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Grizform Design Architects  
January 11, 2018

## Community Engagement

SESSION #4

@ Ayers Saint Gross

1100 First St NE, #800, Washington, DC 20002

# Community Engagement

## **PROGRAM SUMMARY:**

The Community Engagement Session of the Christopher Kelley Leadership Development Program will highlight the many ways in which architects can engage with their communities and provide takeaways for how to get involved. Through volunteerism, civic leadership, and community design, participants will learn how their interests, and those of their clients, can align with community needs and goals. This session will fuel a passion for developing a service career alongside a thriving professional career.

## **LEARNING OBJECTIVES:**

1. Lead a community through design decisions, addressing the needs of various stakeholders.
2. Engage and communicate the value of design with individuals and groups outside of the architecture and design profession.
3. Interact with and serve in positions of policy and leadership behind community design and urban planning decisions.
4. Distinguish and implement business models of pro-bono, volunteer-based, grant funding architecture firm structures.

## **PROGRAM ABSTRACT:**

Hosting and introducing CKLDP Session 4: Community Engagement is Ayers Saint Gross - a firm with a rich history and mission of serving communities.

The first act – Architect as Community Collaborator – will kick off with an interactive presentation by two leaders at ISTUDIO Architects, Principal Rick Schneider, Project Manager Dan Snook and Project Architect Marisa Brown. Rick, Dan and Marisa will share how their firm is committed to community collaboration in their design of engaging community spaces. They'll speak about how ISTUDIO began designing community development projects, the business model that allows them to work closely with the stakeholders within a community project, and why it matters. This presentation will be followed by a design charrette.

The second act – Architect as Community Leader – will be a discussion led by the Mayor of Salisbury, Maryland, Jacob Day. Jake has a background in architecture and now serves as Mayor of his hometown where he leads design and policy decisions for his community everyday. He will share his inspirational story and how he developed a career built on serving his community. His presentation will take participants through how leadership strengths and interests can build a career based on values and service. Discussion topics throughout will focus on how architects can have a positive impact on a community and feel called to action.

Lastly, in the third act – Architect as Community Activist – will end the day volunteering with Central Union Mission, a soup kitchen that serves the growing number of homeless residents in the District. As participants walk to Central Union Mission, groups of two will discuss opportunities for community engagement that they plan on enacting on an individual or group/ committee level.

Upon arrival, participants will share their plan for action before volunteering. At Central Union Mission participants will break the barrier of identifying as solely architects by stepping in as helping hands. Participants will see their words turn to action as volunteering builds camaraderie, inspires generosity, and offers new perspectives – all of which are leadership skills necessary for engaging with and working for a community.

# Community Engagement

**Date:** January 11, 2018

**Location:** Ayers Saint Gross 1100 First St NE, #800, Washington, DC 20002

**Time:** 12:00 pm – 6:00pm

## AGENDA

<b>12:00 – 12:15</b>	<b>Lunch</b>
<b>12:15 – 12:30</b>	<b>Introduction: Community Engagement</b> by Ayers Saint Gross
<b>12:30 – 1:15</b>	<b>Act #1: Architect as Community Collaborator</b> <b>Presentation</b> by ISTUDIO Architects: Rick Schneider and Marisa Brown
<b>1:15 – 1:20</b>	<b>Break</b>
<b>1:20 – 2:50</b>	<b>Act #1: Architect as Community Collaborator cont.</b> <b>Charette</b> by ISTUDIO Architects: Rick Schneider and Marisa Brown
<b>2:50 – 3:00</b>	<b>Break</b>
<b>3:00 – 4:00</b>	<b>Act #2: Architect as Community Leader</b> <b>Presentation</b> by Mayor Jacob Day
<b>4:00 – 4:30</b>	<b>Act #3: Architect as Community Activist</b> <b>Discussion</b> of next steps to community engagement
<b>4:30 – 6:00</b>	<b>Act #3: Architect as Community Activist cont.</b> <b>Words to action: Serve with Central Union Mission</b>
<b>6:00 – 7:30</b>	<b>Happy Hour @ Legal Sea Bar in Union Station</b> 50 Massachusetts Ave NE, Washington, DC 20002

### III. Speakers & Presentations

#### **Act #1:**

##### **Architect as Community Collaborator**

For architects, community engagement takes many forms. Between the design of community spaces and collaboration about the needs and values of a stakeholder group, ISTUDIO is a prime example of an architecture firm with a business model, leadership team and value proposition that inspire communities. Participants will learn about collaborating with communities through an interactive presentation and design charette of a current project on the boards.



Rick Schneider, AIA, APA, LEED AP  
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##### **Rick Schneider, Principal, AIA, APA, LEED AP, ISTUDIO Architects**

Rick is an expert in the design of 21st century civic and urban places. He has worked on a number of community-based projects with the DC Department of Parks and Recreation, DC DGS, and the National Park Service. He has years of experience in community engagement and design for underserved populations, and has enjoyed collaborating on projects for communities locally, nationally, and internationally. He is a board member with the Virginia Tech College of Architecture. Former positions include the Committee of 100 on the Federal City, the USGBC, and the AIA Committee on the Environment.

Rick began ISTUDIO with a dedication to developing a greener, more resilient built environment. The result is richer design solutions for civic work around the world. Award-winning + transformative work has been published in Metropolis, Dwell, Forbes, and the New York Times.



Dan Snook  
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##### **Dan Snook, Project Manager, ISTUDIO Architects**

Dan brings his experience on both community focused civic projects as well as leading community engagement for private clients. He has an in-depth knowledge of the approvals process in Washington, DC including working with ANCs, the Zoning Commission, BZA, and CFA. He is skilled at serving as the liaison between the client, specialized design consultants, suppliers and contractors. He has served on the AIA Design Excellence Committee and worked with Habitat for Humanity. He also teaches photography at Virginia Tech's Washington-Alexandria Architecture Center and serves as a Graduate Thesis Advisor for Virginia Tech and Marymount University.



Marisa Brown, AIA, LEED AP  
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##### **Marisa Brown, Project Architect, AIA, LEED AP, ISTUDIO Architects**

Marisa has experience with community-based projects such as green schools, libraries, and civic renovations in Virginia, Maryland, and DC. As project architect, she has navigated the multi-layered approvals necessary for work in the municipalities of the metro area. She developed her skills with affordable housing and community based design as a staff architect with Americorps in post-Katrina New Orleans and multi-family development in Virginia.

#### **Act #2:**

##### **Architect as Community Leader**

For the city of Salisbury, Maryland, any decision is a design challenge. With a background in architecture and urban design, Jake serves as Mayor of his hometown where he leads design and policy decisions for his community. Participants will learn about leading and serving communities through an interactive presentation and discussion.



Jacob Day, Mayor  
jacobrday@email.com  
www.jacobday.com

##### **Jacob Day, Mayor of Salisbury, Maryland**

Jake Day is the Mayor of Salisbury, Maryland. Born and raised in Salisbury, he was first elected City Council President at the age of 30. Under Jake's leadership, Salisbury has established a first-of-its-kind Housing First program to reduce chronic homelessness, opened its first youth community centers and recreation programs, borne witness to Maryland's only declining rate of opioid overdoses and the fastest dropping crime rate of any US city from 2006-2016. The renaissance of Downtown Salisbury along with the selection of Salisbury as 2018-2020 host city of America's oldest and largest traditional music and arts festival – the National Folk Festival, helped Salisbury to become Maryland's fastest growing city and America's 7th fastest growing job market. As Mayor, Jake completely reorganized Salisbury government, restoring employee morale, customer service, efficiency and transparency.

Jake is a fellow of the Next American Vanguard, Leadership Maryland, the Mayor's Institute on City Design and a member of the Smart Growth America Local Leaders Council. Jake has been honored with the Partners for Livable Communities' 2018 Entrepreneurial American Leader Award, 2 Maryland Sustainable Growth Awards for Leadership, and the Maryland League of Conservation Voters' 2018 President Theodore Roosevelt Award.

Jake earned a Bachelor's degree in Architecture from the University of Maryland, a Master's degree in Urban Design from Carnegie Mellon University and a Master's degree in Environmental Policy from Oxford University. Jake is a US Army Cavalry Officer, currently serving as an Information Operations Officer at the 110th IO Battalion, Maryland Army National Guard. Jake is the lucky husband to Liz and the proud Daddy of Lilly and Olivia.

#### **Act #3:**

##### **Architect as Community Activist**

"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has." – Margaret Mead. Participants will learn about serving as a community activist from Volunteer Coordinator Marc O'Brien through a quick presentation and by serving dinner.



Marc O'Brien, Volunteer Coordinator  
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missiondc.org

##### **Central Union Mission**

Central Union Mission is a faith-based 501(c)(3) nonprofit organization and the oldest private social service agency in Washington, DC. In addition to its emergency shelter, which provides over 62,000 bed-nights each year, the Mission operates a holistic, Christ-centered transformation and workforce development program for men, provides benefits for veterans, helps people overcome addictions, operates a food and clothing distribution center, which provides food for over 4000 people each month, runs a camp for underprivileged children, and offers a ministry to families and senior citizens. GuideStar has awarded Central Union Mission a Gold Seal for financial transparency, and GreatNonProfits has given Central Union Mission a Top-Rated award.

## Sponsors

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### Acknowledgements

We would also like to thank...

Marion Muhammad at Ayers Saint Gross

Glenn Birx at Ayers Saint Gross

Christina Barbari at Root and Stem Catering