

2022 – 2024 Strategic Plan

**Royal Architectural
Institute of Canada**

Advocate. Educate. Celebrate.





RAIC Mission

The RAIC's purpose is to create a better world for all by empowering Canada's architectural community.

RAIC Vision

A strong architectural community that is valued and empowered to create change.

RAIC Values

Integrity
Climate Action
Reconciliation
Social Justice
Innovation

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We acknowledge that the national office of the RAIC is located within the traditional unceded, unsundered territory of the Algonquin Anishinaabe people. The RAIC honours the peoples and land of the Algonquin Anishinaabe Nation and all First Nations, Inuit and Métis peoples and their valuable past, present and future contributions to this land. The RAIC acknowledges the historical oppression of lands, cultures and the original Peoples in what we now know as Canada as well as the role architects and architecture played in that oppression. The RAIC respects and affirms the inherent and Treaty rights of all Indigenous peoples across this land as well as those outlined in the United Nations Declaration on the Rights of Indigenous People.

The RAIC honours the generosity of the members of the RAIC Truth and Reconciliation Task Force and Indigenous Task Force.

The RAIC is committed to listening and learning along this journey together.



Foreword

Message from RAIC Board President and Chief Executive Officer

Architects are forward thinkers. We look at how things are, think deeply about how things ought to be, and then creatively bring those bright new ideas and changes into practice. Our work, and particularly our responsibility, extends beyond the individual client and the confines of a specific project, to include the greater good of society and the health of the earth on which we all live. With the climate crisis, the persistence of systemic racism, and the beginning of reconciliation with Canada's Indigenous peoples, there has never been a time when this larger and comprehensive understanding of architectural responsibility has been more critically important or so greatly needed.

The RAIC's new strategic plan is a response to these extraordinary times. It represents a change in our organization that will resonate and benefit our profession for years to come. This change is a direct reflection of our members. All of you work every day to make your part of the world a little better and create a welcoming, open, and sustainable environment for all. For 114 years, the RAIC has been the only national voice for this forward-looking profession, and we are proud of the work our organization has accomplished. But there is so much more to do.

Through your tireless work, passion, and professional integrity, the Canadian architectural community can have a vital role to contribute to finding solutions for some of the most pressing issues of our times. Our members are directly at the centre of both what the RAIC has achieved, as well as the exciting opportunities of the future.

Think of this strategic plan as a springboard to launch our efforts for the next three years in an exciting new direction. By empowering our architectural community, we aim to create a better built environment for all—and we are excited to work alongside our members on this journey.

John Brown FRAIC, President



Mike Brennan Hon. MRAIC, CEO



Mission

The RAIC's purpose is to create a better world for all by empowering Canada's architectural community.

What does our Mission *really* mean?

The RAIC provides Canada's architectural community with the tools, resources, advocacy, and education that will elevate their practice and help create a better future for people and the planet.



Our mission is the reason for our existence as an organization.

Vision

A strong architectural community that is valued and empowered to create change.



Bahá'í Temple of South America by Hariri Pontarini Architects
Photo: Sebastián Wilson León

What does our Vision *really* mean?

The value that architecture and the architectural community brings to people and the planet will be understood and appreciated.

- *Canadians will understand the role of the architectural community and its ability to inspire, impact, and facilitate change in the built environment, particularly with respect to climate action and social justice.*

The architectural community will be recognized as an essential and important voice in all decision making around the built environment.

- *Clients and government at all levels will engage the architectural community as a matter of course on built environment projects.*

Practitioners, working individually and collectively, will be valued for their creativity and skill in implementing positive, meaningful, and impactful change.

- *Architects will be widely regarded as content experts and regularly engaged to develop innovative solutions to complex problems.*

Our vision is what we want to achieve as an organization in the long-term.

Our vision statement would be the ultimate success of RAIC.



South Haven Centre for Remembrance by SHAPE Architecture with PECHET Studio and Group 2 Architects
Photo: Ema Peter

Values



Integrity



Climate Action



Reconciliation



Social Justice



Innovation

What they *mean* to us:

Being accountable, transparent, and acting with high ethical standards in all our work.

Counteracting climate change and mitigating the impacts of the climate crisis on people and communities.

Building, rebuilding and strengthening our relationship with Indigenous peoples.

Creating a just culture that strives for social and spatial equity, embraces and respects inclusivity, fosters diversity and is accessible to all.

Using creativity and design excellence to create thoughtful change in the architectural profession and the built environment.

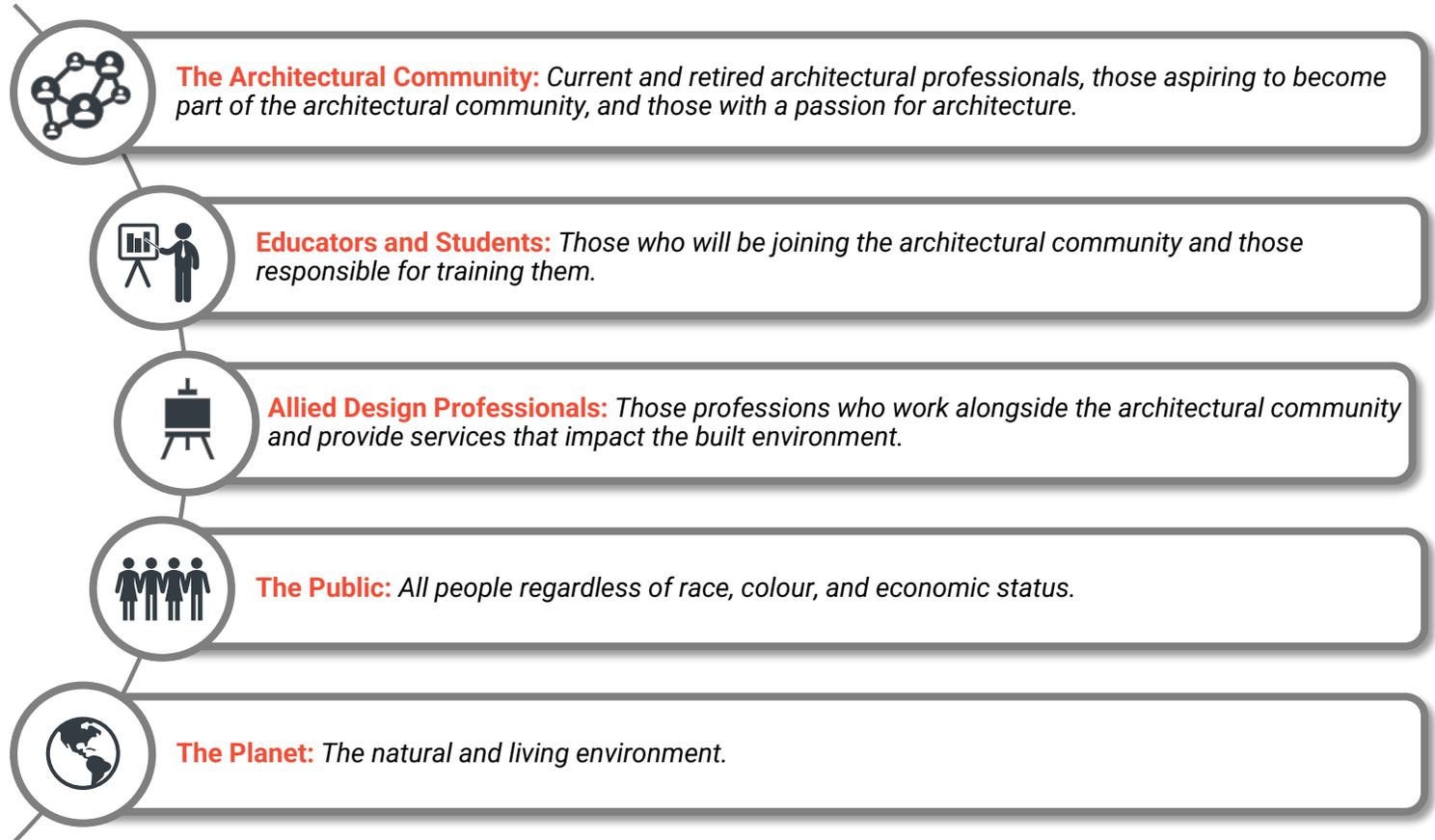
Values are the behaviours that our people enact to achieve our vision.

Values enable us to make decisions on a day-to-day basis to guide us towards becoming who we want to be.



Berczy Park by Claude Cormier et Associés
Photo: Industryous Photography

Who We Serve



The people, places and things we serve enable us to exist as an organization and are why we work towards our vision.

Strategic Priorities

Elevate the Value of RAIC Membership



Engage people in the architectural community to become members of the RAIC

Target Advocacy on Issues that Matter



Advance action on the areas of importance to the architectural community

Build Organizational Strength



Build a resilient and nimble organization that attracts and retains talent, diversifies revenue, monitors risk and grows a diverse membership community

Connect the Architectural Community



Strengthen, engage and celebrate the architectural community



Halifax Central Library by Fowler Bauld & Mitchell Ltd. / schmidt hammer lassen architects

Photo: Adam Mørk

Strategic Priorities are the focus areas where we prioritize our resources to help us get closer to achieving our vision within the strategic plan term.

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