

MEMORANDUM

To: All Interested AIA Massachusetts (AIA MA) Members
From: John Nunnari, Executive Director, AIA MA
Date: 01/23/2023
Re: Massachusetts Representative to AIA National Small firm Exchange (SFx)

The mission of the AIA Small Firm Exchange (SFx) is to advance the mutual interests of architects practicing in small firms. The objectives of the AIA SFx are three-fold:

1. Advocate the value of small firms, the national SFx, and local SFx groups, both within the AIA and to the public.
2. Curate and disseminate the most pertinent resources and information, from the AIA & elsewhere, that benefit small firms.
3. Inform the AIA of current issues facing small firms and areas in which current resources/information are lacking.

Role of the State Representative

- Be a key conduit for information and support between small firms and the three local components in Massachusetts - the Boston Society of Architects, AIA Central Massachusetts and AIA Western Massachusetts - and the AIA national SFx.
- Provide constructive feedback on AIA national's progress in delivering value to small firm members.
- Serve as ambassador for small firm engagement within Massachusetts.

Activities of State Representative

- Every month this position will require 4-6 hours of your time and participation in up to two 1-hour calls.
- State rep call to participate in small group conversations (breakouts rotate by firm demographics).
- An All-call to learn about AIA resources and to ask practice-related questions. (These calls will allow reps to understand the scope of the AIA and what's currently happening. This is also when reps will be able to alert the AIA National board to anything of importance, related to SFx, from AIA Massachusetts or its three local components.)
- Serve as a liaison to the state board of AIA Massachusetts, the three local components, and local SFx (or similar) groups in that area.
- Build relationships with state and local leaders i.e. component staff, board leadership, local SFx chapter/group leaders.
- Inform state chapter and three local component leaders of small firm resources.
- Collect and share small firm needs and concerns with the SFx board.
- Send quarterly newsletter to assigned state(s).
- Give the SFx presentation to state's chapters (in-person or virtually) and/or three local components and collaborate with SFx Board members to give presentations at state and regional conferences.
- Support SFx communication efforts. (SFx has a social media presence on [Instagram](#), [Facebook](#), and [Twitter](#). SFx leaders help the Outreach work group find content to share through [Flipboard](#) (an app to share articles you find online) and [project submissions](#) (any AIA member working at a small firm can submit a project for consideration). Orientation to Flipboard is provided and the Outreach work group handles all of the social media scheduling/posting. All this ensures a steady stream of high value content that we can then

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automate to go out on our social media accounts and pick specific articles to include in our quarterly newsletters.)

- Provide feedback via short surveys approximately 10 times per year
- Participate in a half-day virtual orientation and planning meeting in January.
- Participate in an in-person event at AIA Conference, if possible.

SFX State Representative body makeup

The body is made up of 53 AIA members who work in small firms, including representatives from each US state, Puerto Rico, Washington DC, and one international practitioner.

Leadership

The body is moderated by a Vice-Chair from the SFX Board, who in turn serves on the SFX Executive Committee.

Qualifications

- Must be an AIA member in good standing.
- Must live and work in Massachusetts.
- Must work in a firm with under 15 employees (ideally under 10 employees per AIA's definition)
- Preference to women, ethnic minorities, and younger members, currently underrepresented.
- Preference to volunteers who help achieve a diversity of firm size, age, structure, and service area/project types.

Term:

One-year commitment, renewable for up to five years total.

Timeline

- Applications accepted through 5pm on Monday, February 27, 2023.
- Notifications sent last week of February/first week of March 2023.
- Positions begin immediately upon notification.

To apply

Submit a single pdf file containing a cover letter that expresses your interest and unique qualities, along with a current resume, to junnari@architects.org