



2023 HQ Survey In-Depth Findings

AIA Oregon
HQ Task Force
Meeting
March 24, 2023



About the Survey

Survey Goals

This survey was designed to better understand AIA Oregon members' preferences and vision for the new AIAO HQ.

The survey focused on two main topics: the location(s) of the HQ and its main uses.

Demographic questions allowed us to delve into the differences in preferences among the five sections and various professional levels.

Overview

Content: 9 questions in three main categories

- Uses
- Location
- About you (AIAO section, professional status)

Timeline: Responses collected January 12 to February 14

Promotion:

- Sent to AIA Oregon members directly via email
- Promoted in Thursday's @ Three weekly newsletters and social media

Response

Response Rate

- 220 responses
- 13% member response rate (approx.)

Section Representation (approx.)

- 22% of AIA Bend
- 10% of AIA Eugene
- 11% of AIA Portland
- 24% of AIA Salem
- 29% of AIA Southern Oregon

Methodology

To develop high-level findings and recommendations, we reviewed:

- Full survey results (all respondents)
- Responses filtered by:
 - Section
 - Portland compared to four other sections combined
- Responses filtered by professional status
- Open-ended responses and comments

Findings

Uses

Members across Oregon imagine using the new HQ in similar ways.

Q1: In your own words, how do you imagine using AIA Oregon's new HQ?

Bend	Eugene	Portland	Salem	Southern OR
Networking	Networking	Networking	Continuing education	Proximity is key for maximum usage
Proximity is key for maximum usage	Continuing education	Continuing education	Networking	Continuing education
Continuing education	Public outreach and community education	Meetings	Public outreach and community education	Networking
	Resource library	Exhibit space	Events	Public outreach and community education
	Proximity is key for maximum usage	Public outreach and community education	Proximity is key for maximum usage	
		Events		
		Resource library		

Key Details:

- Networking and continuing education are among the top uses mentioned in comments across sections
- Proximity is a key factor in determining type and frequency of use for those outside Portland
- Members want the HQ to have a public face

The need for an in-person networking space was mentioned most often.

“A meeting place for all AIA members and supporters to share experience while celebrating architecture and benefiting the community.” (Bend)

“There is a lack of networking events (to meet with ESB/WBE/DBE Certified subcontractors, to exchange ideas between various architectural firms, etc.). It would be fantastic to have a physical location where these types of events can occur.” (Portland)

“A place to engage with colleagues.” (Eugene)

“A rich and vibrant gathering space for architecture professionals.” (Portland)

“I would like to see regular events for knowledge communities to gather like CRAN, YAF, NOMA, and WIA.”
(Southern Oregon)

“A space to connect, learn, and grow in my career. Moda Center tickets have been a huge perk! It allows us to meet other architects in a relaxed setting.” (Salem)

Having a space for continuing education and resources was also top of mind.

“It should house digital and physical resources for members to be able to answer questions about licensure and running a business in OR”
(Eugene)

“Space for in-person learning opportunities”
(Southern Oregon)

“My ideal situation would be a place for ongoing education, where we could host events and happy hours and have a physical ‘home.’”
(Salem)

“Archives of Oregon architect's projects.”
(Southern Oregon)

“Frankly, I don't use the AIA for much except it's tally for CEUs...I would hope that it be a place to meet, socialize, learn, teach, advocate and exchange. It does none of these things effectively now.”
(Portland)

“As a emerging professional... am having a hard time finding a place and resources to study for licensing and other certifications. The new HQ could be a good spot for that.” (Portland)

The HQ is an opportunity to enhance public understanding of architecture.

“A positive symbol of the central role of architecture in creating healthy communities.”
(Eugene)

“It would also be great if this were the headquarters for community outreach to lead things like city/building tours.” (Southern Oregon)

“As a place to showcase architects and architecture to the public, and as a design-highlighting space to meet with legislators, community leaders, and allied advocacy groups, and colleagues.” (Salem)

“Being seen and heard as a critical profession in shaping our rural and urban future!” (Salem)

“The most difficult aspect of the AIA's job is to educate the public about what architects do, don't do, and how we are involved in creating the world around us. To fully achieve this, creating quality exhibitions, and opportunities for public engagement is crucial.” (Portland)

Members want a solution that pairs good design with financial feasibility.

“A positive symbol of the central role of architecture in creating healthy communities.”
(Eugene)

“...a visceral example of what the built environment must be in the future.” (Portland)

“A beautiful example of what thoughtful architecture and planning can achieve.”
(Portland)

“...a destination attractive enough to make it onto travel Oregon brochures, not to look at but to experience.” (Salem)

“I see a need for a large social gathering space, but question the cost benefit of AIAO permanently maintaining such a space.”
(Portland)

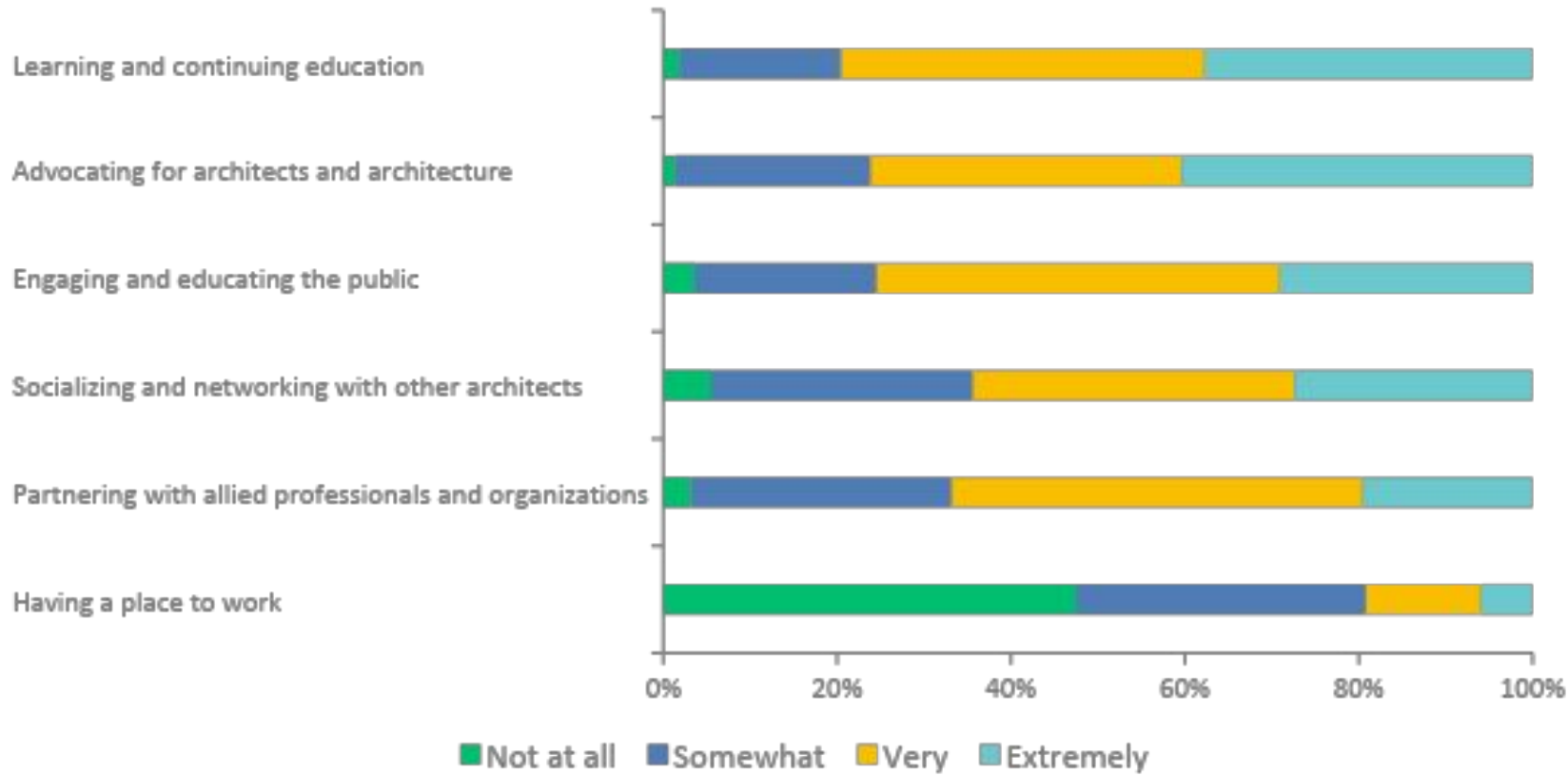
“Cost-effective for the long-term with regard to lease terms and build-out.” (Portland)

“...saddling the organization with excessive debt, poor lease terms, and lack of flexibility for the future needs to be avoided.” (Salem)

Imagined uses did not vary significantly by professional status.

- Young architects were more likely to mention need for industry advocacy.
- Students talked about the need for mentoring and networking—building a bridge to the professional world.
- There is general concern at several professional levels about supporting “the next generation” of architects.
- Young architects and associate AIA members are slightly more likely to be looking for the new HQ to act as a resource hub and library.
- Continuing education is less of an explicit priority for retired architects and emeritus members.

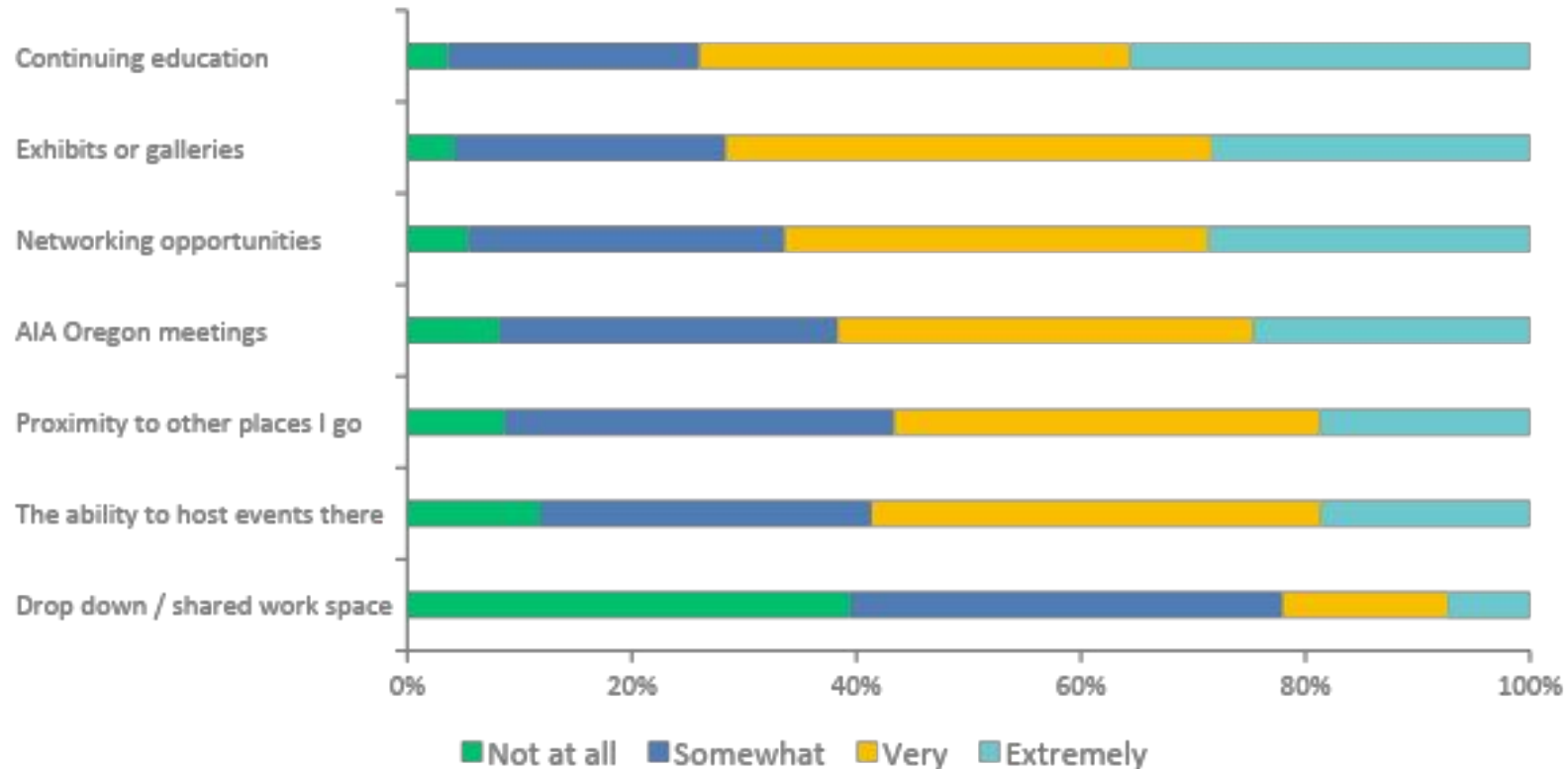
All uses except workspace were rated very important.



Key Details:

- More than 60% of respondents rated all other proposed uses as very or extremely important.
- “Having a place to work” scored lowest across sections and professional statuses

Those priority uses would make people want to visit the space.



Key Details:

- “Drop down / shared work space” scored lowest across sections and professional statuses

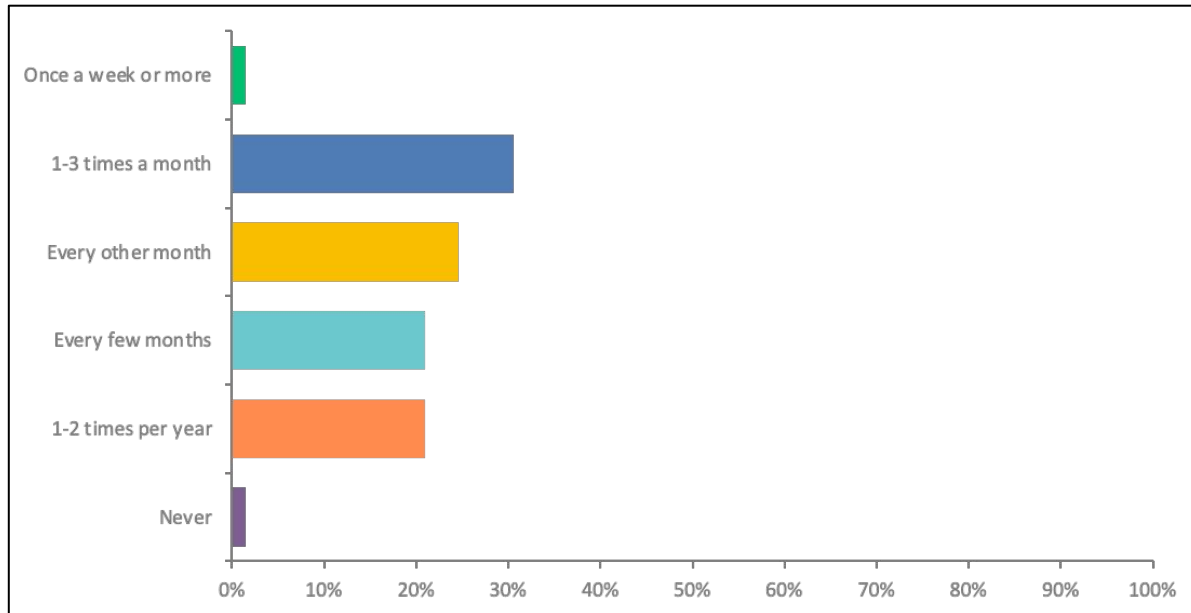
A welcoming space with key amenities could make members more likely to visit.

Other frequently mentioned amenities included:

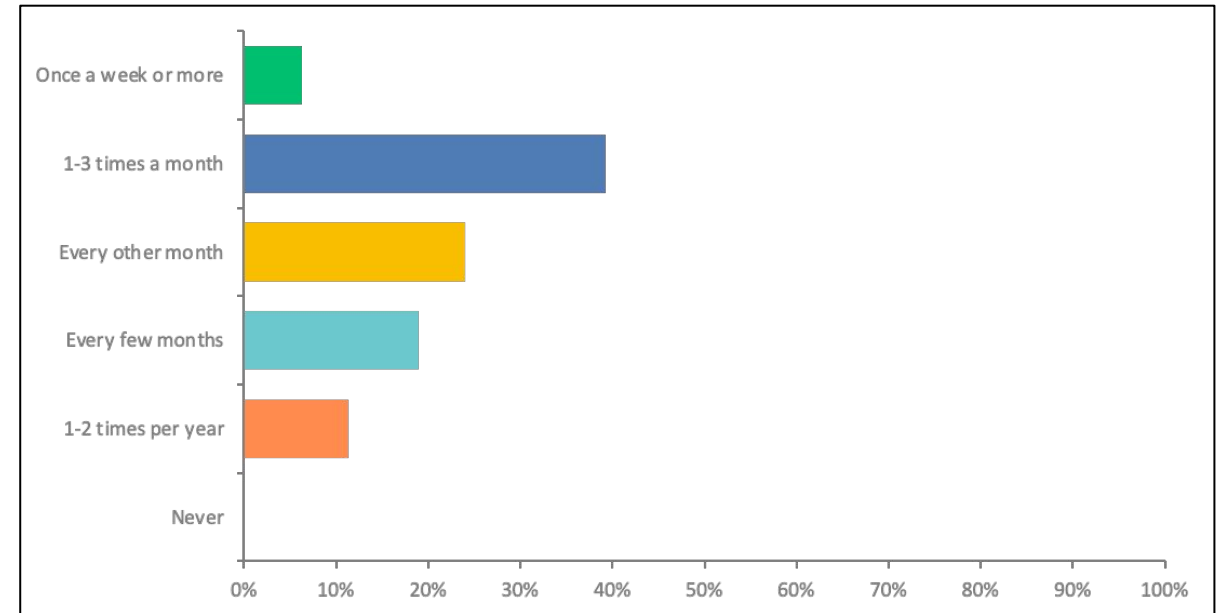
- Casual, comfortable, welcoming space, with an open-door policy
- Gallery/exhibit space
- Food and drink options (coffee, beer, etc.)
- Parking availability and safety
- Outdoor space
- In-person events (meetings, education, design receptions, lectures)

Most members expect to visit every other month or less, but young architects and Associate AIAs would visit more.

Architects, Fellows & Retired/Emeritus



Students, Associate AIA & Young Architects



Findings

Location(s)

Proximity will be a big factor in determining how the HQ is used.

“If it were close to me, I would use it to run design thinking workshops in partnership with the local school districts, or attend lectures/guest speakers, or go pick up books to learn from.” (Eugene)

“Portland isn’t necessarily convenient to access if you live outside of the city.” (Bend)

“Unless it, or one, is located near my area (Salem, Eugene, Bend, Southern) I estimate I might visit a Portland-based office once in 5-10 years, perhaps less.” (Southern Oregon)

“I travel to Bend, the coast and Eugene for work but I never go to Portland.” (Southern Oregon)

“A Headquarters that is accessible to all members in the state without burden on long travel times.” (Southern Oregon)

“As I do not live or work in Portland, I do not anticipate using the office. I suspect that is best utilized by Oregon AIA's staff, Board and Sector representatives.” (Salem)

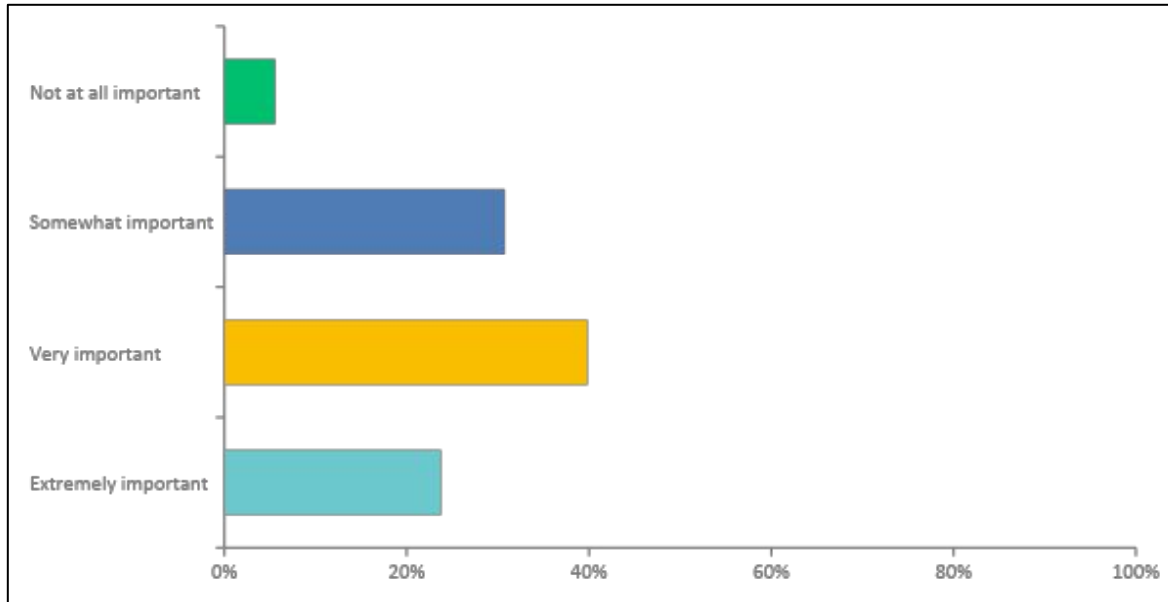
Members are open to virtual options, but also want a physical space.

“The traditional value was as a central source of all forms of information and a place to gather and participate in shared activities. In the wake of the pandemic, we have learned how to share information in a variety of digital forms very successfully. However, the need to gather face to face is one we are learning remains an essential need. Some form of a gathering place forum seems both valid and essential.”
(Portland)

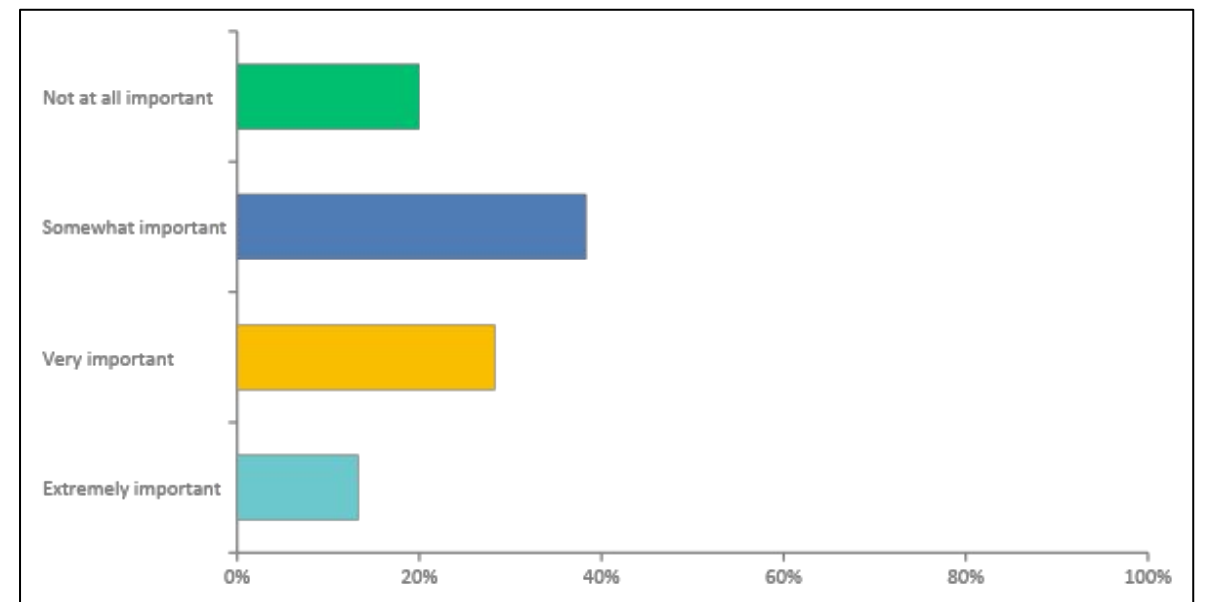
“It should house digital and physical resources for members to be able to answer questions about licensure and running a business in Oregon” (Eugene)

Having a local HQ was important across sections but somewhat more important to Portland members.

Portland

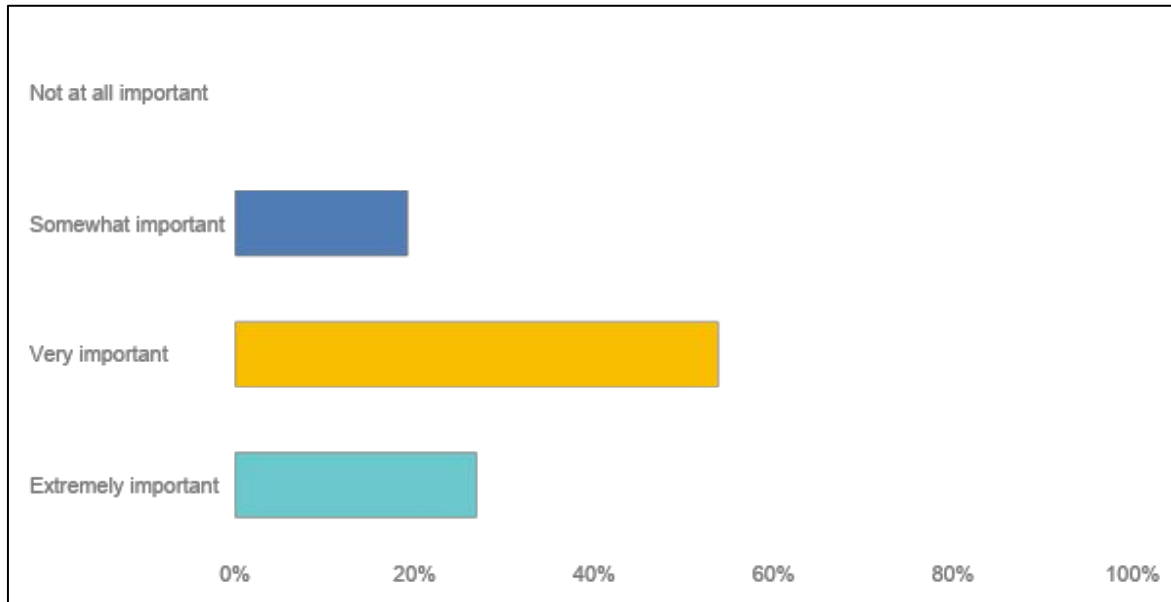


Four Regional Sections

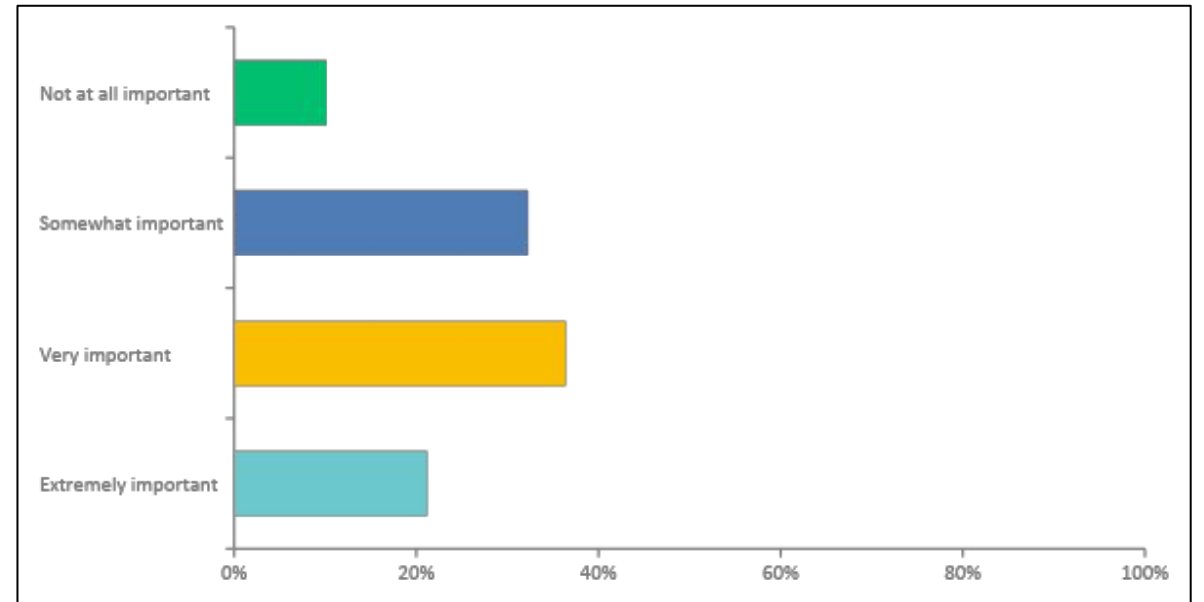


Having a local HQ was particularly important to student and associate members, and also to fellows.

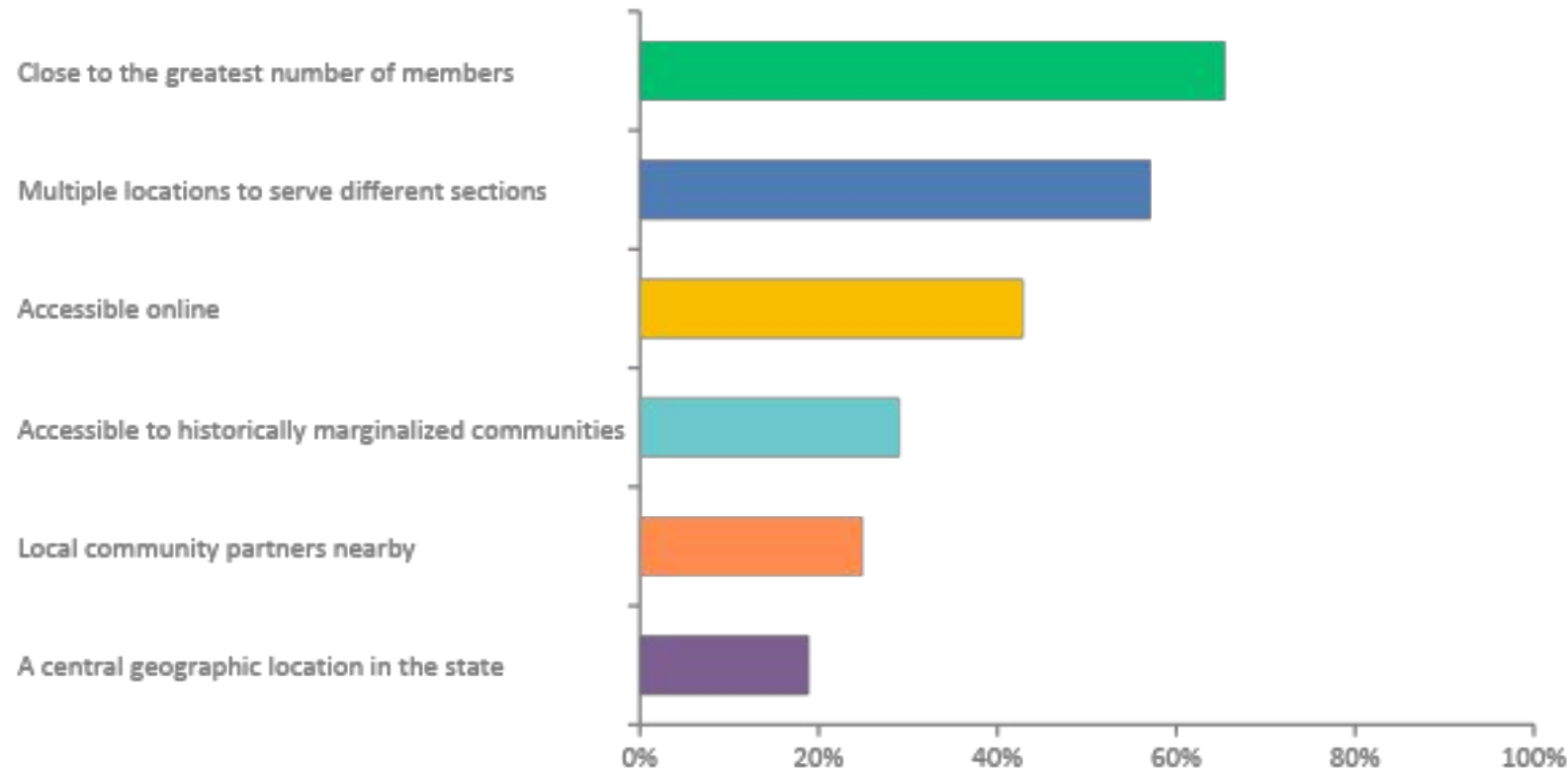
Students & Associate AIA



All Respondents



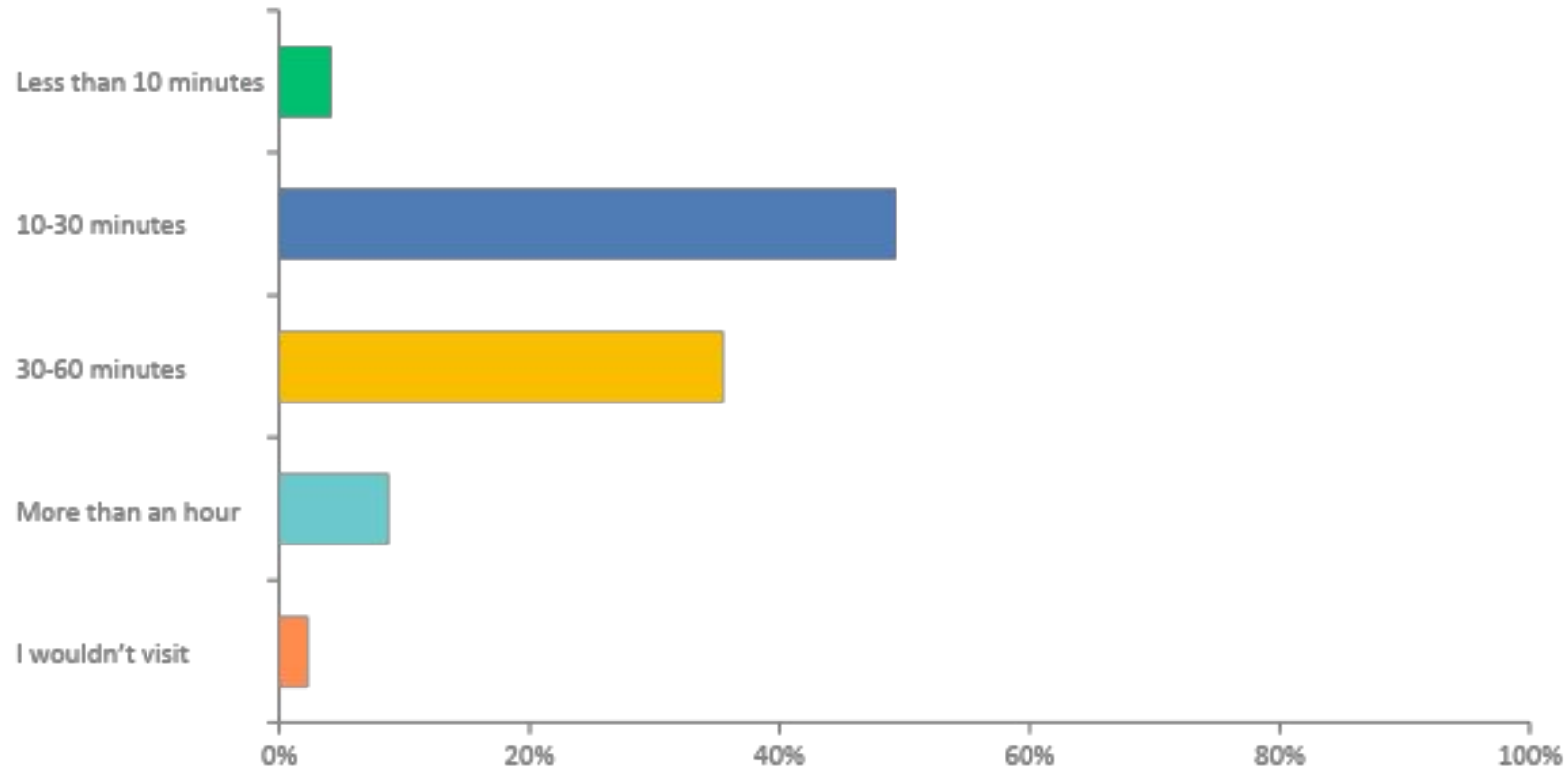
For choosing location(s), proximity to people and online access rose to the top.



Key Details:

- For most sections and professional statuses, “close to the most members,” “multiple locations” and “accessible online” were in the top 3.
- In Eugene, “accessible online” was the top pick.
- “Access for marginalized communities” was a top priority for students and Associate AIA.

If it's more than an hour away, people are unlikely to visit.



Key Details:

- Portland members generally wanted to spend less time traveling to the HQ.
- There was little variation among professional statuses.



Recommendations

Uses

Recommendations: Uses

- Create spaces that allow people to join together as a community for functions such as networking, continuing education, advocacy and public outreach/education.
- AIAO will need some physical presence close to every section to meet section-specific needs for networking, meetings, and housing resources/libraries.
- The size/type of each space should be based on each section's needs.
- Creative management/staffing solutions will be needed to ensure space(s) can be accessed when they are needed (consider shared spaces/partnerships, not just AIA-owned and managed).
- Drop-down desks or shared work spaces are not priority uses to consider.
- AIAO staff does not need a physical work space. They will continue working virtually.
- Consider the value and management requirements of some kind of street presence or storefront space that draws in the public.
- Dig deeper into members' hopes and expectations around public outreach, engagement and advocacy.

Recommendations
Location(s)

Recommendations: Location(s)

- Consider physical locations across the state that are accessible to each section.
- Keep online offerings: consider what to do online vs. in person, recognizing that online options help create unity/bring people together across the state.
- Cost-effectiveness and financial feasibility are important to members—more so than high design.
- Based on how much people say they will use the space, partnerships and/or some form of pop-up option are worth strong consideration.
- It is unclear if people want one of the locations to serve as a central HQ for the whole state but, if there is something like this, locations outside of Portland need to be considered, and the primary use of this space should figure into the decision.
- Consider specific, location-based uses for the spaces (i.e. Salem is the hub for advocacy, Portland and Eugene as hubs for higher education).



Questions

Questions to explore further:

- What needs/uses need to be met at a local level? What can happen statewide? What customization is needed to meet differing regional needs?
- What needs/uses need to be met in person vs. virtually?
- How can the spaces support the strong desire members expressed for advocacy and public education?
- What is the balance of “for industry” uses and “for public” uses?
- How do we consider flexibility for evolving needs over time?
- Should the spaces be owned/managed fully by AIA Oregon or would pop-up or shared solutions work?
- What do we ask members next, and how do we ask it?



Next Steps

Next Steps

- Task Force review and refine recommendations (**April 7**)
- Communicate findings with AIA Oregon members (**April**)
 - Thursdays @ Three
 - Social media
 - Share presentation on AIA website
 - Thursday roundtable?
 - Talking points for task force members
- Utilize outreach & research processes to begin to answer remaining questions (**April 28 meeting**)
- Present at AIA Oregon board meeting (**May 19**)

Thank You!

