NAME OF COMPONENT: AIA Northern Nevada

CONTACT: Donna Koepp

COMPONENT SIZE: Up-to 500 members

PROGRAM TITLE: Architecture Week

CORE SERVICE: Public Outreach

PROVIDE A BRIEF DESCRIPTION OF THE PROGRAM:
Architecture Week was developed in 2017

In April several activities are scheduled in a single week. These activities are designed to reach a broad audience that brings focus to architecture, community and education.

HOW DOES YOUR PROGRAM ADDRESS THE CORE MEMBER SERVICE?
Architecture Week involves educating membership and the public in the value of architecture. Public Outreach is where it fits best. All activities are open to the public and communicated as such.

Reaching City Councils was an added benefit with the proclamation of Architecture Week by Reno City Council and Sparks City Council.

WHO IS THE INTENDED AUDIENCE (include size and demographic)
Architects, Planners, Engineers, Interior Designers, Contractors, Subcontractors and Suppliers or anyone interested in the art and profession of architecture.

Probably 20–50-person participation in each event (and hope to grow)

Kids (for hands-on) any age (game night) adults (bus tour)

WHAT IS THE BUDGET? (include all costs including sponsors, grants, and other outside funding)
Given we had sponsors for much of the costs, it's hard to pin down.

- The bus tour includes the rental of two shuttle type busses. We did charge a nominal fee ($10 for the tour)
- The Nevada Museum of Art worked with us to provide the theater.
- A local brewery provided the space for lectures
- The Discovery Museum also worked with us to provide the space for the design/build project.
- Game Night was at a local venue focused on games.
HOW (list the steps or process to implement this program, be as specific as possible)

- Develop a Committee
- Schedule the week
- Solicit Sponsorship for costs where you can
- Solicit Venues for events such as lectures, screenings, hands-on projects
- Solicit members or companies to supply tangible material as needed
- Communicate early and often through website, email newsletters, announcements, press releases to community event calendars.
- Designate a champion for each event to follow through with the details
- Inform City Councils of the event
- Committee Debrief to discover what was learned to improve the program