

NAME OF COMPONENT: AIA South Dakota

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COMPONENT SIZE: Up-to 500 members

PROGRAM TITLE: Blueprint South Dakota

CORE SERVICE: Public Outreach

PROVIDE A BRIEF DESCRIPTION OF THE PROGRAM:

In 2018, AIA SD created a blog, Blueprint South Dakota (www.blueprintsouthdakota.com) to give AIA SD members a public space to comment about architecture, civic and design issues. The blog has several subscribers including members of the architecture profession, other contributors to the built environment, business leaders and elected officials. The blog has had at least two posts a week since its founding in August. Several the posts have been picked up and reprinted in the state's largest newspaper. The blog has been covered by SD Public Radio, two news stations and widely shared on social media.

HOW DOES YOUR PROGRAM ADDRESS THE CORE MEMBER SERVICE?

AIA SD is most excited about the buzz this blog has created with stakeholders within the community. It has been a very effective public outreach tool. South Dakota architects are asked about their posts and ideas on the webpage, via social media and in public conversation.

The blog has several subscribers including members of the architecture profession, other contributors to the built environment, business leaders and elected officials. Many of the subscribers have email addresses @yahoo.com or @gmail.com, but several have email addresses that we can clearly identify as members of the South Dakota legislature, business owners, government officials, etc. Obviously, many readers are also general members of the public.

WHO IS THE INTENDED AUDIENCE (include size and demographic)

The goal of the publication is to reach South Dakotans who care about their community. AIA SD is a relatively small chapter with limited resources. This effort helps the component increase its voice and reach via the blog itself and through media pickups that multiply the reach of the component's efforts.

WHAT IS THE BUDGET? (include all costs including sponsors, grants, and other outside funding)

South Dakota's Blueprint South Dakota blog cost around \$3,000. This included development of a Wordpress website, fees for purchasing a domain and hosting fees from Go Daddy.

All content is automatically cross posted to the AIA SD Facebook and Twitter pages and updated

to the AIA SD webpage.

Ongoing annual costs are budgeted to be around \$500. Going forward there may be investment in proof-reading services and some additional content work.

Additionally, AIA SD has secured two sponsors of the blog in the last three weeks (with more in process) which has enabled the component to fully recoup its investment costs. Going forward, this project will add to the component's non-dues revenue and will allow an operating budget for additional infrastructure and other improvements

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

1. Make the decision to begin a blog.
2. Partner with the existing communication committee or form a sub-committee.
3. Consider staff time and resources to identify the role of the Executive Director and/or other staff.
4. Create a calendar of blog hosts for each month to prevent author burnout and provide a consistent hand-off from month to month.
5. Recruit writers and establish a flexible editorial calendar.
6. Post editorial calendar on a shared site like Basecamp.
7. Establish editorial and style guidelines.
8. Set a launch date.
9. Alert component membership.
10. Alert the media.
11. Meet monthly to discuss achievements, content quality and ongoing project sustainability.
12. Continually recruit blog hosts and content authors.