatting the region's struggles collectively was a great reason to collaborate again throughout a year's period. Our regional group wants to move forward with exploring annual summits; periodic conference calls; creating a Google Docs account or online database where we can share write-ups for programming ideas containing detailed how-to's, successes, and improvements; creating a shared ARE test prep program (Black Spectacles subscriptions, skype/webcasts, etc.); and creating a by-state challenge to implement one new (or dusted-off) program.



We followed the day's events with a social gathering at The Newsroom in downtown Minneapolis. It was great to get to know more about each of the people in a non-formal setting. This event being the day following the elections, we had some unique discussions about politics and our career paths as well.

The next two days events were tied in directly with the AIA Minnesota Convention. This provided exposure and collaboration with the region's most active EP group in St. Paul/Minneapolis. They assisted in seminar development focused on EP work, diversity discussions, and leadership development. Some of the break-out sessions our invitees attended were "Young Professionals in Real Estate," "High Impact Communication Skills," "#Architectand," and "Peeking Behind the Curtain." The keynote speaker,

Courtney E. Martin provided a profound presentation titled “Redesigning Leadership,” where she discussed gender and cultural bias, organizational structures that contribute to bias, and left us with a self-reflective awareness of our role to combat bias. Our group was also able to attend one of St. Paul/Minneapolis EP committee’s general member “Draughting Club” networking gatherings.

We also want to note that the College of Fellows grant funding was imperative to the success of this inaugural summit, as it covered attendees’ registration fees and the reservation of the conference space for the strategic planning session. The grant funding also provided validation of the program to the region’s components, which resulted in many of the states providing additional travel stipends for their attendees. The success of the summit itself is our proof of concept and catalyst for future regional collaboration and mentorship. The various state components are now interested in hosting the program around the region as a valuable addition to their conventions/events, with our collection of champions providing the leverage to continue this summit as an annual event.

This strategic group of leadership brought together face-to-face provided each participant the ability to exponentially expand their network and resources to enhance support of the greater region’s EPs. Fellows’ participation provided thought-provoking ideas and insightful advice, and the opportunity for cross-mentorship created the success of this program. To be able to move forward, we need to be aware of the past and others’ experiences. As Walter offered, “I think folks like you must make the differences, face the realities, face head on the many challenges that my generation (for whatever reasons) did not.” Providing increased awareness to EPs through this kind of summit experience contributes to developing stronger AIA members earlier in their careers and providing for a lifetime of dedicated membership.





AIA North Central States Emerging Professionals Summit Details

November 9, 2016 Strategic Planning Session:

1:00-1:30 – Introduction, purpose, goals (Stacey/Melissa)

We are in the room with the best Emerging Architectural Talent from the region that I know we will come to the table with motivation and focus to work on the future of architecture, our profession, and our region.

A huge thank you to the AIA MN Staff for working with us and supporting us for this summit. This also wouldn't be possible without the financial assistance from the AIA College of Fellows Emerging Professionals Grant for \$2500 toward our registrations and service of this summit. And also all of the State Component Staff that helped assemble all of the people to attend today.

We have been working on this idea for about a year now, and it comes from one of my favorite mantras "When you know better, you do better." Part of Melissa's and my charge as regional directors is not only to work on our National Committees, but also to disseminate information back to our region and then return feedback to the committee. With our large land mass, that is difficult to do along with limited regional meetings. Emails only get so far. I know Sandy and Henry do have a travel budget to attend other states events, but that is not set up for the EP's in our region.

This is not just a self-serving mission for Melissa and my positions, though either. The best way our region's EP leaders can do better is to network and share ideas. This is so much easier when we meet face to face, then trolling the internet for ideas. We can talk about what worked and why, or what didn't work and how to make things better. We can elevate this idea of what it means to serve the Emerging Professionals of our region. We also want to grow your knowledge of AIA, seeing how AIA functions from the 30,000 foot view helps your knowledge of YOUR organization, where your dues go, but also how you and we all can develop your leadership in it for the long term.

With that in mind, we do intend to share with you, what's happening nationally, what's happening in other regions, we will all share what's happening in THIS region and YOUR components, I'll talk to my experiences coming from another region. My desired outcome of this summit, is that you all leave with a renewed sense of mission for your emerging professional groups, energized new ideas, Melissa and I will have some great feedback for our National committees, you, personally will each have games some new motivation and leadership development, and maybe we can discuss some next steps on how to continue the discussions, networking, and building emerging professionals in this region.



1:30-2:00 – Introductions –

Who you are, Where you are from, What is your AIA Role, One tidbit you hope to gain from this summit, and where is your happy place (fictional or physical)

Minnesota

Linda McCracken-Hunt – COF Regional Representative / would like to tie in EP's with the Fellows and build new fellows / enjoys spending time in AZ with her grandchildren

Matt Johnson - Incoming Strategic Council Regional Representative / would like to better understand the dynamics of the region / enjoys time near Lake Superior

Daniel DeFoster, Assoc. AIA – Minneapolis EP Committee Chair / would like to help EP's build new experiences/ his new home that he is building is his happy place

Jennifer Ukura, AIA – Outgoing Minneapolis EP Committee Chair / would like to know what others are doing for events and programming / her happy place is a lake dock

Aaron Brown, Assoc. AIA – Duluth Associate Director-EP Chair / would like to gain knowledge / enjoys quiet meditation

Meg Parsons – MN Licensing advisor / looking for licensure tips / her happy place is a warm beach

John Glockman – COF / looking for new AIA connections / enjoys 130 acre farm

Craig Raffety – wants to find out how to help EP's / on a dock

North Dakota

Rhet Fiskness, AIA – Fargo YAF President – Past YARD / wants to motivate others / downhill skiing

South Dakota

Sandy Dickerson, AIA – Strategic Council Regional Representative / wants to strengthen the region / spending time with grandchildren

Allison Dvorak, Assoc. AIA – Sioux Falls Communications / wants to network and develop an EP community / likes spending time at home with her children

Sandra Callies, Assoc. AIA – New to AIA / wants to know how to navigate events with a smaller component / long distance running

Chase Kramer, AIA – Various AIA committees / Wants to build EP outreach / Florence Italy

Tom Hurlbert, AIA – AIA SD Secretary-Treasurer & Licensing Advisor / Building the EP's / being here

Wisconsin

Stacey Z. Keller, AIA – YARD / wants to better know the Region's EP Leaders / Unicorns & Rainbows

Melissa Schulteis, Assoc. AIA – RAD / wants to know the Region's EP Leaders / Traveling new places

Henry Kosarzycki, AIA – Strategic Council Regional Representative / wants to contribute to EP's /

Canada

Walter Wilson, FAIA – COF Regional Representative / wants to support EP's and Fellowship / being with his daughter who is finishing up school

Diana Hogard, AIA / Madison EP Co-chair / develop leadership and network / new house

Brianna Kraft, Assoc. AIA / AIA WI Associate Director / looking for events and program ideas / what's next
Melinda Pogwizd, AIA – AIA WI Associate Director / want to make some plans / on a lake
Cory Scheidler, AIA – AIA NW WI Vice President / wants to know more about the future of workforce development / in the wood, at his new house.

2:00-2:30 – National Updates –

Strategic Council

- 1) They have been working on governance structure updates
- 2) Regional transitions: Henry is moving off; Matt is moving on; Sandy is mid-term.
- 3) The growing concern of the strategic council is that the crystal ball is showing architects in great shortage.
 - a. Nurturing is going to be required.
 - b. Educational STEM programs often exclude Architecture.
 - c. AIA National is developing K-12 programming for design thinking.
- 4) AIA National is developing a website to assist design acting as a resource sharing database.
- 5) Resiliency is a developing topic addressing natural disaster planning and rebuilding.
- 6) AIA National is developing message books to assist architects on how to talk about AIA.
- 7) AIA National is working on rebranding Convention to be more fun and reworking CEU's.
- 8) Diversity is a priority issue.



College of Fellows

- 1) Linda and Walter as the regional representative are working on local/regional efforts to build fellowship.
- 2) Walter in WI is:
 - a. Working on demystifying the fellowship process.
 - b. He wants more fellows to share their experiences with other younger members to assist them in their next steps of their career.
 - c. He is looking for a more sustainable future for the architecture profession.
 - d. He believes in fellows still giving back throughout their career.
 - e. Diversity is important and more change is required.
- 3) Linda in MN is:
 - a. Working with MN candidates to pursue fellowship.
 - b. MN has a dedicated program to assist fellowship pursuits.
 - c. Working on making ties to share the MN program with the other states in the region.
 - d. Things for all the people in the room to consider are keeping a log of all the service work you do, and documenting it.



NAC

- 1) The NAC is divided into focus groups: Advocacy, licensing, value, and associate engagement. Melissa is in the Value group.
- 2) **ADVOCACY:** The NAC's major advocacy effort is to pursue Student Loan Forgiveness Programs.
- 3) **LICENSURE:** They are also committed to working on ways to make licensure more attainable.
 - a. Consolidation of exam days.
 - b. Sharing exam study sessions.
 - c. Pushing for more assistance from the universities. Are they pushing the importance of licensure, when so many of them are not licensed themselves. May need more requirements from NAAB.
 - d. They are looking to do more coordination with NCARB as well.
- 4) **VALUE** is working on building membership.
 - a. The difficulty of this topic, is it varies too often and by individual component.
 - b. One success is their effort developing the "sponsor" an associate member at the convention.
- 5) **ENGAGEMENT:** they are focusing on "What can YOU do for the AIA?" to help channel Associate's passions.



YAF

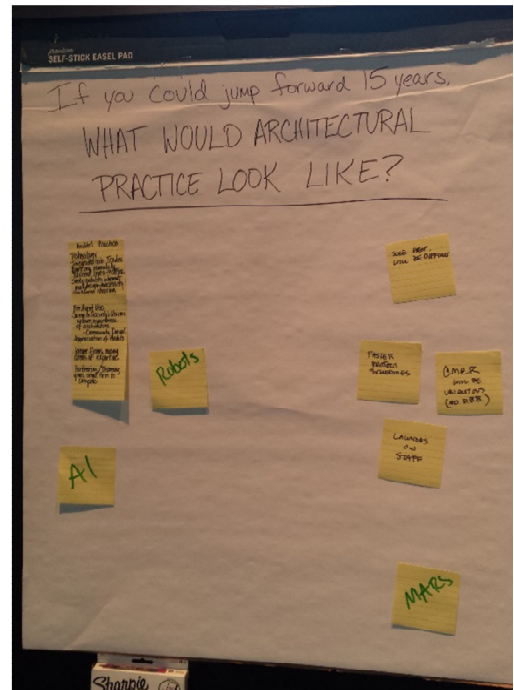
- 1) The YAF has monthly calls, and also is divided into sub-groups: Communications, Community, Knowledge, Public Relations, Advocacy, Center for Continuing Leadership, Future Workforce Development Initiative, and Regional Engagement. Stacey is in the Community group to identify key needs of YA's and finding opportunities for empowerment and promotion of YA's.
- 2) This year the community group worked on providing YA statistic info-graphics for all of the nation, divided by region. The North Central Region is estimated to have 1,167 YAF Members based on ARE Completions, which is only 3.5% of all YAF members nationally. Our 2015 ARE Completion rates are as follows: SD – 3, ND – 6, MN – 58, WI – 64.
- 3) Other major work items of the YAF is Connections, offering EP-interest Convention sessions including the Mini-MBA program, advocacy efforts with AIA National, and raised awareness for continued collaboration at the national level.
- 4) Internally, the YAF conducted a survey to assess regional engagement and support, consisting of 19 total responses. The findings were as follows:
 - a. 12 have a position on their regional boards.
 - b. 12 have a designated appointment/election process.
 - c. 14 receive funding to attend national convention and visit regional components.
 - d. 13 provide regional outreach to discuss YAF initiative and issues.
 - e. Communication, collaboration, and lack of regional integration seem to be YARD's biggest struggles.
 - f. Note: Comparison to our North Central Region:
 - i. There is no designated regional board, so I don't have any designated responsibilities.
 - ii. We do not have a designated appointment/election process. Although we did try for an application and state executive selection process for my selection.
 - iii. I receive no funding for national convention or regional outreach. However, AIA WI has been granting supplemental funding by application. It is much appreciated on my part. However, they are not able to proactively budget in advance with the current arrangement.
 - iv. With the wide land mass of North Central states, my struggles are the same as many other YARD's.

3:00-4:00 – Future Workforce Development Discussion

Every five years YAF hosts a summit to re-evaluate the needs of young architects. 2017 marks the year for Summit25, which is focused on the Future of the Workforce. The outcome for the summit aids in the development of the strategic plan for the YAF. To assist in the summit planning, the NAC & YAF regional directors were asked to begin a dialogue with their respective regions. The attendees were divided into four mixed-state groups to discuss all of the four proposed questions (with responses noted below):

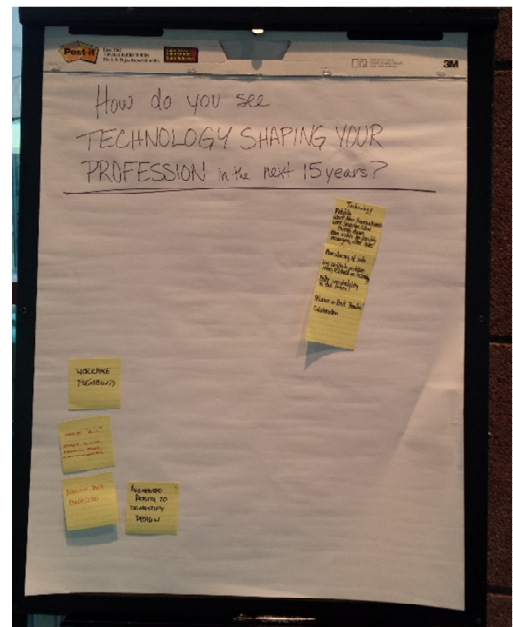
if you could jump forward 15 years, WHAT WOULD ARCHITECTURAL PRACTICE LOOK LIKE?

- Sole Propriety will be different
- Artificial Intelligence
- CM at Risk will be Ubiquitous (No D.B.B)
- Faster Project Schedules
- Lawyers on Staff
- Mars
- Robots
- Technology
- Integrated into trades working remotely
- Blurred lines of office
- Sustainability inherent in all design – necessity
- Workforce sharing / Free Agent Use
- Swing in society's vision with more importance on architecture / community development
- Appreciation of Architects increased
- Larger firms, many areas of expertise
 - More partnering/teaming gives small firms better ability to compete



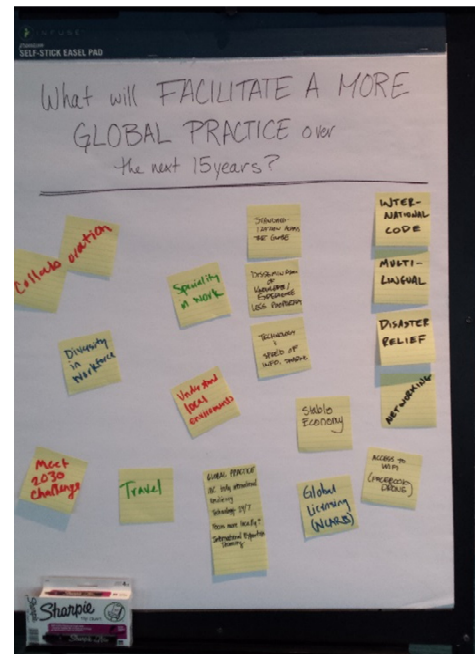
how do you see TECHNOLOGY SHAPING YOUR PROFESSION in the next 15 years?

- Workforce Flexibility
- More "A.I." – smart buildings making proficiency more complicated
- Buildings will be more complicated
- Augmented reality to demystify design
- More mobility
- Working smarter
- More architects as facility managers and other roles
- More sharing of information
- Less ability to problem solve with too much reliance on technology
- Better searchability in the future.
- Reliance on Revit Families
- More collaboration



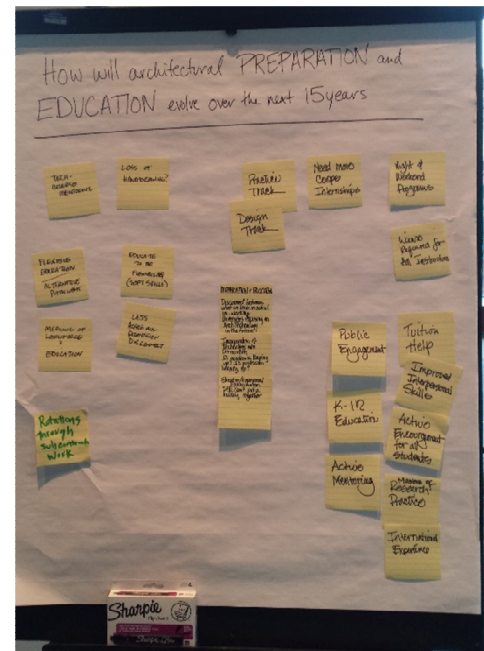
what will FACILITATE A MORE GLOBAL PRACTICE over the next 15 years?

- Collaboration
- Diversity in the workforce
- Meeting the 2030 challenge
- More travel
- More specialties in practice
- Understanding of local environments
- Code Standardization across the globe
- Dissemination of knowledge/experience with less proprietary withholding
- Technology and speed of information sharing
- Multi-lingual staff
- Disaster relief
- Networking
- Access to wifi (Facebook drone)
- Global licensing (NCARB)
- Resiliency
- Technology 24/7
- Focus more locally instead – not always a need to be global
- International expertise teaming



how will architectural PREPARATION and EDUCATION evolve over the next 15 years?

- Technology Reverse Mentoring
- Flexible Education with more options for alternative paths
- Merging of workforce with education
- Loss of handwriting/lettering
- Educate flexibility and soft skills
- Less academia-professional disconnect
- Rotations through subcontractor work
- Having separate practice and design tracks
- Need more co-ops/internships
- Need night and weekend programs
- License required for all instructors
- More public engagement
- K-12 education
- Active mentoring
- Tuition Help
- Improved interpersonal skills
- Active encouragement for all students
- Masters of research practice
- International experience
- Disconnect between what we learn in school versus working
- Universities need to focus on architectural technology of the future
- Education/Experience/Examination sequence is still not teaching architects guaranteeing architects know how to put a building together.



4:00-6:00 – State Challenges/Success Break-Outs and Discussion

The group broke into their respective state sub-groups. Each were asked to develop three lists: Current EP events/programming/resources; Successes; and Challenges. The following was reported:

Minnesota – (1 State Component w/ 3 Local)

Events/Programming/Resources:

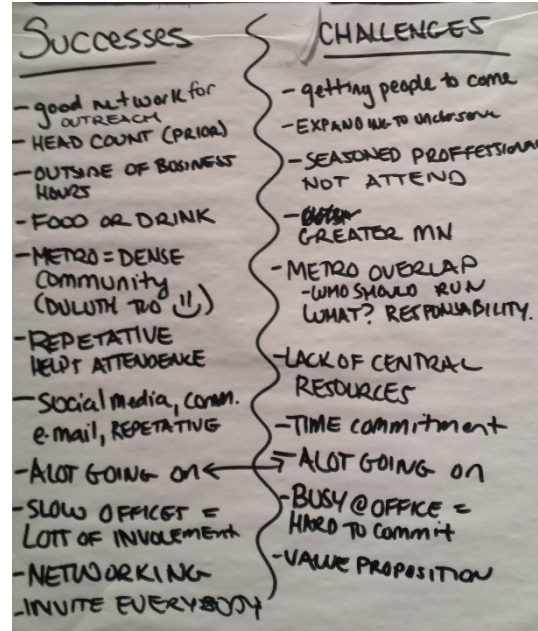
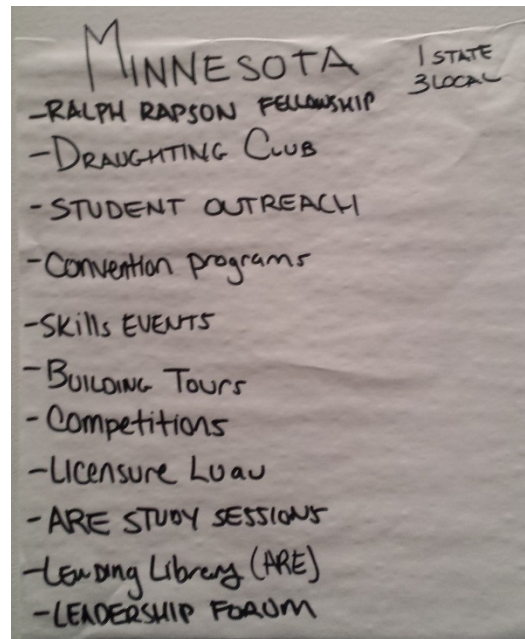
- Ralph Rapson Fellowship
- Draughting Club
- Student – AIA's Outreach
- Convention Programs
- Skills Events
- Building Tours
- Competitions
- Licensure Luau
- ARE Study Sessions
- Lending Library – ARE Study Resources
- Leadership Forum

Successes:

- Good network for outreach
- People are accepting invitations in advance
- Success outside of business hours
- Best turnout with food or drinks involved
- Metro areas are dense to create a good community
- Repeat attendance and helpers/planners
- Social media outreach and emails are assisting attendance
- They have a lot going on.
- When offices are slow they see more involvement
- Good networking
- All AIA membership are invited to attend.

Challenges

- Attendance is still the difficult
- Expanding to underserved areas and the Greater MN areas
- Seasoned professionals rarely attend.
- Overlapping with the general chapter events and responsibilities
- Lack of central resources
- There are a lot of events going on in the metro areas.
- Time commitments for leadership
- Busy offices make it more difficult to bring in attendance
- Need to improve the value proposition to the membership



Dakotas – (1 State component for each ND and SD)

North Dakota Events

- Donated ARE resource materials library
- YAF Group
- Continuing Education

South Dakota Events

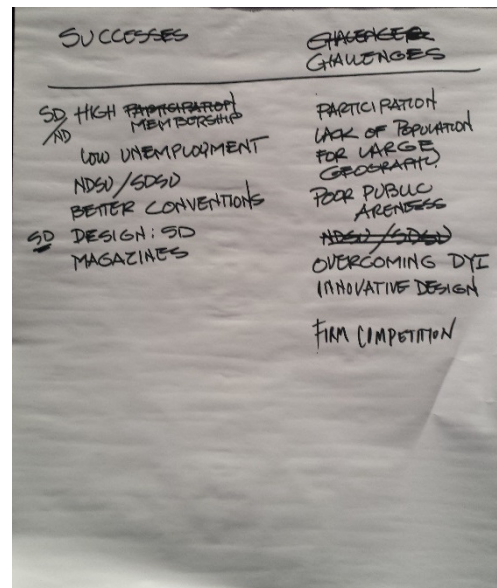
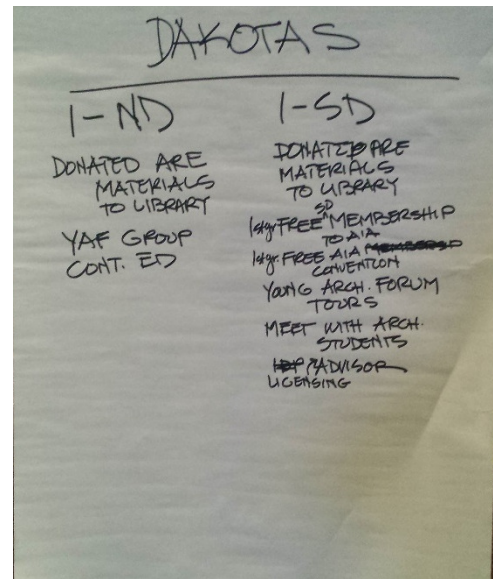
- Donated ARE resource materials library
- First year free SD membership registration
- First year free AIA SD Convention registration
- YAF Tours
- Outreach with Architecture Students
- NCARB Licensing Advisors

Successes:

- High AIA membership percentage of state practitioners
- Low unemployment
- Successful Conventions
- Design:SD Magazine publishing

Challenges:

- Participation
- Lack of population across a large geography
- Poor public awareness
- Overcoming DIY public mentality
- Increasing awareness of innovative design
- Firm competition



Wisconsin (1 State Component w/ 4 sections)

Events:

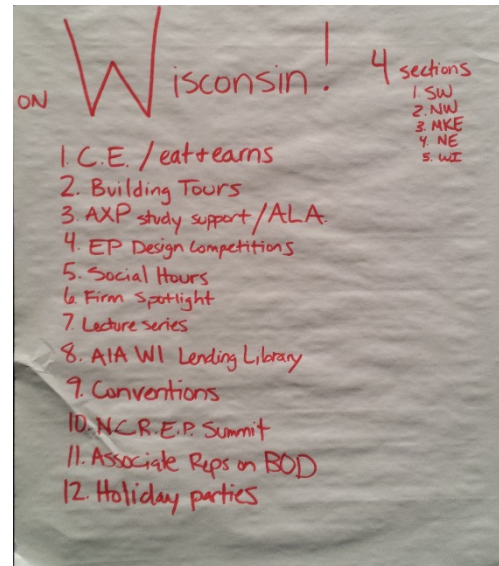
- Numerous CEU/Eat N Earns
- Building Tours
- AXP Study Support / ALA
- EP Design Competitions
- Social Happy Hours
- Firm Spotlight events
- University Integration Lecture Series
- AIA WI – ARE resource material lending library
- Conventions
- Attending this summit with travel stipends
- Associate Representatives on the WI Board of Directors
- Holiday Party integration

Successes:

- Fairly good attendance at events
- Good networking
- Funding is provided for events
- Student engagement
- Buzz
- Diverse CEU topics
- Eat & Earns
- Food and drinks are covered under the budget
- Relationship building
- Annual Convention
- Overlapping Roles

Challenges

- Building attendance
- Timing of events
- Outdated study sessions
- Overall geography
- Lack of firm support
- Membership fees are expensive
- Lack of leadership volunteering
- Advertising/Communication are difficult
- Need a better value proposition for membership
- Lack of diversity
- Few architecture programs in schools



| WISCONSIN | |
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| Successes | Challenges |
| - Attendance | - Attendance |
| - Networking | - timing of events |
| - Funding | - outdated study sessions |
| - student engagement | - geography |
| - buzz | - lack of firm support |
| - diverse C.E. topics | - membership fees |
| - eat+earns | - leadership lacking |
| - free food+drinks | - advertising |
| - relationships being built | - communication |
| - Annual Convention | - value of membership |
| - overlapping roles | - lack of diversity |
| - | - few architecture programs in schools |

6:00-6:30 – Synthesis, Outcomes, and Action Items

It was noticed that the struggles seemed consistent across all states:

- How do you find the passion in the EP's?
- It is always the same people attending and planning events.
- The struggle of attendance

Some solutions and successful events ideas were:

- A personal ask always creates better results.
- Consider Family events
- Best way to kick-off EP events are social hours, with food and drinks.
- Consider what other organizations are doing to entice Young Professionals.
Newaukee.com was one example given.
- Divide large land mass areas into smaller, more manageable areas

What can Melissa and I do to assist? What resources are needed? Continued Networking and How and How Often? Another Summit – where and how often? How to share Resources?

- Everyone agreed that continuing the summit annually would be beneficial to keep motivation going.
 - The networking and sharing event ideas especially energized everyone.
 - Changing States is desired, WI is interested in hosting.
 - Need to keep it interesting – Taliesin was a desirable location.
 - Distance for the Dakotas may be a challenge.
 - We need to be clear as to the needs and goals for the future summits.
- A dropbox or Google Docs to share resources
 - There is a desire for the active groups to provide case studies for events, with descriptions, logistics information, what went well, and lessons learned information
- Three to Four Conference Calls throughout the year would help keep the momentum and communication going.
- Is there any potential for a shared subscription for the North Central Region to Black Spectacles to support the region's EP's.
- A general challenge was put forth to the group for each EP group/state to kick off one new (or dusted off) event, and report how it went at the next call.

A survey was sent for private, individual feedback – this is necessary for collaboration and expected as a grant recipient. Results are attached.

7:00-9:00 – Social Dinner Gathering

Dinner was held at The Newsroom to provide a social setting to continue discussions.

November 10th - AIA MN Convention sessions

Available sessions geared to EP's and Leadership Development, independently selected:

Peeking Behind the Curtain (Practice) – Katie Kangas, Chuck Levin, David O'Brien Wagner, Josh Stowers

Success within a firm begins with understanding the value you bring to the team. Emerging professionals contribute to the overall success of a firm when they ask: How does my work fit into the larger process? How can I better utilize my time on projects? How does my productivity benefit the business? Take a peek behind the curtain of four architectural offices and their unique management strategies. Four speakers will discuss their firm's structure and business model and how individuals at every level within a firm can be a positive contributor to the firm.

Measuring Your Technology Know-how (Technology) – Nate Miller, Rachel Riopel

The fast pace of technological change causes firms to question whether their staff knows what is needed in order for the firm to be successful. HDR Architecture and Proving Ground collaborated on a firm-wide Design Technology Knowledge Assessment which collected data from over 25 offices and over 460 staff members. Analysis of this internally collected data allowed HDR to measure confidence, identify strengths and weaknesses, and inform future investments in tools, training, BIM and computation. This session will provide an overview of how HDR worked side by side with Proving Ground, resulting in a meaningful knowledge roadmap for the firm's design technology. High Impact

Communication Skills (Practice) – Louellen Essex, PhD

This interactive session will focus on understanding how to effectively communicate your message and value to your clients and the world. Topics to be covered include barriers to effective communication; getting your message across; choosing the best communication channel; establishing standards of responsiveness; active listening; communicating across styles; communicating persuasively and confidently; and what you should know about social media.

#ArchitectAnd: Valuing a Broader Creative Practice (Practice) – Raymond Dehn, Thomas Fisher, Connie Lindor, Kimberly Long Loken, Heather Rose-Dunning

As roughly a fifth of professionals in all fields off-ramp to change careers, it is a critical time to reassert and communicate the value and applicability of an architectural education and approach to problem solving. Expanding the definition of architectural practice can mutually benefit industry and individuals, retaining talent and supporting more collaborative leadership styles. Through case studies and discussion, panelists will examine their interdisciplinary and nontraditional careers, rooted in architectural education, and engage in a discussion that examines the language and actions that can promote architecture at large.

Design Excellence at the United States Borders (Design) – Eddie M. Jones, Matthew Kreilich
The Design Excellence Program, established by the General Services Administration (GSA), stresses creativity and streamlines the way GSA hires architects and engineers for federal clients needing workspace. At the Canadian and Mexican borders, the GSA facilitates the design and construction of border control facilities. Matt Kreilich of Snow Kreilich Architects in Minneapolis and Eddie Jones of Jones Studio in Phoenix present their work on the borders and their experiences within the Design Excellence Program.

Emerging Voices in Real Estate: Shaping an Evolving Market (Urban Design) – Brandon Champeau, Michael Kisch, Maureen Michalski, Carl Runck, Brent Webb, Brian Woolsey
The forces and dynamics our partners from the real estate sector are navigating, and the motives that drive and inspire them, are changing. Hear from a panel of emerging leaders within the local real estate market, all rooted in the demands and needs of today, but with an eye on tomorrow. What is changing, and how can the architectural industry become a better partner? This panel comprises next-generation leaders in the region who are influencing projects across market sectors.

Navigating the ARE Transition (Practice) – Kyle Burr, Michelle Cohn, Doreen Frost, DJ Heinle, Kyle Palzer, Meg Parsons
With the November 1 launch of ARE 5.0, and ARE 4.0 continuing into 2018, what is the best way to navigate through this opportune—but potentially confusing—time? NCARB will review the new ARE 5.0 test and a panel will discuss the testing transition options. Hear the real facts, share your concerns, ask questions, and walk away better prepared to succeed in testing. Licensure candidates, as well as AXP supervisors, are encouraged to attend and be a part of this informative discussion.

Jurors Show and Tell (Practice/Design) – Julie Eizenberg, Sheila Kennedy, Patricia Patkau

6:30 – AIA MN EPC Draughting Club Reception

The group joined the AIA Minneapolis/St. Paul's monthly social/happy hour tied in with the Convention at the Craft Bar and Lounge, with the greater Minnesota EP membership.

November 11th - AIA MN Convention Keynote

Redesigning Leadership – Courtney E. Martin

Author and entrepreneur Courtney Martin will explain why bias still exists and what's being done to surface and combat it. She will explore how organizational culture and structure dynamics play a role in keeping architecture so white and male. In the midst of the issues raised by the 2016 presidential campaign, not to mention Black Lives Matter, the time has never been more ripe for this discussion. But we need to move beyond finger-pointing and look at the origins of and the fixes for such problems as continued pay disparity and the lack of diversity in leadership, among others. Courtney's aim will be to leave the audience smarter, but also more self-reflective: Each of us has an ethical stake in being part of the solution.



AIA North Central States Emerging Professionals Summit Survey Results

1. What professional range do you identify with?

| | Number of Response(s) | Response Ratio |
|--------------------------------------|-----------------------|----------------|
| Associate AIA | 5 | 33.3% |
| Young Architect (Licensed <10 years) | 7 | 46.6% |
| Seasoned Professional | 2 | 13.3% |
| FAIA | 1 | 6.6% |
| Regional Representative | 2 | 13.3% |
| Total | 15 | 100% |

2. Overall, how would you rate this event?

| | Number of Response(s) | Response Ratio |
|--------------|-----------------------|----------------|
| Excellent | 8 | 53.3% |
| Very good | 7 | 46.6% |
| Good | 0 | 0.0% |
| Fair | 0 | 0.0% |
| Poor | 0 | 0.0% |
| No Responses | 0 | 0.0% |
| Total | 15 | 100% |

3. Was the event length too long, too short, or about right?

| | Number of Response(s) | Response Ratio |
|--------------------|-----------------------|----------------|
| Much too long | 0 | 0.0% |
| Somewhat too long | 0 | 0.0% |
| Slightly too long | 3 | 20.0% |
| About right | 8 | 53.3% |
| Slightly too short | 3 | 20.0% |
| Somewhat too short | 1 | 6.6% |
| Much too short | 0 | 0.0% |
| No Responses | 0 | 0.0% |
| Total | 15 | 100% |

4. Should more or less people be invited?

| | Number of Response(s) | Response Ratio |
|--|-----------------------|----------------|
| 5 from each component plus regional representatives was just right | 9 | 60.0% |
| More from each component should be invited. | 3 | 20.0% |
| Less from each component should be invited. | 1 | 6.6% |
| Other | 2 | 13.3% |
| No Responses | 0 | 0.0% |
| Total | 15 | 100% |

Open it up to all identifying EP's. New initiative get all involved.

It seems there needs to be more diversity in the attendees from the Dakotas.

5. What did you like most about the event?

It was a great opportunity to meet other similar minded people, who are seeing the same struggles and successes that we are.

meeting the variety of people, from young associates to fellows

The last discussion... events, opportunities, etc...

Sharing the ideas for membership and events in our own areas and gaining new ideas to bring back.

The great cross-section of all experience levels!

The networking was great, and I also enjoyed being able to get to know the local (in this case Minnesota) chapter's goings-on and the way they run things. I liked that the EP summit was in conjunction with the AIA event as well.

I liked meeting young professionals from the other parts of our region, seeing we have the same struggles and hopes to better our situation. I also appreciated the FAIA members that joined our meeting to show their support for young professionals as well.

Learning that the challenges of my region are similar across the Midwest. I also enjoyed that the group included individuals from metro and rural regions.

Hearing what other state chapters are up to and what other colleagues are thinking about and encountering in practice within our common region.

Being apart of the AIA MN was great. Minnesota's architecture interest is high quality.

Networking with the other states

It was good to meet EP leaders from different states and create connections that could be used in the future

Comparing ourselves with our peers gave us a reason and framework for which to think about how we really operate and why. There's normally no one that we can consult on about what does and doesn't work when doing what we do as emerging professionals organizations - we don't have a lot of peers or similar groups to compare to.

I thought the event did a good job of bridging the gap between groups across the North Central States. This allowed us to discuss our hardships and successes and learn from each other's groups.

6. What did you like least about the event? - Responses

No complaints.

i couldn't stay for the entire event

Everything else. The last segment was the filet...

It got a little long near the end. The discussion could be a little bit more structured.

Get more EP's in the room...sometimes the quietest folks that weren't in the room can contribute the most.

I think the only negative thing about the summit was the lack of a concrete plan going forward for how the four state components can keep in touch and connect. However, I understand that this is still possible and it was nice to hear the opinions from the four states about

Some components got a little long, but they were necessary to get everyone on the same page of which state does what for their young professionals. I did like the engagement we had through discussions based on these components.

I wish it would have been a bit longer, starting in the mid morning.

Attendance from some states was lacking. It'd be great if attendance could be more incentive-ized to ensure that each state is represented appropriately.

The length, I felt like we were cut short on time

It felt like the future profession brainstorming took a lot time and was not as helpful as talking about more specifics about what and how you are doing things

The scope of the summit subject matter was so incredibly broad that it was hard to pin down a topic or goal besides communication. We had discussions about the future of the profession and how we saw things changing. This information was to be relayed to the Strategic Council. Although this was an enjoyable activity, it would be nice to know that there are future actions and activities to come out of these discussions.

7. What information were you able to take back to your component? - Responses

New motivation to keep planning.
the Minnesota Fellows need to organize some mentoring activities with young architects
Events and opportunities ...
Different ideas for events. How to get people involved in my area.
Bragging about the success at the December Board and Strategic Council meeting!
I was able to bring back significant inspiration for future Associate Members/EP event planning, as well as a large number of excellent things to try to incorporate into my local component.
South Dakota has a lot of work to become a more cohesive unit. There are just a few young professionals the other states had great ideas as to how to create a culture for those people.
I now have a better understanding that we are not isolated in the concerns we have regarding incoming generations interest in architecture.
Information about what we COULD be doing, and some great ideas about how to develop a better state and region AIA culture for emerging professionals/young architects.
getting an arch degree online is very new and I enjoyed speaking to those taking that route.
Ideas for new and different events than what we are already doing.
One of the most significant stories I heard was from the Wisconsin contingent, who talked about the timing of events - evenings are perfect for unattached young professionals, but so many EPs are neither single nor childless (and this is a good thing) which has to be factored into scheduling events.
Information about successful Emerging Professional events and how to gain interest in our community will be taken back. We also heard different initiatives the Strategic Council is working on and plan to look into those as well. Possibly having a K-12 Architecture initiative for example.

8. What one idea about future workforce seemed to stand out or be most profound? - Responses

Free-lance architect concepts
our reliance on technology
That there are so few of us. It sounds like we'll really have to step up to fill that gap.
Alternate career paths are such an important thing to address for licensed Architects!
"Free agent" architects
The increasing change in the workforce environment. To maintain young professionals in the business to become licensed, we must work to provide environments that are friendly towards the newest generations and flexible to people with families.
The incoming workforce is motivated differently and works differently.
The concept of contractor-like architectural employment (Large firms acting as a general, and individual employees contracting for each job).
I think just thinking about how we need to help make architecture school/licensing more accessible with alternative paths while still keeping enough of the barriers to getting license that being a licensed Architect still holds merit and means something. Not everyone can do it which is important in many ways to keep the profession strong.
What stood out for me about the future workforce was how many diverging views of it there were.
What stood out to me about future workforce was the idea of ever changing education. How students learn and how the profession can open up to different kinds of students. How education can become more flexible and accommodating to non-traditional students in order to keep people coming into the profession.

9. What other conference sessions did you attend, and were they valuable? - Responses

| |
|--|
| Communication and the Keynote were excellent. |
| Event 6- Designing with Large Format Tile- Somewhat valuable. Event 8- US Bank Stadium: Building Code Challenges- Somewhat valuable. Event 17- Continuous Exterior Insulation- Very valuable Event 37- High-Impact Communication Skills- Very valuable Event 54- Exploring the Future of Specifications- Somewhat valuable Event 61- High Performance- Va |
| na |
| 1. Peeking Behind the Curtain - valuable 2. #ArchitectAnd - somewhat valuable 3. Emerging Voices in Real Estate - not very valuable 4. Courtney Martin Keynote - very valuable |
| #AndArchitect. It was a great session to see how you can be involved in the architectural world as something besides or as well as a professionally trained architect. I left early to get back to work, but wished I could have stayed. |
| I was not able to attend others due to scheduling conflicts, however found the agenda of events and the venue very interesting. |
| I found most sessions engaging. I think it would be good to somehow incorporate the schedule of the summit better with the rest of the convention so folks can attend more sessions if wanted... |
| The Keynotes, hearing Rachel Martin speak about inequality in the architecture profession was powerful. She distinctly talked about how architecture rewards people who give up life/work balance and this is hurting firms and the profession. |
| I went to sessions on the following topics - Early Energy Modeling - Business side of the professions - Designing at the US Border - Young Professionals in Real Estate - Juror Show and Tell - Friday Morning Keynote I thought they were for the most part valuable. AIA MN seems to always put on solid convention programs for all professionals. |
| I was under a tight schedule with my employer and was only able to attend a few other sessions. As I am not a licensed architect, the summit corresponding to a conference that interests me was appealing to me but not necessary. |
| I attended other leadership conference sessions. I found them all to be extremely valuable. The most being the keynote breakfast where they talked about diversity in the workplace and how leadership plays a role in that. These conference sessions were not only valuable, but inspiring for a young architect. |

10. How interested are you in having another annual summit?

| | Number of Response(s) | Response Ratio |
|---------------------|-----------------------|----------------|
| Very interested | 12 | 80.0% |
| Somewhat interested | 2 | 13.3% |
| Not interested | 0 | 0.0% |
| No Responses | 1 | 6.6% |
| Total | 15 | 100% |

11. Where would you be willing to go for future summits?

| | Number of Response(s) | Response Ratio |
|--|-----------------------|----------------|
| Always keep it central, in Minneapolis only. | 7 | 46.6% |
| Minnesota | 12 | 80.0% |
| Wisconsin | 10 | 66.6% |
| South Dakota | 10 | 66.6% |
| North Dakota | 9 | 60.0% |
| Total | 15 | 100% |

12. For future summits, is having them in conjunction with a conference and offering CEUs important?

| | Number of Response(s) | Response Ratio |
|---|-----------------------|----------------|
| It was a nice balance to have both a strategic planning session and the | 9 | 60.0% |
| I would only attend if it was in conjunction with a conference offering CEUs. | 4 | 26.6% |
| The conference and CEUs have no affect on my interest or attendance. | 3 | 20.0% |
| The conference added too many days for me to be out of work. | 1 | 6.6% |
| Other | 3 | 20.0% |
| Total | 15 | 100% |

better if it was immediately before the conference or immediately after the conf

please make shorter, to attend more sessions.

CEUs were one way in which I was able to convince work to let me go.

13. How interested are you in participating in 2-3 conference calls throughout the year to continue conversations initiated at

| | Number of Response(s) | Response Ratio |
|---------------------|-----------------------|----------------|
| Very interested | 6 | 40.0% |
| Somewhat interested | 8 | 53.3% |
| Not interested | 1 | 6.6% |
| No Responses | 0 | 0.0% |
| Total | 15 | 100% |

14. Would a regional database, to share information and resources, be helpful?

| | Number of Response(s) | Response Ratio |
|------------------|-----------------------|----------------|
| Very helpful | 12 | 80.0% |
| Somewhat helpful | 3 | 20.0% |
| Not interested | 0 | 0.0% |
| No Responses | 0 | 0.0% |
| Total | 15 | 100% |

15. Was there something you learned about at the summit that you hope to implement in your chapter?

Creating interest within the community. Getting people involved.

The continued need to engage EP's regarding the growth of our profession.

YES, tons of things.

Community outreach/involvement, travel fellowship/design competition, Draughting club, annual planning strategy, relationship with the state AIA staff, etc.

Gathering of the young professionals to provide a support system through the ARE's, IDP, and early licensure would be the most important thing I found was beneficial to the other states that were included.

I intend to reach out to younger staff to learn what we can do as a chapter to get more involvement. Additionally I am hoping to get more involved in the planning process of events.

The various breakdowns and events other larger chapters hold.

having resources and study groups for those taking the ARE.

Integrating other opportunities, learning, tours, etc with our monthly Happy Hour events.

I hope that the discussion on scheduling events for different age/lifestyle demographics is something that we can factor in when organizing in the future.

The ideas of how to strike interest within our Emerging Professional group and different event ideas is something I hope to implement into our chapter.

16. How likely is it that you would recommend the event to a colleague on a scale of 1-10?

| 7 | 8 | 9 | Extremely Likely - 10 |
|----|-----|-----|-----------------------|
| 1 | 5 | 2 | 7 |
| 7% | 33% | 13% | 47% |