How to submit a Component Best Practice

AIA national is working towards creating a database of best practices that are sharable and replicable for components’ use. Best practice submissions should fall under one of the core service categories and should elevate that core service.

Programs should:

- **Innovate** – The program or best practice should demonstrate the ability of the chapter to serve members and the community. It should capture and interpret the needs of your current and future membership. The program should illustrate a comprehensive understanding of the topic and illustrate performance excellence and value.

- **High-quality** – The program or best practice should exemplify and promote relevant knowledge on a topic. Also, evidence should be provided to demonstrate that the program engages in ongoing knowledge and programmatic evaluation and enhancement. An added plus is that the program concept, development, content and implementation engaged the component in collaborative relationships with other allied organizations.

- **Replicable** – The program must be replicable with steps/processes for chapters to follow. The program should incorporate tangible, practical content that can be used by other components.

- **Relevant** – The objectives, design and content of the program should be consistent with the members’ needs and challenges. The program should be reviewed periodically to determine its continued relevance in meeting member needs. The program can engage members as well as nonmembers and expand the influence of architects in their communities and the profession.

- **Measurable** – The submission must have clear and specific measures/indicators of success. The program must have quantitative measures that demonstrate the overall impact or effect on the overall membership.

**Resources**

View previously submitted Best Practices (link to Component Connect)

All Best Practices should abide by the [AIA Content Style Guide](#)

**Contact**

[Jack Charlton](#), Manager Component Communications & Information Resources
NAME OF COMPONENT: AIA Mid-Michigan

CONTACT: Amanda Harrell-Seyburn (2019 Vice-President)

COMPONENT SIZE: Volunteer

PROGRAM TITLE: Sensory: A Project Architecture Installation

CORE SERVICE: Advocacy

PROVIDE A BRIEF DESCRIPTION OF THE PROGRAM:
“Sensory: A Project Architecture Installation” was a site-specific installation designed by emerging professionals of AIA Mid-Michigan’s Project Architecture Team for the purpose of raising public awareness of architecture and the component within the context of the East Lansing Arts Festival. The installation combined structure and scent, transforming a street intersection, into a creative experience. Sited to be experienced in the round, asymmetry provided a unique view from every side. An integrated bench provided a place of respite and contemplation. Mobile cube benches allowed the public to create their own arrangements. The creative structure transformed space and captivated imagination.

HOW DOES YOUR PROGRAM ADDRESS THE CORE MEMBER SERVICE?
“Sensory” was a highly visible public installation which raised public awareness for architecture and the AIA Mid-Michigan component. The installation, “Sensory,” served as a gathering place for people to meet, learn about architecture, enjoy and enhance their experience of architecture in the context of the East Lansing Arts Festival. Sensory was the first in what will be many public awareness installations by “Project Architecture” an AIA Mid-Michigan public engagement program conceived in 2017 by the AIA Mid-Michigan Emerging Professionals including creative director Amanda Harrell-Seyburn in collaboration with Audrey Gilbert, David Lenz, and Jonathan Faasse. The purpose of Project Architecture is to engage through the design and construction of creative structures and demonstrate the capacity of contemporary architecture to transform space & captivate public imagination.

WHO IS THE INTENDED AUDIENCE (include size and demographic)
Attendees of the East Lansing Art Festival that include:
60,000 people and 5,000 children from the following states-- Michigan, Ohio, Illinois, and Indiana (Numbers tracked by the ELAF)

WHAT IS THE BUDGET? (include all costs including sponsors, grants, and other outside funding)
Total Cost to Implement: $9500.00
Construction + Vegetation Cost: $7,400.00
Marketing Cost: $1350.00
Photography: $250.00
Overnight Security: $500.00
Funding Sources - All Expenses Covered by Sponsorships + Grants includes:
Michigan Architectural Foundation $3,000
Michigan State Housing Development Authority: $2,500.00
Sponsorship includes:
Material Suppliers + Local Architecture Firms: $4000.00

HOW (list the steps or process to implement this program, be as specific as possible)
Steps to Implement:

1. Approached East Lansing Art Festival (ELAF) board about creating a site-specific installation for the festival. ELAF board agrees and specifies site.
2. Developed a design committee & appoint a creative director. Meet regularly and have weekly calls (about 4 months).
3. Design committee designs installation (1-2 months)
4. Design committee seeks sponsorships + grants (1-2 months)
5. Design committee hires contractor
6. Contractor builds installation (7 days to build and completed 1 week before festival)
7. Design committee, with contractor, installs installation at East Lansing Art Festival for duration of festival (2 days)
8. AIA Mid-Michigan members volunteer onsite at the installation over the 2-day festival promoting architecture and interacting with the attendees of the festival
9. Design Team is interviewed by numerous media outlets. Installation receives significant press including WKAR & Lansing State Journal.
10. Design Team & Contractor disassemble the installation at the conclusion of the festival.