

## **AIA | DC On-Line Resource Directory of Firms: How to Enter and Update Your Firm's Information**

Have you looked at your firm's page in the **On-Line Resource Directory** lately? This is one of the tools the chapter provides to showcase your work to prospective clients and other architects. Is your list of recent projects up-to-date? Can the public link to your Web site from your page? Have you taken advantage of the paragraph space available to you for highlighting your firm's work?

At the beginning of 2008, AIA | DC updated the **On-line Resource Directory** information for the 90 member firms that had indicated changes on their 2007/2008 firm profile verifications. Since then, members have asked if they can update or change their on-line information themselves. The answer is a resounding "Yes," and AIA | DC encourages you to do so.

By following these simple directions, YOU CAN

- enter information about your firm which you want a prospective client or another architect to see in the **On-line Resource Directory**;
- update your firm's information; and, by doing so,
- submit what will be entered for your firm's description in the annual printed Directory of Architecture and Design Firms. It's recommended that you enter or edit your information before September 15, 2008, when the publisher of the directory will collect firm profiles.

Here are the easy steps to enter, update, or edit your firm's information.

**What you need:** You need your current login. If you're not sure of your current login, call AIA | DC (202-667-1798), and a staff member will look it up for you.

**To begin:** Go to the AIA | DC main page of the Web site. Pass your cursor over *Resources* in the left-hand column and then click *Directory*. In the Resource Directory, find your firm's name, listed alphabetically by its legal name. Click your firm's name. This takes you to the full Resource Directory page for your firm.

**Step 1, logging in:** Viewing the full Resource Directory page for your firm, click *Directory Login* in the upper left-hand corner. If your login is a string of numbers, you need to write the actual word **login** followed by your login numbers. (See the following example.)

Directory Login:

**Optional step:** After you've logged in, perhaps you'd like to change your Resource Directory login to one easier for you to remember. The bar *Change my directory login/email* can be used if you want to change the login allowing you to enter or edit your firm's information. The *Change my directory login/email* bar can also be used when you, the person now entering the firm's information, are different from the person previously entering information.

**Step 2:** Under the heading *My listings*, click the highlighted name of your firm as the next step to enter or update information. (See the following example.) Please note that the *Approved* and *Delete* bars to the right of your firm's name are only for the AIA| DC Membership Director to approve a new listing. Also note that you can upgrade some features of your listing by clicking *Upgrade* to the left of your firm's name and address. By clicking *Upgrade*, you'll find a chart with a price list.

**My listings:** (Click on name and address to update)

Free Listing	<a href="#">Architect Client Resource Center</a> <a href="#">1777 Church Street, NW</a> <a href="#">Washington, DC 20036</a>	Approved
<a href="#">Upgrade</a>		

After you click the highlighted name of your firm, you'll see the pages on which you can enter or edit information.

**Firm Description box:** What should a prospective client or another architect searching the on-line directory know about your firm? In a brief paragraph (1,000 characters for a free listing), enter a description and highlights of your firm's work, which will appeal to clients. You probably have such a description on your Web page or in your public relations materials. The description in the Resource Directory should be consistent with these other descriptions.

**Yellow boxes:** Is the information in the yellow boxes correct (address, and phone and fax numbers, etc.)?

**Firm Contact Person:** Enter here the name of the person whom you want potential clients to contact. It's your choice to use AIA, FAIA, or LEED AP after the name.

**Email Address:** This email address should be for either the firm contact person entered in the box just above or the firm's email address, the inbox for which is answered regularly.

**Firm URL:** This is your firm's Web site address. The address you enter in the *Firm URL* box should begin with the letters: <http://www>. For example: <http://www.aiadc.com>. Entering <http://www> makes your Web site address "live." That is, clients will be able to click on your Web site as it appears to them on your Resource Directory page and get to your Web site.

**Type of Work:** There is a pull-down menu for each box labeled *Type of Work*. The categories of work listed in every pull-down menu are in alphabetical order. The categories of work you enter in each box determine the areas of practice under which you're cross-listed in the Resource Directory and in the printed Directory of Architecture and Design Firms.

Type of Work:	<input type="text" value="Residential"/>	Percentage:	<input type="text" value="40"/>
Type of Work:	<input type="text" value="Multiple-Family Dw ellings"/>	Percentage:	<input type="text" value="20"/>
Type of Work:	<input type="text" value="Retail Facilities"/>	Percentage:	<input type="text" value="15"/>
Type of Work:	<input type="text" value="Commercial, Office Facilities"/>	Percentage:	<input type="text" value="10"/>
Type of Work:	<input type="text" value="Interiors"/>	Percentage:	<input type="text" value="10"/>
Type of Work:	<input type="text" value="Graphic/Industrial Design"/>	Percentage:	<input type="text" value="5"/>
Type of Work:	<input type="text"/>	Percentage:	<input type="text" value="0"/>
Type of Work:	<input type="text"/>	Percentage:	<input type="text" value="0"/>
Type of Work:	<input type="text"/>	Percentage:	<input type="text" value="0"/>
Type of Work:	<input type="text"/>	Percentage:	<input type="text" value="0"/>

In the first *Type of Work* box, pull down the menu and click the type of work representing the largest percentage of the practice; for example, residential. In the *Percentage* box, enter the percentage of work your firm does in this area of practice; for example, 40.

Here's a suggestion: Continue entering in each box the areas of practice, from largest to smallest, in which your firm works and the percentages. Entering the largest area of

work in the first box and successively entering each area of work down to the smallest gives a prospective client a more logical, readable presentation of your firm's work when it appears on your directory page.

Please note that the percentages you enter should add up to 100%. Percentages adding up to less than 100% might not accurately reflect your firm's work.

To eliminate a *Type of Work* entry you no longer need, scroll to the very top of the pull-down menu, where there's an empty space. Click the empty space in the pull-down menu, to get a blank space in the *Type of Work* box. Delete any percentages you don't need.

**Supplier Contact:** Enter here the name of the person whom you want vendors to contact. (Note: This information appears only in the annual printed Directory of Architecture and Design Firms.)

**Owners/Partners:** The owners/partners of your firm can be written in the same box with each name separated by a semi-colon and two spaces; for example: Jane Doe, AIA; John Doe, AIA. It's your choice to use AIA, FAIA, or LEED AP after the name. (Note: This information appears only in the annual printed directory.)

**Step 3:** Click the *Submit* button at the bottom of this page. You must click the *Submit* button for the information you've entered on this page to "take." Clicking *Submit* both finalizes the information you've just entered and takes you to the next page where you enter more information.

**Personnel:** Enter the numbers of personnel your firm has working in each category. These numbers add up to your *Total Personnel*. (Note: This information appears only in the printed directory.)

**Projects and Awards:** Enter recent projects and awards and those which represent well your firm's work. Be sure to enter the project in the *Project* (and **not** the *Award*) box. Here's a suggestion: If you also enter the locations for projects, prospective clients may be able to view projects and will have information on the scope of the locales of your firm's projects.

- The projects you enter here should represent the areas of practice you listed in the *Type of Work* boxes.
- Use "&" instead of the word "and" to save space.

- Separate the name of the project from the location with a comma. Use the two-letter state abbreviation to save space. For example: Tune Inn, Middletown, IL
- If you enter here projects which are on your Web site, ensure they match in terms of names, spellings, and locations.
- Enter architectural or design projects here--not items you list on a resumé or CV.
- Double-check spelling.

**Awards:** Listing awards is up to you. They appear only in the annual printed directory. Enter the award(s) in the *Award* box. Use only the following codes for awards: C – AIA Chapter Award; S - AIA State or Regional Award; N – AIA National Award; O – Non-AIA Award.

**Step 4:** Click the *Submit* button at the bottom of this page. You must click the *Submit* button for the information you've entered on this page to "take." Clicking the *Submit* button takes you to your firm's name, highlighted in purple.

**Step 5:** To finalize the work you've done, you need to exit the pages on which you've entered information. To do this, go to the upper left-hand corner of the toolbar and click *file*. In the pull-down file menu, click *close tab*. You're now back at the AIA | DC main page.

Here's a suggestion: Now return to your entry in the Resource Directory to see what a prospective client sees. (Pass your cursor over *Resources* in the left-hand column and then click *Directory*.) Find your firm's entry. Double-check these items:

- ✓ Is your information accurate and correctly spelled?
- ✓ Are the projects you've listed good representations of your firm's work? Do you want to list the locations of the projects?
- ✓ Under *Types of Work by Percentage*, is the area of practice with the largest percentage listed first, and other areas in descending order? Ordering the types of work in this way gives a prospective client a more readable presentation of your firm's work. Do the percentages add up to 100%? For example:

**Types of Work by Percentage:**

Residential 40%

Commercial Office Facilities 20%

Retail Facilities 15%

Commercial, Office Facilities 10%

Interiors 10%

Graphic/Industrial Design 5%

- ✓ Is *Send message* a live link? That is, can a client click the link and send your firm or firm contact person an email. If not, see the directions for **Email address** above.
  
- ✓ Is the *Visit Web Site* live? That is, can a client click the link and get to your Web site? If not, see the directions for **Firm URL**.

Remember that if you return to edit or change information, you must click the *Submit* button at the bottom of each page in order for the new information to “take.”

If you need help filling in the **On-line Resource Directory** form, or if you have questions, call AIA | DC (202-667-1798), and a staff member will be happy to help you.