

## A message from the 2020/21 ORSA Executive

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COVID-19 was a blow to everyone this past year and ORSA, like so many other societies and volunteer organizations, has tried to step up to the challenge with a renewed sense of purpose, a call to action rather than a reason to wallow.

When the pandemic first hit everything, including all events ORSA usually offers, came to a halt. The AGM came late in the summer and the entire executive had decided to step back which left a void and no-one to carry the organization forward. In this void, a new team stepped forward presenting a new strategic plan with which to garnish new support with the hopes of a valuable energy the society had seemed to be losing as the year waned and the isolation of the pandemic lengthened.

By the time of the OAA President's visit in mid-November ORSA had a new Executive with a big job ahead, to bring a society back from the brink of abandonment and irrelevancy. What was a surprise was to hear that there were many architecture societies across the province that were facing similar challenges amplified by the state of existing brought on during the current health crisis.

Armed with a new strategic plan the Executive has already begun to make strides towards its goals of improved communication with its membership and providing an outline of objectives for its membership to get involved with. A short form outline of this strategic plan is included in this report.

A web developer has already been engaged and we expect the new site to be launched by the end of Q1 2021 to align with the first online version of Ottawa Architecture Week. Our social media is slowly growing traction with 15% of our first year goals and plans are underway to reach out to local firms and schools of architecture and technology to raise awareness to re-connect with our membership and spread the word about how people can get involved in our local architecture community.

ORSA is committed to becoming a more relevant and focused society of engaged members and interested audience through which we promote the values of our profession in our community. ORSA volunteers, including the executive, board members and the leaders who organize our events (such as Ottawa Architecture Week, Women of Architecture, the Official Plan Committee and the Golf Tournament) are who make this organization function and make it great. We are looking forward to a year of new growth and youthful energy through which to inspire our membership to get more involved and reconnect with each other and their community. As can be seen in the financial report, ORSA is well positioned for an exciting year of revitalization, so hold on, it will be an exciting ride.

## 2020 Annual Report

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### Executive Committee:

Chair	Christopher Moise, Architect
Vice-Chair	Tamara Khou, Architect
Treasurer	Darryl Hood, Architect
Secretary	Paolo Marinelli, Intern Architect
Registrar	Marc Mainville, Intern Architect
OAA Liaison	Gord Erskine, Architect
RAIC Liaison	<i>Vacant</i>
Carleton University	<i>Vacant</i>

### Contributors

Ottawa Architecture Week	Women of Architecture	Official Plan Committee
Camille Baello	Camille Baello	Shannon Bassett
Alexandra Blanchet	Alexandra Blanchet	Toon Dreessen
Roberto Campos	Zeynep Ekim	Gord Erskine
Darryl Hood	Carolyn Gillespie	Tobias Fellows
Tamara Khou	Enid Huang	Janis Hamacher
Paolo Marinelli	Tamara Khou	Jennifer Heaney
Mitch Vanderborn	Monique St. Pierre	Marc Mainville
Edward Solodukhin		Ali Navidbakhsh
Monique St. Pierre		Monique St. Pierre
		Alberto Temprano
		Martin Tite
		Ralph Wiesbrock

### Report on Activities:

#### 1.0. Annual General Meeting (Virtual)

The virtual Annual General Meeting was held on July 29, 2020 over Zoom. Although limited, attending members heard a summary of the past year's activities and events from the outgoing Executive including an update on ORSA Financials, presented by Treasurer Vanessa Worrell. Co-Chairs, Zoe Lebel and Tamara Khou thanked all for attending and spoke about the limited activities of the Society during the pandemic. Toon Dreessen, past Chair of ORSA and past president of the OAA, presented a talk 'Towards an Architecture Policy for Canada' and lead a discussion following. Afterwards the out-going Executive attempted to hold an election for new members to take over, though not a hand was raised.

#### 2.0. 2020/21 Strategic Plan

In the aftermath of this situation, a small but eager team formed around a simple yet concise Strategic Plan through which to garnish new support and interest in the Society. This is an outlined short version of what it entails:

### 3.0. Golf Tournament

Cancelled due to COVID-19

### 4.0. Ottawa Architecture Week

Cancelled due to COVID-19

### 5.0. OAA President's Visit 2020

The annual OAA President and Executive Director's visit took place virtually on November 12, 2020.

### 6.0. Official Plan Committee

Inactive 2020

### 7.0. Women of Architecture

Inactive 2020

### 8.0. Website and Communications

The new website will improve communication with membership giving a clear path to the Executive, Committee Leaders and membership as a whole.

### 9.0. 2021 Objectives

Our first objective is to launch a new website in Q1 to engage current members, supporters and the public to raise awareness of the Society, its role in the community and its activities with resources and links regarding COVID-19 awareness and support.

**Additional objectives** for the upcoming year include:

- Building Volunteer numbers for Committees with Leaders to guide them;
- Virtual networking **events**;
- Development of the **ORSA Manual** for continuity and knowledge transfer;
- Active promotion of World Architecture Day in relation to **OAA** activities/events;
- Increase in opportunities to cross-pollinate with the **RAIC**;
- Funding/supporting **Continuing Education** Sessions for members;
- Development of the **ORSA Design Excellence Awards**.

### 10.0. Financial Summary

See financial summary 2020 under separate cover.

## Ottawa Regional Society of Architects - 2020 STRATEGIC PLAN (Short)

**ORSA Mandate:** "To provide a venue for dialogue between local architects, a support network for professional advice, social interaction among the architectural community and opportunities for leadership, continuing education, and community outreach."

**The Problem:** The Ottawa Regional Society of Architects has lost the interest of its membership. The executive is turning over without viable replacement. There is little to no public awareness or interest in the Society. There is dwindling leadership, little involvement, and no action plan for change.

**Mission:** To have the most active and robust society of members in the Country, who are interested and motivated to volunteer their time and energy in engagement with the membership and their community.

**Premise:** To achieve the goal of a robust membership of volunteers and services we must first make the society relevant to our **Audience** (through architectural conversation/discourse) so that participation will become interesting/imperative for the **Membership** (build involvement through a growing audience).

### **Year 1 Goals (September 2020 - August 2021):**

1. Develop new ORSA Website
2. Bring motion to OAA to support Societies providing Structured Con-ed hours for volunteers.
3. Build the **ACTIVE Membership Volunteers** to 60 names who commit 10 hours (each for one year) with the goal of raising interest/building an **Audience** in our local community and provide services to membership through **committees**.

### **Membership Committees and objectives (See Committee Outlines):**

1. **Website Committee:** Develop a strategy for website construction and delivery (see website outline). **Leader with 5 volunteers**
2. **Social Media Committee:** Develop a strategy for volunteering in social media production (see social media outline and campaign). **Leader with 15 volunteers**
  - Goals for year one: Metrics are social media follows/website visits:
    - i. 1,000 followers on ORSA Instagram;
    - ii. 1,000 followers on ORSA Facebook;
    - iii. 1,000 followers on ORSA LinkedIn;
    - iv. 1,000 visits to ORSA website;
3. **Events Committee:** Develop a strategy for volunteering in providing four events/social gatherings (to be defined). **Leader with 5 volunteers**
  - a. lectures/workshops/exhibitions/tours/vernissages/film screenings/local awards/Gala
4. **ORSA Executive Manual Committee:** Develop a manual for future ORSA executives to provide continuity and knowledge transfer. **Leader with 5 volunteers**
5. **ORSA Design Excellence Awards Committee:** Develop the program and execute for 2021 **Leader with 5 volunteers**
6. **Golf Tournament Committee:** Develop program and create buzz/increase involvement. **Leader with 5 volunteers**
7. **Architecture Week Committee:** Develop program and execute the events. **Leader with 10 volunteers;**
8. **Women of Architecture Committee:** Sister group. **Leader with 10 volunteers;**