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 South Dakota

CONTACT: Angela Lammers

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.
10. Alert the media.
11. Meet monthly to discuss achievements, content quality and ongoing project sustainability.
12. Continually recruit blog hosts and content authors.