

## Regional design **REVOLUTION**: ecology matters

Design provides the foundation upon which every object and system is built. The design of a community or a building is an expression of aspirations, be they economic, cultural, social, or environmental. Sustainable design expresses these aspirations in the context of environmental factors beyond the project's property line, with the intention to engage, restore, or enhance a region's ecosystem.

The world is undergoing the largest wave of urban growth in history. By 2030, 60 percent of the world's population, or almost five billion people, will be living in towns and cities. In principle, cities offer a more favorable setting for the resolution of social and environmental problems than rural areas. Cities generate jobs and income. Because of the advantages of scale and proximity, with good governance, cities can deliver education, health care, and other services more efficiently than less densely settled areas. These centers of human habitat, as complex as they may be, must become integral components of larger environmental systems, if they are to thrive.

Cities present opportunities for social and economic mobility. Also, the density of urban life can relieve pressure on natural habitats and areas of biodiversity. The challenge for this century is to learn how to exploit the possibilities urbanization offers while attending to the health of the regional ecologies of which they are a part. The future of humanity depends on it.

*The AIA 2011 Convention in New Orleans presents an opportunity to explore how innovative approaches to planning, design, and construction, along with evolutionary or revolutionary approaches to practice, collaboration, and partnerships can create more resilient urban ecosystems where cities of all scales contribute to a region's sustainability and regeneration.*

### **Regional Identity and Urban Design**

The unique identity of a region is an integration of its cultural and physical geography. The collective history, character and qualities of its people, structures, streets, and places, as well as the natural environmental attributes of its topography, climate, and ecosystems, and the economic and social forces that shape their interrelationships, all contribute to a larger sense of place. Place-based design is a conscious act of integrating these many factors into a coherent, connected vision. *How have professional design and practice innovations responded to the unique challenges facing our regions, while strengthening or expanding their individual identities and character?*

## **Regional Ecosystems**

The world's most significant social and environmental challenges, such as air and water quality, transportation, housing affordability or economic vitality, are regional in scope and require regional solutions. Sustainability and livability are best understood and addressed at the regional level. In contrast to globalization, regional economies provide for and sustain local needs. Though healthy regions are effectively linked to the global economy, overdependence on external linkages can have catastrophic local impacts when large external shifts occur or when natural disasters strike. As with any ecosystem, the strongest regional ecosystem is one that is most diverse, interdependent, and independent. Each region is comprised of towns, cities, and communities that form this web of interdependent relationships, with greater diversity bringing greater strengths. *How have individual projects or initiatives restored or strengthened regional ecosystems through the integration of multiple planning and development objectives?*

## **Regional Community Development Patterns**

Cities and their regional constellation of communities potentially offer the most sustainable and efficient avenue for the development and delivery of infrastructure and services to meet physical, political, social, and economic needs of people. They also represent the collective investment and intelligence of generations and allow incremental growth and improvement to build upon success, or to re-build over obsolete or failed systems. Suburbanization has been the trend for the past half-century in the United States with major central cities over 1,000,000 giving up nearly 30 percent of their populations to their suburbs between 1950–2000. Overall, urbanized population has grown by 234 percent, while rural population has grown less than 10 percent in that same time frame. Yet, our existing communities could absorb a 30 percent increase in population while maintaining average densities of the 1960s, and thus could leave adjacent rural areas and their supportive ecosystems intact for the enjoyment of future generations. *How have community design and development programs, or conservation and restoration projects provided innovative leadership in re-purposing urban land to meet evolving social and economic needs of communities?*

## **Regionally-based Sustainable Reinvestment in Cities and Towns**

America's urban centers are in need of reinvestment, and they present the most efficient and sustainable opportunity to meet our country's future needs, including the need to absorb the next 100 million people. U.S. infrastructure investment policy directed at urban centers of all sizes can serve the largest number of people, support and sustain the aspirations and creativity of regional community networks, and create opportunities for architects throughout the country to serve their communities and to expand their professional services. Moving beyond antiquated or dysfunctional governance and planning structures is frequently the most radical action needed to break the barriers behind which collaborative and cooperative solutions await. Creating cooperative models and common purpose among a constellation of local governments, special use districts, public and private institutions, and the business and development communities can lead to creative solutions to a complex array of regional challenges. *How have individual and collective actions led to innovative, multiple-agency programs, plans, and projects to rebuild or enhance the quality, functional utility, and capacity of regional infrastructure and ecosystems?*

## **Learning from New Orleans**

The Louisiana coast and the City of New Orleans are critical components of a rich cultural history on the edge of the Gulf of Mexico and the Mississippi Delta ecosystem. New Orleans is at the center of a region that was devastated by Hurricane Katrina. The storm exposed glaring design, engineering, social, and economic challenges that the region faced. Creating a convention experience and a program that learns

from New Orleans' history and recovery and that provides a learning experience for attendees that gives them new skills and knowledge to take back and apply to their own regions and practices is the principle focus of this convention. New Orleans is a uniquely suited venue for exploring the role of architects as advocates for, and engaged participants in, shaping the future of their own regions and communities and for expanding their skills and practices. With New Orleans' unique regional character and identity as a backdrop, architects can learn from innovative leaders, including their peers, how their work can respond to and improve upon the livability, environmental quality, and identity of the regions in which they work through the context of innovative regional design and the evolving art of place-making in the 21st century metropolis.

**Submission deadline: July 1, 2010**

### **Proposal Evaluation and Selection**

We encourage proposals from industry leaders and forward-thinking professionals who are on the cutting edge of design, practice, technology, leadership, collaboration, research, training, and mentoring as we discuss how to respond to and improve upon the livability, environmental quality, and identity of the regions in which architects practice.

Programs may not sell or promote any specific product or service. The content must contribute to the continuing professional education needs of architects, be relevant to a changing profession, and contribute to the body of knowledge of architecture.

Proposals will be evaluated on the following criteria:

1. **Relates to Convention Theme (40%)**— *Innovations in Regional Design: Place-making in the 21st Century Metropolis*
2. **Speaker Qualifications, Experience, and Program Development Processes (25%)**—All speakers must be listed. Speakers' experience and presentation skills must be clearly demonstrated through past evaluation results, sample video, or by recommendation from peers, audiences, or past program administrators. Describe the planning process, timeline for development, and method for practicing the delivery of the program.
3. **Content (15%)**—Presents forward-thinking ideas and innovative concepts on a topic of immediate importance. Objectives should clearly describe content that is relevant, timely, and meaningful, and illustrate how the program will enhance knowledge, skills, and behaviors of the attendees. Sufficient information for the AIA to determine Health, Safety, and Welfare (HSW) and Sustainable Design (SD) credit should be provided in the learning objectives.
4. **Contribution to Institute Strategic Initiatives (15%)**—Topic addresses one or more of the following:
  - Environment + Stewardship (e.g., Sustainability)
  - Components + Communities (e.g., Component Advocacy Programs, Member Communities, Diversity + Inclusiveness, Emerging Professionals, University/College Sponsored Urban Studios)
  - Technology + Innovation (e.g., Integrated Project Delivery)
  - Business + Practice (e.g., Global Initiatives)
5. **Program Design/Delivery (5%)**—The proposal clearly outlines a structured plan of delivery, and teaching strategies used to engage audience and to enhance learning. Discuss presentation technique, handouts, or supporting material, and describe how interactive opportunities will be integrated into the session (e.g., include how audience questions will be addressed).

### **Presentation Formats**

Presentations may be offered in one of the following formats:

- 60-minute seminar
- 90-minute seminar
- Half-day preconvention workshop
- Full-day preconvention workshop

### **Review and Selection**

It is not possible to select all of the proposals received for this convention. Each proposal will be vetted initially by volunteer leadership and staff to identify and select essential programming content.

Remaining proposals will be evaluated against criteria derived from the Call for Presentations, and will be rated and ranked by AIA staff resource architects. Highest scoring proposals will be forwarded to members from the Board Knowledge and Education Committees for final selection of programs that best meet the established criteria for this event.

### **Notification of Selection**

The session organizer for accepted proposals will receive an e-mail notification in late fall 2010. Session organizers whose proposals are not accepted for presentation will have an opportunity to review scores, rankings, and reviewer comments. A list of proposals not accepted for presentation will be shared with regional, state, and local AIA components in case they are interested in offering these programs to their constituents.

### **Recording of Sessions**

The AIA extends the educational experience to the profession beyond the confines of the traditional classroom setting. To participate at the convention, *each speaker* must give the AIA permission to use and to reproduce his or her presentation and presentation materials in any way the AIA may wish, but a speaker may make further use of his or her presentation materials in any way that he or she wishes. Each speaker grants the AIA an unlimited, permanent, nonexclusive license, under which the AIA may film, tape, transcribe, otherwise record or quote from the presentation or materials, may create derivative works, may publish them in any format, including audio recordings, distance education courses, the Internet, Internet II, or any other digital, wired, or unwired network, including any successor technologies, or any other media, and may use them in any other way it may find appropriate. The AIA will not be required to pay royalties, make any other payment, or provide other consideration of any type except as described in this agreement.

Submissions that present content considered proprietary to the extent that it cannot be shared beyond the classroom may not be selected for presentation.

### **Cancellation and Rescheduling**

Preregistration for seminars and workshops will be monitored after advance registration closes, and those with anticipated low attendance are subject to cancellation.

### **Speakers**

Speakers may participate in up to two educational programs (one seminar and one workshop, or one seminar and one half-day workshop), either individually or as panelists. It is the responsibility of individuals who propose and organize workshops that feature multiple presenters to contact each individual proposed speaker to confirm his or her willingness and eligibility to present before including that speaker in the workshop proposal.

Though panel discussions are encouraged, session organizers should limit the number of speakers to no more than two speakers for a 60-minute seminar, three for a 90-minute seminar, and four for a half-day or full-day workshop.

### **Substitutions and Additions**

Speaker substitutions and additions must be pre-approved and will be accepted at the discretion of the AIA and in accordance with the speaker and program format limits described above. To request a substitution, the session organizer must provide, by e-mail request, all information required in the initial proposal, including the replacement speaker's full name, professional designations, physical address, contact information, most recent speaking experience, and evaluation results from AIA National Conventions and/or other AIA and non-AIA speaking engagements (i.e., dates and names of such events).

### **Speaker Benefits**

Workshop and seminar speakers will each receive a complimentary, nontransferable convention registration. Workshops, special events, tours, or other activities are separately ticketed and may require an additional fee. Speakers are responsible for all travel and hotel arrangements as well as for all expenses incurred in the development of their presentations. Individuals who require financial support in order to present a session should not apply to present that session.

Each speaker will receive a contract by electronic communication. The contract must be signed and returned to the AIA in order for a speaker to participate and to receive a complimentary registration. Additionally, speakers may be contacted by other departments at the AIA to take advantage of the many benefits associated with presenting at the AIA Convention, such as pod casts, social media opportunities, press interviews, best practice articles, book signings, etc. Please keep in mind that these extra opportunities are extended in most cases expressly because of an individual's status as a convention speaker. In order to be eligible for additional exposure beyond the above referenced educational session, each speaker must first meet the convention education and Continuing Education System (CES) requirements found in the *Speaker Guidelines*. If a speaker has not fulfilled his or her obligations under this signed agreement, he or she does not qualify as a convention speaker.

### **Continuing Education Program Requirements and Materials**

The AIA National Convention is the CES Provider of Record for all educational credit awarded during the convention. As such, it is charged with ensuring that all programs meet AIA/CES requirements. CES programs may not be offered independent of the National Convention in the host city during the run of the convention.

The AIA will determine if sessions qualify for sustainable design and/or HSW credit according to the CES guidelines. Sufficient information to make this determination should be provided in the proposal.

### **Program Materials**

AIA Convention Education must retain a complete set of materials (including visual presentations, handouts, and speaker notes/talking points) on file for six years for each seminar and workshop to meet many state licensing board requirements.

Sessions with multiple speakers must submit materials through the Session Organizer. Session Organizers are responsible for compiling and submitting drafts and final presentation materials using the official AIA National Convention PowerPoint and handout templates. Do not include these materials as part of the proposal submission. Failure to submit draft and final presentation materials by the published deadlines may result in cancellation of the program.

As part of the greening of the AIA National Convention, seminar materials will be collected and distributed only in electronic format. Handouts will be available on the AIA Web site for download and printing before, during, and after the convention by all attendees.

Wednesday preconvention workshop materials will be collected from Session Organizers then will be printed and distributed on site by the AIA.

### **Session Organizer and Speaker Resource Centers**

The AIA provides the session organizers and speakers an online resource center where they may update information, access resources to assist in the development, design, marketing and delivery of their session, and upload program materials. Each session organizer and speaker will receive a link, login, and password to access his or her own site.

### **Speaker Evaluation Results**

Attendees receive an e-mail message inviting them to evaluate sessions online for which the AIA has record of a valid badge scan. Speakers will receive an e-mail invitation to view their session evaluations online. The evaluation questions are based on the criteria used in the review and selection process, and results will be used to determine future participation in AIA-sponsored continuing education opportunities.

### **Submission Instructions**

Proposals must be submitted online at <http://aia.scsubmissions.com>. Upon review of the full Call for Presentations, follow the link to the submittal site. The submission process allows session organizers to submit the appropriate information in a timely manner and, if necessary, to return to their proposals before the deadline to make revisions. Step-by-step instructions are on the submission site.

Proposals sent by e-mail, fax, or mail will not be considered. Proposals will be accepted online until 11:59 p.m. PST, July 1, 2010.

### **Information for the Submission Form**

The online submission form must provide the name, address, phone number, and e-mail address of the Session Organizer. This person will receive notification of the selection committee's decision and will be contacted if there are questions about the submission. The Session Organizer does not need to be a speaker for the proposed presentation, however, as the organizer; he or she is responsible for coordinating all aspects of the program with the AIA if it is selected for presentation.

### **Information to Include in the Proposal**

**Title.** (64 characters maximum, including spaces and punctuation) Provide a clear, concise title that accurately reflects the session's content. This will be the official title listed in the program guide and the AIA/CES member transcripts for membership and state license renewal. The AIA reserves the right to

change the title to meet AIA/CES requirements. Once registered and published, program titles may not be changed except by the AIA, if needed.

**Subthemes.** Based on the above description, which of the following convention subthemes best describes the content of this program: *Regional Identity and Urban Design, Regional Ecosystems, Regional Community Development Patterns, or Regionally-based Sustainable Reinvestment in Cities and Towns (including Initiatives and Innovations in Creating Collaborative Partnerships).*

**Member Group or Community.** Select the AIA Member Community that is *most closely* related to the topic of the program. For a complete description of the Member Communities, go to [www.aia.org/practicing/groups](http://www.aia.org/practicing/groups).

**Institute Strategic Initiatives.** Select the initiative that best relates to the program topic:

- Environment + Stewardship (e.g., Sustainability)
- Components + Communities (e.g., Component Advocacy Programs, Member Communities, Diversity + Inclusiveness, Emerging Professionals, University/College Sponsored Urban Studios)
- Technology + Innovation (e.g., Integrated Project Delivery)
- Business + Practice (e.g., Global Initiatives)

**Presentation Formats.** Select one of the following formats:

- 60-minute seminar
- 90-minute seminar
- Half-day preconvention workshop
- Full-day preconvention workshop

**Program abstract.** (250 words maximum) Used in the review and selection process, this abstract should specify (1) the learning that will occur, and the benefits to those who will attend, (2) how the content of the session relates to the convention theme and, if it doesn't, why the session should be selected, (3) how the program relates to the Institute's strategic initiatives, (4) why people should attend the session, (5) how the session will enable attendees to improve their careers, practices, service to the profession, or service to the community, and (6) how the session will expand attendees' perspectives, challenge their thinking and engage them during the session, and provoke discussion after the session.

**Learning objectives.** (225 characters maximum for each objective, including spaces and punctuation) Using *measurable, outcome-based verbs*, provide four learning objectives for session participants—specifically, what they will be able to do as a result of participating in the proposed session. The AIA reserves the right to edit learning objectives for length and clarity, and to meet AIA/CES requirements.

The AIA will determine if a program meets the criteria for Health, Safety, and Welfare (HSW) and/or Sustainable Design (S/D) credit. As such, the learning objectives must clearly indicate how this program meets AIA/CES requirements for these designations.

**Program Design/Delivery.** (225 characters maximum) Provide an outline of delivery methods and teaching strategies used to engage audience and enhance learning. Discusses presentation technique, handouts, or supporting material, and describes how interactive opportunities will be integrated into the session (e.g., how audience questions will be addressed).

**Program Development Process.** (225 characters maximum) Describe the planning process, including the timeline for its development and methods for practicing the delivery of the presentation, as an individual presenter or with additional speakers.

**Provider.** Identify the content provider to be listed in the Convention Guide. The provider is the party responsible for the educational content and quality of the session (e.g., individual, AIA member community, component, firm, company, university, government agency). The Session Organizer must obtain prior approval from a member community, component, or other AIA entity before listing one as the content provider.

**Additional opportunities for presentation.** Indicate if we can forward the proposal to interested AIA components and member communities for consideration for their local, regional, or national events. Checking “yes” will not affect selection for the convention.

**Recording of Session.** All speakers agree to allow the AIA to record and/or repurpose their programs. Submissions that present content considered proprietary to the extent that it cannot be shared beyond the classroom may not be selected for presentation.

**Social Media Opportunities.**

List social media accounts to which speakers subscribe (LinkedIn, Facebook, and Twitter), and indicate if interested in pre-and/or post-convention dialogue with attendees.

**Speaker information.** Provide the requested information for all session presenters, including title, firm or organization, professional affiliations, full mailing address, telephone, cell phone, e-mail address, and (where applicable) the AIA member category and membership number. **IMPORTANT: Note each speaker’s most recent speaking experience and evaluation results from AIA National Conventions and/or other AIA and non-AIA events (i.e., dates and names of such events).** Provide a brief biographical narrative for each speaker, including expertise with the particular seminar topic. This requirement is extremely important, and failure to provide complete information will result in disqualification. Organizers of proposed sessions also will have an opportunity to submit videos or web links to demonstrate each proposed speaker’s presentation skills, and these videos and web links will be used in proposal review.

To submit a proposal online, go to <http://aia.scsubmissions.com>.

## Scoring Criteria

Weight	Criteria	Excellent 1	Acceptable .5	Unacceptable 0
40%	<b>Relates to Convention Theme</b>	The topic directly relates to the convention theme.	The topic relates somewhat to the convention theme.	The topic does not relate to the convention theme.
25%	<b>Speaker Qualifications, Experience, and Program Development Process</b> Speaker experience and presentation skills are clearly demonstrated through past evaluation results, sample video, or by recommendation from peers, audiences, or past program administrators. The planning process, timeline for development, and method for practicing the delivery of the program is well defined.	Speaker(s) qualifications, experience, and presentation skills are proven and clearly demonstrated to staff through past evaluation results, sample video, or by recommendation. The planning process, timeline for development, and method for practicing the delivery of the program is well defined.	Speaker(s) recognized by reviewers as a subject matter expert(s) with superior speaking and program development skills who will attract participants.	Speaker(s) not listed or experience and expertise not provided, not recognized by staff, and/or previous low evaluation scores. The planning process, timeline for development, and method for practicing the delivery of the program is not well defined.
15%	<b>Content</b> Presents forward-thinking ideas and innovative concepts on a topic of immediate importance. Objectives are relevant, timely, meaningful, and content will enhance knowledge, skills, and behaviors. Could appeal to a wide-ranging audience.	Content offers significant concepts and tools to improve skills and service abilities, presents issues of immediate relevance and importance with solutions that are innovative and/or based on current best practice in the field. Based on experience, staff feels this program will attract a large number of participants.	Revisits proven concepts and tools to improve skills and service abilities, offers solutions that have been presented over the last decade that continue to be relevant. Based on experience, staff feels this program will attract a limited audience.	Content is outdated or irrelevant. Based on experience, staff feels this program will attract few participants.
15%	<b>Contribution to Institute Strategic Initiatives</b> Topic addresses one or more of the following: <ul style="list-style-type: none"> <li>• Environment + Stewardship (e.g., Sustainability)</li> <li>• Components + Communities (e.g., Member Communities, Diversity + Inclusiveness, Emerging Professionals)</li> <li>• Technology + Innovation (e.g., Integrated Project Delivery)</li> <li>• Business + Practice (e.g., Global Initiatives)</li> </ul>	The topic will make a significant contribution, and based on experience, staff feels this program will attract participants across different sections or disciplines.	The topic relates to the strategy, and based on experience, staff feels this program will be of interest to one section or group of participants.	The topic does not contribute to the Institute's strategies.
5%	<b>Program Design/Delivery</b> Offers a structured plan of delivery, teaching strategies used to engage audience and enhance learning. Discusses presentation technique, handouts, or supporting material, and describes how interactive opportunities will be integrated into the session (e.g., how audience questions will be addressed).	The proposal clearly outlines a structured plan of program design and delivery methods, as described in criteria.	The proposal offers a brief description of program design and delivery methods, as described in criteria.	The proposal does not address program design and delivery methods, as described in criteria.