

# Strategic Objectives

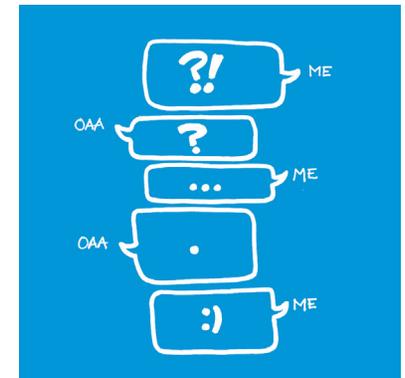
Living our values through action:

5 Strategic Objectives to guide our initiatives and priorities

## STRATEGIC OBJECTIVE 1

# Cultivate member trust

The OAA can cultivate a proud and trusting membership by operating with transparency and directness. Open lines of communication between the OAA and its members. Doing so will help foster trust and create a supportive and proactive membership-base.

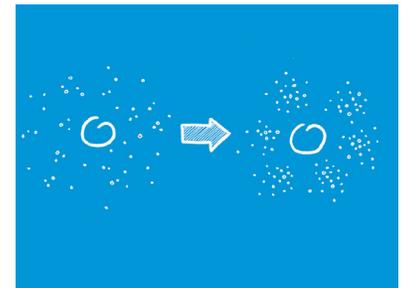


Example Tool  
**BUILD MEMBER  
FEEDBACK CHANNELS**

Web forums and off-the-record interviews are excellent ways to get feedback on how well the OAA is representing its membership. Open lines of communication are most effective when individuals know that their opinion is valued, and that there will be no negative consequences or reprisals.

# Increase efficiency and responsiveness

The architects of Ontario need an association that is constantly on the pulse, one that is proactive at engaging on emerging issues that are important to its membership.



Example Tool

**MEMBER-DRIVEN BLOG  
AND RESOURCE SITE**

Be the host of an architectural online community that is driven by its members. An open resource site will allow members to contribute content and provide resources that will help identify key trends for the Council and Registrar, increasing the OAA's responsiveness (examples: Archinect, Bustler).

## STRATEGIC OBJECTIVE 3

# Engage the diversity of stakeholders through rich programs

By engaging individuals with diverse programs and offerings that recognize the breadth and depth of interests and expertise of the membership, OAA will be positioned as an open and inclusive association.



Example Tool  
**SOCIETY EXCHANGE PROGRAM**

Encourage involvement by providing networking and learning opportunities between societies. Have local societies visit each other to discuss issues and exchange ideas. Meet your neighbours, talk shop, and discuss matters in your region and beyond.

# Foster excellence in design, education and business

To elevate architectural culture in Ontario, the OAA needs to encourage architects to pursue excellence in all they do. This means accommodating, recognizing and promoting excellence in the profession and in practitioners, at all stages of an architect's career.



Example Tool

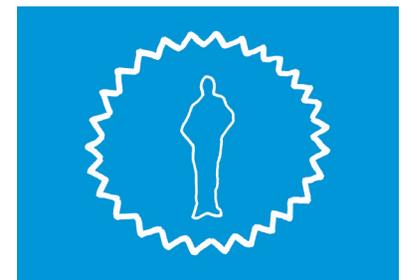
## **OAA AWARDS ASSESSMENT**

Audit the OAA Awards annually to make sure each year's winners aren't the same old winners. Create categories that encourage young designers and innovators to apply: Best Building To Nap In. Best Hollywood Kiss Building. Most Innovative Use of Materials. The Really Green Award. The Interns' Choice.

## STRATEGIC OBJECTIVE 5

# Raise architecture's public profile

The public must be empowered through education to recognize the importance and value of quality design and architecture. An appreciative public will support thriving architectural businesses and help ensure the execution of great work, as well as a culture of excellence in the profession.



Example Tool

## **PRIORITIZE HUMAN PURPOSE**

Use the principle of human purpose as a rallying cause for initiatives, using this as a value and touchpoint to help set priorities and direct energy and resources. This includes 'green' issues and promoting healthy environments in built form to advocating for ethical practice and fair wages.