



H. CARLETON GODSEY, FAIA
PRESIDENT, NCARB

NCARB President H. Carleton Godsey shares his thoughts about a number of important initiatives the Council will be addressing during the 2005-2006 fiscal year. While the newly revised Strategic Plan is of primary importance, NCARB also will be focusing its attention on other issues including governance, the sequencing of internship and examination, and disaster response.

Letter From the President

by H. Carleton Godsey, FAIA

I have had the privilege of being associated with NCARB, its outstanding staff, and member boards for many years now, and it is a real honor to serve as the FY06 president of the Council. I am proud of NCARB's commitment to forward-thinking and excellent service, which definitely will be the focus of this year's activities as we implement our new Strategic Plan.

Before I give you more details on the status of the Strategic Plan, let me note that NCARB had a successful Annual Meeting and Conference in Miami Beach, FL, in June. The Council is financially sound, and we welcomed a new Board of Directors that in many ways is not really new because these individuals have been involved in NCARB initiatives and in many different capacities. I look forward to leading the Board into an exciting year of growth and challenges.

FY06 ISSUES

We anticipate that Fiscal 2006 will be busy as well as exciting. The following issues are among the most important facing the Council: the operation and composition of the

NCARB Board of Directors; the timing of candidate eligibility for the Architect Registration Examination (ARE); and the completion of several international agreements. I have established the Governance Task Force, the IDP/ARE Task Force, and the MRA/Australian Task Force, respectively, to address these issues. Each group is being guided by experienced volunteer leaders drawn from the Council's member board members.

LINKING NCARB'S MISSION TO ITS STRATEGIC PLAN

No profession exists in a vacuum. For architects, changes in customer expectations, building and communications technology, and even larger environmental and economic realities clearly indicate that we should plan to be ahead of the curve in order to continue to fulfill our mission. NCARB's leadership has recognized the challenge and renewed our commitment to a Strategic Plan that reflects the best thinking our member boards, our customers, and our staff can bring to bear on the multiple issues that will shape the practice of architecture in the future.

Development of the Strategic Plan began in spring of 2004. Now, over a year later, we have drafted our Plan with measures of accountability, rollout schedules, and a comprehensive communications agenda. But the Strategic Plan is not intended to be finished and cataloged, never to be seen again. Our Strategic Plan is a living document and will continue to evolve and develop, just as our profession and NCARB will. The Council Board of Directors and I are pleased with the initial plan. We believe it will help us strengthen NCARB and enhance our ability to achieve our mission.

Behind the Scenes: Trends Analysis

Let me tell you a little about the trends analysis that we undertook in the first stage. This helped us shape our thinking about future change. Then, I'll explain the methodology we used to develop our Strategic Plan, and, finally, I'll cover the key goals and strategies included in the current plan.

The Greenway Group, a research and management consultancy, was commissioned by NCARB in 2004 to help us facilitate the development of the Strategic Plan. Early on, the Greenway Group and the NCARB Board of Directors identified 15 trends that are disrupting and transforming the architecture profession. Here are a few of those trends:

- Process innovation is improving delivered quality and speed. New processes driven by advances in technology and by management improvements are becoming significant, distinguishing characteristics of many construction organizations. Not all architecture firms are using the latest tools and methods.
- Intelligent and integrated buildings are becoming the norm; they require increasingly sophisticated and specialized professional services by architects.
- An attitude of strategic optimism will be sought out by clients. Agility (not just licensure) and optimistic problem solving will be prime attributes in the years ahead. In challenging times, clients also are challenged—they seek informed and expert professionals who are confi-

dent and optimistic problem solvers.

- Green and sustainable design and development will shift gears into high demand.
- Strategic partitioning and modular processes will become new standards to allow mixing and matching of different components that comprise a whole building. Good design will achieve faster and leaner construction and high quality buildings.

Developing a Methodology

Given these emerging realities, NCARB and the Greenway Group then developed a methodology to help us take a good hard look at how NCARB is performing, how regulatory changes impact NCARB, what best practice standards can guide our development, and how NCARB can determine that it is being accountable to all its stakeholders.

We identified several broad areas where we could improve our service, and, within these areas, we developed specific goals. The goals include everything from expanding our web-based information system, to adding a Board seat for a public member, to increasing the number of students involved in the Intern Development Program (IDP) by 10 percent per year over the next three years, to exploring whether continuing professional development should be required for the renewal of the Council Certificate. None of these goals can be achieved by simple proclamations. They will require significant effort. Some of the goals can be achieved in shorter timeframes and some will take longer, but reaching the goals of the Strategic Plan is important. We take accomplishing them seriously. The goals are not just a "wish list" to be pursued at some vague time in the future. There is a "rolling clock" for us, as well.

Update on International Initiatives

Over the weekend of Oct. 7 and 8, I was in Oaxaca, Mexico, along with Doug Engebretson and Bob Boynton. We signed the Tri-National Mutual Recognition Agreement (MRA) after a full day of negotiations.

This culminates many years of effort on the part of a lot of NCARB people. We will bring the

Tri-National MRA to the 2006 Annual Meeting for review and ratification.

It appears that the MRA with the Architects' Council of Europe is also nearing a point where it can be finalized. I went to Luxembourg on Nov. 18 and 19 to finalize these negotiations and sign the agreement.

NEW INITIATIVE: DISASTER RESPONSE

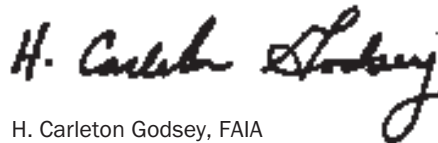
As a result of one discussion item at the recently completed Member Board Chairs Conference, I am appointing a special task force to address regulatory issues as they relate to disaster response. Many issues were raised by the responses from architects, government, and others to the Katrina and Rita hurricanes.

Putting Our Best Thinking Forward

I believe NCARB is up to the many challenges I refer to in this letter, but we must continue to put our best thinking forward and refuse to settle for the "this-is-the-way-we've-always-done-it" attitude. I am fully behind honoring our commitment to improve communications on every level. My figurative door, otherwise known as e-mail, is always open for suggestions and observations.

NCARB is a strong organization because its Board of Directors, member boards, and staff understand the importance of working together. I feel confident that we will meet the challenges of the coming year in a manner that will underscore our ability to provide exemplary customer service and to continue to safeguard the health, safety, and welfare of the public.

Thank you for giving me this opportunity to serve NCARB.



H. Carleton Godsey, FAIA
President, NCARB