



Annual Report

2020



A Year in Review

To say that 2020 was a year unlike any other in recent memory would be an understatement. As our worlds changed within a matter of days, we had to adapt to uncertainty and lost a great deal in the process. In March, BSA staff began to work remotely, rethinking how we deliver our programs and support our members' needs. By May, we made significant cuts to spending, halted exhibitions and ArchitectureBoston magazine, and reduced staff by almost 30 percent.

In the months since, we have realized that all of these changes and uncertainty created an opportunity to throw out the playbook and rethink how we do what we do. With the social fabric changing around us, and a growing current of change propelling our staff and boards, we embarked on a self-reflective journey to make the BSA an organization that reflects our values in everything that we do. This included, among other initiatives, investing in equity, diversity, and inclusion as an organization and profession, and restructuring our focus to shift from a program-based organization to an impact-based organization aligning all of our through three overlapping impact areas: Advancing Architecture, Equity, and Environment.

With the help of our members and partners, the BSA created programs to meet the moment. This year saw the launch of Race and Architecture, the Embodied Carbon series, which has been distributed by AIA National, and the Future-Decker exhibition. Behind all of these programs is the belief that when we, the BSA community, bring our strengths together, we have the power to influence positive change.

Other key highlights from the year included:

- Amending the governance structure for both boards and updating the BSA/AIA Chapter Board bylaws
- Working with Karma Agency to sharpen our communication strategy and focus our messaging across platforms



- Translating current programs into virtual offerings and creating new, online programs to address some of the most pressing issues in the industry
- Bringing staff and initiatives under the “One BSA” umbrella to focus on our impact, closing the gap between fundraising and membership, professional programs, and community work

It cannot be understated how much our community sustained us through 2020. In a year that made basic operation difficult and in-person connection almost impossible, our members and boards continually stepped up to help where they could and staff continued to elevate the work of our members and lift up conversations to advance the design of our city. I am proud of the work we produced in the face of uncertainty, and I believe our collective efforts have set us up to enter 2021 with a new found focus and vision for the BSA. This will require us to sustain open conversations to address the challenges at hand and never stop pushing for a better world through excellent design.

Eric White Hon. AIA
Executive Director

Natasha Espada AIA
BSA/AIA President

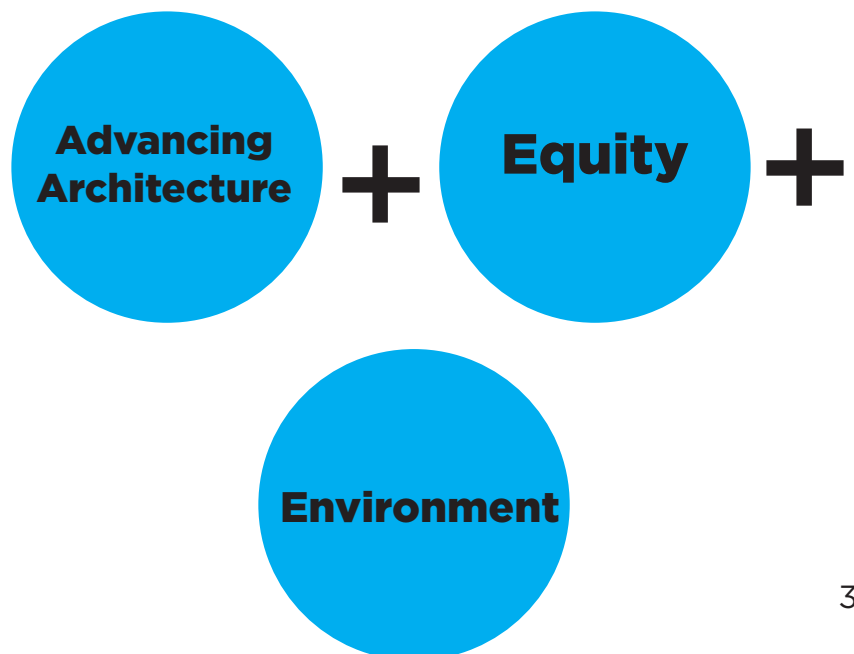
Ted Touloukian AIA
BSA Foundation Chair



A Focus on Impact

In the midst of some critical changes made in response to the COVID-19 pandemic, we saw an opportunity to go back to the drawing board and rethink how we do what we do. This included bringing in consultants who could offer a fresh set of eyes. Through conversations with our communications consultant, Karma Agency, we realized we needed to make the change from an organization that is a mile wide and an inch deep to an inch wide and a mile deep.

Two threads emerged that would allow for this shift, which we define as moving from a program-based organization to an impact-based one. The first was changing our organizational culture from the Chapter and the Foundation to One BSA. While the staff already collaborate across these lines, this shift would allow us to create opportunities to strategically merge our community and professional audiences. The second was defining the goals that drive us—goals that were already there but never fully articulated—through which we could define and measure our impact. These goals became our impact areas, and with feedback from staff, board members, and committees, we narrowed our focus to **Advancing Architecture, Equity, and Environment.**





Impact Areas

For more than 150 years, the BSA has represented the Boston design community, which is devoted to building a resilient, equitable, just, and architecturally vibrant city and region. Here is our impact in 2020.

Advancing Architecture

The BSA is redefining the principles of architectural excellence.

Architecture should provide an inclusive space for designers, clients, and users to address the health, safety, and welfare of the built environment. The BSA has impacted the advancement of architecture by:

- Honoring outstanding achievement through 55+ Design Excellence Award Program.
- Providing continuing education opportunities through more than 150 Professional Programs to achieve architectural license.
- Fostering forums for discussion, innovative ideas, professional growth, and collaboration with 40+ member-led Knowledge Community groups.
- Promoting the value of research within architectural practices through Practice-Based Research Conference.
- Providing high school and undergraduate students with the opportunity to help define their path toward an architecture career through the Annual Architecture and Design College Fair.

Equity

The BSA is influencing equity issues in the built environment and our communities to create a more just industry and world.

The lack of representation of architects of color and introduction to design skills stunts the pipeline for diversity in the industry. Studies show that the majority of children decide by elementary school what careers are viable for their future. The BSA has impacted equity issues by:

- Advancing the industry standard by proposing a revised professional code of ethics with an equity and justice lens to AIA National.
- Creating an entry point for members looking to tackle big issues around EDI in the profession by providing the BSA Equity in Practice Resource Guide.
- Facilitating with educators, designers, residents, and advocates on the role design can play in resisting or perpetuating racism in the field of housing



through programs such as Anti-racist Design.

- Inspiring sustainable, resilient, and inclusive design through integration of the AIA Framework for Design Excellence in the BSA Design Awards program.
- Listening, learning, and engaging architects of color in the ongoing Race and Architecture series to educate ourselves of the EDI challenges at hand.
- Hosting regular training sessions for staff, volunteers, and Board members through YW Inclusion Boston to better inform the work and outreach the BSA accomplishes.
- Providing a place for individuals in the design industry to engage in meaningful conversations and to share best practices related to equity issues within the profession through the EDI Network.
- Advancing MBE and WBE access and inclusion through directories and firm resources.

Environment

The BSA advances design and education to positively address the health of people and the planet.

We have a long way to go before we achieve a sustainable future with constant design challenges from climate change, carbon emissions, and rising seas. The BSA has impacted the environment by:

- Convening a 4-part series on affordable housing as a climate solution with the Mass Climate Action Network.
- Making the City more sustainable and resilient by hosting feedback sessions around the BPDA's Microgrid Pilot Program.
- Providing AEC professionals the knowledge they need to incorporate embodied carbon considerations immediately into their work with 400+ participants in the 12-part Embodied Carbon 101 series.
- Creating a Zero Carbon Retrofits of Existing Buildings best practices resource guide to cost effectively and efficiently reduce carbon emissions from buildings.
- Supporting efforts of decarbonization to advocate for changes in codes, policies, zoning, material selection, building design, and climate equity.



By the Numbers

BSA/AIA

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Membership

In 2020, BSA membership included around 3,800 public, professional, and affiliate members. More than 2,600 BSA members are architects. More than 480 are associate members—professionals on the path to becoming licensed architects or working as designers. Affiliate members include engineers, contractors, owners/clients, public officials, other professionals allied with architecture, students, and other interested individual.

Individual Members

	2018	2019	2020
AIA/FAIA	2,474	2,554	2,644
Associate AIA	398	415	485
Emeritus	309	330	335
Professional	74	66	48
Corporate	379	288	226
Student	92	74	88
Subscriber	24	20	17
Total	3,750	3,747	3,843

Firm Membership

	2018	2019	2020
Architecture Firms	128	120	114
Sole Practitioners	491	467	459
Allied Members	88	89	69
Institutional Members	-	3	3
Total	707	679	645



2020 BSA/AIA Board of Directors

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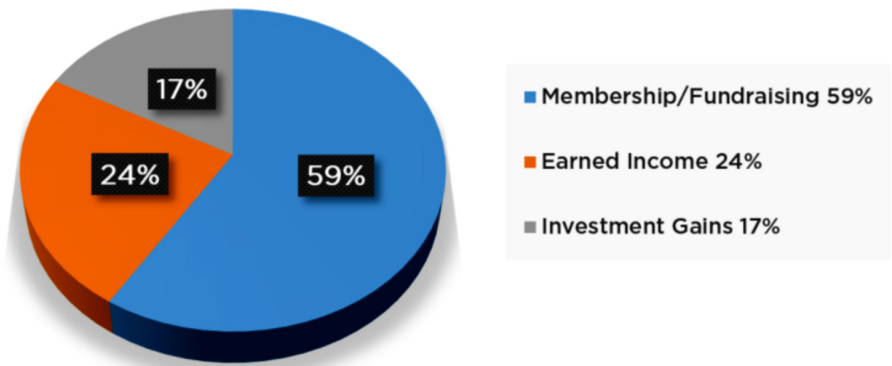
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BR+A

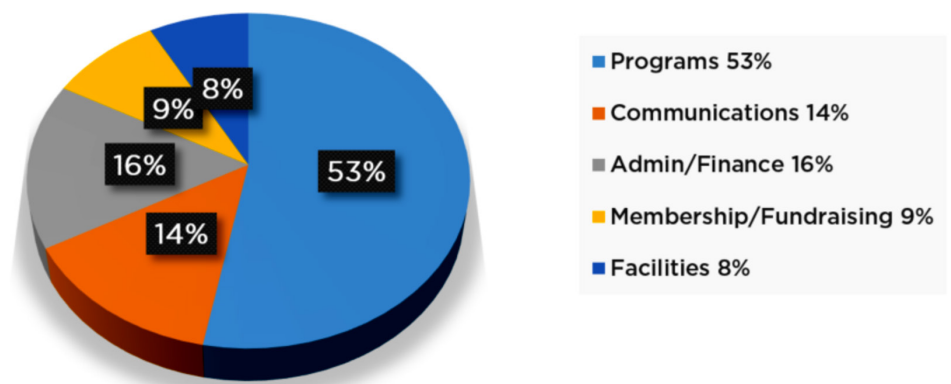
Design School Representative
Mark Rukamathu AIA
Boston Architectural College

Financial Overview

2020 BSA/AIA and BSA Foundation Income



2020 BSA/AIA and BSA Foundation Expenses



BSA/AIA Financial Overview

Balance Sheet

Assets	2019	2020
Cash	\$782,106	\$765,816
Investment - Reserves	\$971,769	\$1,014,999
Investment - Endowment	\$6,730,742	\$6,959,864
AR & Other Current Assets	\$200,260	\$391,381
Fixed Assets - Net	\$2,316,861	\$2,014,928
TOTAL	\$11,001,738	\$11,146,988
Liabilities		
Accounts Payable	\$80,287	\$38,931
Accrued Expenses	\$36,782	\$43,526
Deferred Income/Deposits	\$1,881,399	\$1,825,893
Other Liabilities	\$46,759	\$329,016
TOTAL	\$2,045,227	\$2,237,366
Equity	\$8,956,510	\$8,909,622
Total Liabilities & Net Assets	\$11,001,737	\$11,146,988

Income Statement

Revenues	2019	2020
Knowledge & Practice	\$582,976	\$473,975
Advocacy & Civic	\$4,131	\$125
Membership Dues	\$2,134,339	\$2,129,809
Other Income	\$133,758	\$6,975
Capital Draw	—	—
Communications	\$303,387	\$144,047
Total Revenue	\$3,158,591	\$2,754,931

BSA/AIA Financial Overview (cont.)

Income Statement

Expenses	2019	2020
Knowledge & Practice	\$190,722	\$186,977
Advocacy & Civic	\$143,057	\$150,608
Membership Dues	\$509,095	\$461,558
Communications	\$279,909	\$293,631
Compensation & Benefits	\$1,471,515	\$1,091,292
Facilities Costs	\$548,902	\$112,522
Other Expenses	\$419,358	\$669,591
Total Operating Expense	\$3,562,558	\$2,966,179



BSA Foundation Financial Overview

Balance Sheet

Assets	2019	2020
Endowment	\$2,584,702	\$2,909,638
Checking	\$33,589	\$124,259
Account Receivable	\$970,670	\$870,590
Other Current Assets	\$161	\$84,612
TOTAL	\$3,589,122	\$3,989,100

Liabilities

Current Liabilities	\$41,443	\$34,547
Other Current Liabilities	\$68,820	\$290,950
TOTAL	\$110,263	\$325,497

Equity	\$3,478,859	\$3,663,602
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Total Liabilities & Net Assets	\$3,589,122	\$3,989,100
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Income Statement

Revenue	2019	2020
Fundraising	\$461,768	\$258,995
BSA Support	\$427,935	\$427,936
Exhibitions	\$21,233	\$25,584
Capital Draw	—	—
Programs	\$55,148	\$11,059
Total Revenue	\$966,084	\$723,574



BSA Foundation Financial Overview (cont.)

Expenses	2019	2020
Fundraising	\$167,200	\$132,984
Communications	—	—
Exhibitions	\$143,852	\$50,838
Programs	\$59,141	\$6,286
Compensation & Benefits	\$499,966	\$605,980
Other Expenses	\$58,216	\$146,237
Total Operating Expense	\$928,375	\$942,325

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Touloukian Touloukian

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Our community of corporate supporters—made up of firms and organizations working in the built environment and supporting industries—help us build a better Boston through exhibitions, programs, and outreach. Most of the BSA’s programs are free to the public in an effort to remain accessible and open to curious minds.

Provoking Change

\$50,000 and above

Boston Properties, Inc.
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HMFH Architects, Inc.
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2020 Corporate Supporters

Engaging Communities

Continued

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STUDIO ENÉE
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Weston & Sampson Engineers, Inc.
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We know personal support of an organization reflects a deep resonance with its mission, and we thank our individual donors for championing the BSA's belief that architecture and design can provide equitable solutions for major challenges like housing, regional planning, and climate change. Our individual donors are investing in making Greater Boston a model of an equitable, resilient, and architecturally vibrant region. Below are individuals who have made significant contributions to our work at \$5,000 and above.

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