Social Responsibility & Community Leadership

SESSION #4

@ National Building Museum
401 F Street NW, Washington, DC, 20001
Social Responsibility & Community Leadership

PROGRAM SUMMARY:
For many architects their day-to-day work is focused on billable work, however some of the most important work of an architect is done outside typical project work, through community engagement. Architects can get involved with their community through a variety of opportunities, including hands on volunteering, leading a committee, providing pro-bono services and by advocating for the community as well as for the architectural profession. Oftentimes extra curricular activities can be some of the most rewarding and educational experiences in a career.

LEARNING OBJECTIVES:
Upon Completion of this program, participants will be able to:
1. Understand how you as an architect can utilize your skills through a variety of volunteer opportunities, and recognize how best to engage and get involved with a community organization or non-profit.
2. Identify how for-profit companies balance billable work and pro-bono work and describe how non-profit organizations work with architects to conceive and implement projects.
3. Recognize the role an Architect can play in the community, specifically how he/she can best identify and advocate for initiatives that are important to the community at-large.
4. Summarize who is advocating for architects and on which multi-scalar platforms. Participants will be able to illustrate how architects can better self-promote our value and understand what other tangential advocacy efforts have a direct impact on the architectural profession.

PROGRAM ABSTRACT:
Delving into the world of community engagement and leadership, the session will focus on three topics; volunteerism, pro bono work and advocacy.

Janet Bloomberg will kick-off the session with an introduction on the importance of volunteerism and engagement in the community. She will share her career experiences, touching on her involvement in the Washington Architectural Foundation as well as her volunteer work prior to arriving in Washington, DC.

After Janet’s introduction, Stefan Schwarzkopf, Design Director of Inscape Publico and Elin Zurbrigg, Deputy Director of Mi Casa, will provide an introduction into pro bono services with a focus on how Inscape Publico, the social enterprise arm of Inscape Studio and Mi Casa, a DC non-profit devoted to affording housing, have worked together to produce multiple successful projects.

Following Stefan and Elin’s presentation, the class will divide up into teams to put their skills to work by providing design services through a charrette process for Mi Casa’s new office. Each team will have approximately 45 minutes to develop design ideas, followed by a short presentation of their proposals back to the group.

The pro bono discussion will wrap-up with Stefan going into further detail on the logistics of implementing pro bono work into architecture and how the scholars, as young leaders, can advocate for design for the public good.

The final portion of the day will focus on advocacy. Aimee Custis, Communications Manager at Coalition for Smarter Growth will provide the basics on what it means to advocate and how to do it through group participation. The session will conclude with a class discussion on advocacy and architecture with panelists: Aimee Custis, Andrew Goldberg of AIA National and Sophia Lau, chair of AIA|DC’s Advocacy Committee.
**Session Schedule**

**Date:** 8 January 2016  
**Location:** National Building Museum, 401 F Street NW, Washington, DC, 20001  
**Time:** 12:00 pm – 5:00 pm

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<th>Time</th>
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<td>12:00 – 12:10</td>
<td>Session Welcome</td>
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<td>Lindsey Falasca &amp; Emily Wulf</td>
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<tr>
<td>12:10 – 12:30</td>
<td>The Importance of Volunteerism</td>
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<td>by Janet Bloomberg</td>
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<tr>
<td>12:30 – 1:00</td>
<td>Pro Bono Publico: For The Public Good</td>
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<td></td>
<td>A Case Study with Stefan Schwarzkopf and Elin Zurbrigg</td>
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<tr>
<td>1:00 – 2:00</td>
<td>MI Casa Office Charrette: Volunteer Your Services</td>
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<td>Scholar Groups (see page 5)</td>
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<td>2:00 – 2:10</td>
<td>Break</td>
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<tr>
<td>2:10 – 2:30</td>
<td>MI Casa Office Charrette: Sharing is Caring</td>
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<td>5 Minute Presentations by Scholar Groups</td>
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<td>2:30 – 3:10</td>
<td>Pro Bono: Now What?</td>
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<td></td>
<td>by Stefan Schwarzkopf</td>
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<td>3:10 – 3:40</td>
<td>The 411 of Advocacy</td>
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<td>by Aimee Custis</td>
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<td>3:40 – 3:55</td>
<td>Break</td>
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<td>3:55 – 4:55</td>
<td>Advocacy &amp; Architecture</td>
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<td>Panelists: Aimee Custis, Andrew Goldberg, Sophia Lau</td>
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<td>4:55 – 5:00</td>
<td>Session Wrap-up</td>
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<td>Next up: Rain Making</td>
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<td>5:00 – 6:30</td>
<td>Happy Hour @ Carving Room</td>
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Presentation #1:
The Importance of Volunteerism
Why do you volunteer? Janet Bloomberg, current president of Washington Architectural Foundation, will share her experiences, touching on opportunities at WAF as well as unique opportunities for Architects to serve their community.

Janet Bloomberg, AIA
Janet Bloomberg is a partner and founder of KUBE architecture in Washington DC. She has over 25 years of experience in both commercial and residential architecture. She is a native of the Washington area, and attended the University of Virginia and Columbia University. While a student at Columbia, she was awarded the SOM Traveling Fellowship, with which she traveled to India and Nepal for research on ritual space. She has taught architectural design at a number of universities around the country, including the University of Virginia and Catholic University. Ms. Bloomberg founded KUBE architecture with her partner, Richard Loosle-Ortega, in 2005, and the firm has won numerous local and national awards, and has been published extensively both nationally and internationally. Their body of work challenges the norms of daily life, attempting to reinterpret ways of working and living in the built environment. Ms. Bloomberg has been the president of the Washington Architectural Foundation for 2 years, and in 2012 she founded the Design in Action program, which places DC high school students in architecture offices for their spring break - she now directs the program, which is in its fifth year. She is presently developing a new design-build program called Design in Action Build, which will pair DC high school students with DC university students to design and construct a sustainable community structure on an urban DC site.

Presentation #2:
Pro Bono Publico: For The Public Good
Stefan Schwarzkopf, Design Director of Inscape Publico and Elin Zurbrigg of Mi Casa, a DC nonprofit focused on affordable housing will explain how they have worked successfully together to implement multiple projects relating to design, funding and construction.

Stefan Schwarzkopf, AIA, LEED AP
Always believing in the power of good design and the benefit to making this accessible to more people, Stefan has been involved with a variety of pro-bono work throughout his career, including such diverse projects as a large scale art installation in a public park, graphic design and layout for music CDs, and set design for a community theatre. His professional experience has spanned from single family residential work at Waring Architects in New Orleans to an airport expansion at Baker and Associates to a variety of commercial projects at Gensler while working in the Baltimore, Washington DC, and Shanghai offices. Before being particularly aware of terms such as social impact or public interest design, Stefan strove for finding a balance of meaningful work, which led him to join Inscape Studio in early 2009 where he has enjoyed participating in a collaborative approach to a high level of design on a variety of project types and scales. In late 2010 he cofounded the nonprofit firm Inscape Publico, which works in tandem with Inscape Studio as a social enterprise and increases Inscape’s capacity to do a greater number of pro-bono projects for nonprofits.
Presentation #2: Pro Bono Publico -continued

Elin Zurbrigg, LEED AP

Elin has over a decade of experience in community development. Prior to joining Mi Casa, she worked and volunteered with nonprofits as a homeless rights advocate and teacher, leading and developing urban environmental conservation and design projects. She holds a Masters in Community Planning from the University of Maryland with a concentration in community development and design and affordable housing. She is a LEED accredited professional for new construction and existing buildings and holds Housing Development Financial Professional Certification. Elin also serves on the board of the Coalition for Nonprofit Housing and Economic Development.

Charrette
Mi Casa Office Design

Mi Casa needs our services! Elin and Stefan will explain the program and aspirations for Mi Casa’s new office design, as well as expected outcomes for the charrette. In teams, scholars will develop concepts to address Mi Casa's needs. To conclude, each group will have 5 minutes to present their ideas to the class.

Team 1
Adam
Brandon
Lindsey
Susan

Team 2
Emily
Eric
Lesley
Vivek

Team 3
Anna
Claire
Laura
Tyler
Abi

Team 4
Julia
Kate
Leah
Vinson
Ricardo

Pro Bono Conclusions

Now what?
Stefan will explain the logistics of implementing pro bono services as well as ways to advocate for public design in your firm, drawing on his experiences at both large and small firms. The presentation and pro bono portion of the session will wrap-up with ample time for questions and answers.
Aimee Custis, MPP

A policy wonk by training and an advocate by profession, Aimee Custis is a communicator who uses the power of storytelling to teach and engage. She is an unabashed Millennial, digital native, and evangelist for clear, conversational writing and visual communication.

Aimee is the Communications Manager at the Coalition for Smarter Growth, where she manages digital advocacy, email outreach, social media, and websites. Offline, her communications portfolio includes publication design, photography, media relations, and coordinating the Coalition’s internship program. She is a longtime editor and recently finished a yearlong stint as Managing Editor at the urbanist blog Greater Greater Washington.

Before joining the Coalition for Smarter Growth, Aimee managed federal grant programs and advocacy at the non-profit Transportation Learning Center. Aimee holds a Master of Public Policy from American University and a BA in Political Theory from Tulane University.

Roundtable Discussion:
Advocacy & Architecture

Aimee Custis, Sophia Lau and Andrew Goldberg will engage in a discussion on advocacy and architecture, focusing on community engagement and outreach and advocating for design and the profession at both the local and national level.

Sophia Lau, Assoc. AIA

Sophia Lau has been active in AIA|DC’s Advocacy Committee since 2012. As Chair of the committee, she works on communicating policy changes affecting the profession and organizes community outreach and education events. Having been an educator and design critic at Harvard University (her alma mater), University of Maryland and Catholic University, Sophia has found the Advocacy Committee an ideal outlet for design professionals to share their insights on and enthusiasm for architecture and design with the public.

She has been practicing professionally for over 10 years and has lived along the two coasts of the United States, Asia and Europe. Now in DC, Sophia is a Project Designer at Hickok Cole Architects.
Roundtable Discussion:
Advocacy & Architecture
-continued

Andrew Goldberg, Assoc. AIA
Andrew Goldberg was named the AIA’s Managing Director of Government Relations and Outreach in 2011, following four years as Senior Director of Federal Relations. As Managing Director, Goldberg runs the AIA’s advocacy program before Congress and the Executive Branch and its grassroots mobilization efforts, including ArchiPAC, the AIA’s political action committee.

Goldberg spearheaded the AIA’s successful lobbying efforts to enact far-reaching legislation to promote energy efficiency in federal buildings, reform procurement regulations that unfairly target architects, and spur the State Department to create a design excellence program for America’s embassies. Goldberg also created and led the AIA’s Rebuild & Renew campaign to promote long-term economic recovery through investments in sustainable buildings and communities.

After studying architecture in the early 1990s, Goldberg turned to politics and public policy, spending six years on Capitol Hill as a legislative assistant to members of Congress; managing government and media relations for a health care association in London, England; and serving as executive director of Democrats Abroad, the Democratic Party organization for Americans living overseas. He also has worked on numerous political campaigns at the national, state and local levels.

Goldberg sits on the Advisory Board of the Environmental and Energy Study Institute and the Advisory Board of the U.S. House Livable Communities Task Force. He has been quoted in numerous publications, including the Washington Post, Roll Call, Politico, and Business Week.

Goldberg received his B.A. from the University of Pennsylvania’s Design of the Environment program in architecture and landscape architecture.
IV. Acknowledgements

Sponsors

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Acknowledgements

Thank you to all the presenters who donated their time and effort to make today’s session possible. In addition thank you to the executive committee for their guidance throughout the planning.