



STRATEGIC PLAN FOR THE PERIOD 2018-2022

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1. BACKGROUND AND PERSPECTIVE ON LAI AS A CORPORATION AND FEDERATION OF CHAPTERS

This document presents a Strategic Plan designed to guide the activities of Lambda Alpha International (LAI). It draws on previous versions and has been revised with comments from a series of Strategic Plan discussions held during Board of Governors meetings and President Roundtable meetings submissions and an open forum during 2016 and 2017.

The 2018-22 Strategic Plan has been restructured based on the recommendations of the ad-hoc Governance Committee provided in October 2015 and the work of a Strategic Plan Committee. The Strategic Plan also incorporates the key findings and recommendations from LAI's Brand Enhancement Project conducted from 2013 to 2015.

LAI is an honorary organization established to recognize and facilitate interaction among the leaders in all professions contributing to land economics. LAI strives to encourage shared knowledge among its members, and it encourages them to create, support, and participate in educational and training activities aimed at promulgating sound land economic practices. LAI fosters high ethical practices, and it encourages learning and exchange among its members through meetings, discussions, social interaction, and community activities organized both at a local Chapter level and through international meetings and events.

LAI exists as a vehicle to aid in the development and sharing of the principles and practice of land economics among its members. It provides a forum for the transfer and debate of land economic principles, concepts, and projects among the variety of professions that constitute the practice of land economics such as architects, city planners, developers, appraisers, attorneys, engineers, and other real estate professionals and government officials. Its meetings, events, and publications provide a platform to facilitate such discussions, encourage learning and personal contact, and honor the significant contributions of relevant professionals. The interaction between members facilitates cross-pollination of ideas enabling real learning related to developing land use practices that encourage the long-term viability, sustainability, and productivity of land resources.

LAI does not advocate for one land use policy over another; rather, it is a forum for discussing land use, expanding the knowledge of land use policies, all in the best service of member contacts and of the environment. Drawing on its academic roots, LAI seeks to expand knowledge of wise

land use practices in schools and universities, as well as to the general public. LAI members have expertise in these matters and a civic obligation to share that knowledge.

LAI provides opportunities for members to propose and test ideas in an atmosphere of support and honest dialogue. Hewing to the principles taught by LAI's academic founder, Richard T. Ely, it is a place for the "winnowing and sifting of ideas" where diversity of opinion is welcomed. LAI provides a forum with access to key decision makers, as well as a chance to share ideas among the constituent professions of its members. LAI takes a wide view of its relationship to land—a wider view than any of LAI's constituent professions.

LAI as an honorary society promotes values to serve as a compass for our action and behavior both in the organization and in practices throughout the world.

- **Ethical:** LAI seeks to foster highly ethical practices.
- **Dialogue:** LAI promotes an atmosphere of support and honest dialogue to encourage learning and exchange among its members..
- **Embracing:** LAI embraces all aspects of professional and academic activity relating to land economics.
- **Focus:** LAI is a forum for discussing land use and expanding the knowledge of land use policies, all in the best service of its members and their contacts – for excellence in city building, best practices and a sustainable environment. LAI does not advocate for one land use policy over another.
- **Knowledge:** LAI seeks to expand knowledge of wise land use practices in schools and universities, as well as to the general public for improving the quality of life.
- **Global:** LAI embraces land related expertise from all members, local, regional and international.

2. THE VISION, MISSION AND GOALS OF LAI

Vision - LAI is a selective, networked international association where members develop valuable connections, expose challenges and responses, share best practices, and make a difference in our communities worldwide.

Mission – LAI’s mission is to provide, support and enhance the connectivity of a network of Chapters that offer programs and meetings to facilitate the interaction of members who have distinguished themselves in their professions, their communities, and through academic achievement. LAI’s Chapters strive to include a membership that represents all professional fields involved in achieving high quality built environments through the practice of land development and land economics.

GOALS OF LAI

Goal 1: To encourage and support the study of land economics and support the highest ideals of scholarship and integrity for all fields -- professional, business, governmental and academic -- in which land economics is studied or practice.

Goal 2: To contribute to the enrichment of our urban and rural environment by taking those actions and support those ideas, individually and collectively, and benefit the quality of human life; and

Goal 3: To expand the member’s knowledge and understanding of the principles of land economics and encourage and support the application of such principles to both public policy and private endeavor;

Goal 4: To recognize and honor men and women in all parts of the world whose achievements have contributed, directly or indirectly, to the advancement of the science of land economics, to a better understanding of the principles of land economics, or to the practical application of such principles in the preservation, development or better utilization of the world's and resources;

Goal 5: To advance a close working bond and mutual understanding among members and Chapters on practices, broadened perspectives and information exchanges related to land economics.

3. MEMBERSHIP IN LAI

3.1 The Members of LAI

LAI members are recognized in their particular discipline as professional and practical leaders. Membership in LAI is through invitation and requires all candidates to have made substantial contributions to their community and to their profession. This is determined through a candidate's demonstration of substantial experience that also gives evidence of local leadership and demonstrates ethical and professional achievement.

3.2. Benefits of Membership

LAI augmented by the Chapters provides forums for its members to learn and discuss issues of common concern in collegial settings. Because it consists of some of the most respected persons in their disciplines, these conversations, workshops, lectures, and social opportunities facilitate personal growth and create challenging opportunities for peer-to-peer discussions. This can result in detailed peer inputs and a broader understanding of how their professional endeavors affect conditions in society. Further, as an organization of select, elected membership, members receive and share in the recognition by LAI, the Chapters and the public as acknowledged leaders of the land economics industry. All of this provides LAI members with a broader base of peer-level professional contacts and a broadened social network.

3.3. The Value of LAI Membership

LAI members gain personal satisfaction and professional growth through active participation in a select diverse international community of peers. Through the social and educational components of LAI, members have ample opportunity to stimulate their intellectual curiosity, expand their knowledge and build a broad network of colleagues. This in turn enables members to give back to the community in the form of better professional decisions and community-wide educational and service.

Further, the interactions between knowledgeable colleagues, presentations, workshops, and discussion forms (provided at Chapter and the international sponsored events) provide continuing insights for each member as to how to make better land use and real estate decisions. LAI allows its members to establish a broad and deep social and professional peer network of colleagues in their city of residence, in all communities which host a LAI Chapter and in accessing LAI's Global Chapter

4. THE ROLE OF THE INTERNATIONAL SECRETARIAT

4.1. Serving the Membership and the Chapters

The International Secretariat consisting of the LAI Executive Committee, its sub-committees and the office of the Executive Director (hereafter, International) is responsible for providing services, programs, standards, and specialized assistance to maintain the goals of LAI and the high esteem by which admission to membership in a local Chapter, or as a Member-at-Large of LAI, best reflects the enduring values envisaged for membership.

A strength and foundation of LAI is that it functions as a confederation of Chapters rather than as a centralized organization. This is due to the nature of the Chapter form of governance wherein the Presidents of each local Chapter are members of the Board of Governors. It is also a reflection of the reality that LAI's vision, mission and operational activity is fundamentally achieved at the local Chapter level in meetings among professionals known to each other in their communities. Each local Chapter offers a range of networking, educational, and community service activities that are available to all members.

International plays a vital role in enabling the Chapters of Lambda Alpha to function together as an honorary society. International serves as the unifying element of LAI. The Board of Governors, through its Executive Committee, sets the policy framework and manages the overall affairs of LAI.

LAI's greatest asset is its ability to bring together knowledgeable professionals from all aspects of land economics professions to share information and to learn from one another on neutral ground. International facilitates this activity by providing a linkage between local Chapters, as well as offering opportunities for Chapter members across LAI's geographic reach to know, learn, and engage one another in professional discourse. The meetings and resources provided by International, including membership in its Global Chapter, are the means for interested members from across the world to connect and engage in such discussions.

International supports and provides a range of services and resources to the Chapters and individual members through the provision of print and Web-based publications, an awards program, the maintenance of the Land Economics Foundation, the Global Chapter, and the support of international networking and educational programs held in host cities (Land Economics Weekends or "LEWs") open to all members.

The services and benefits to members, Members-at-Large and the Chapters provided by International are summarized in Attachment 1.

5. PROVIDING EFFECTIVE CHAPTER SUPPORT

LAI is the incorporated representative body of a federation of local chartered Chapters. A local LAI Chapter has the prime responsibility for articulating and advancing the priorities of the Chapter. Since 2006, local Chapters are intended and required to be independent corporate entities, established with strong and binding linkages through a Chapter's representation on the LAI Board of Governors.

It is a principal purpose of LAI that its Chapters have the capability and function of contributing constructively to the goals of LAI in their respective local communities. The health of LAI Chapters, including such matters as growth and membership retention, active leadership, interesting and challenging programs and community outreach, including inter-Chapter communications, is a principal purpose of the policies and programs of International.

Healthy Chapters need to reach a sustainable level of members consistent with the needs and characteristics of its geographic territory. A sustainable level of membership means that a Chapter has:

- sufficient membership to host well-attended programs.
- sufficient number of candidates to develop refreshed Chapter executive committee membership.
- sufficient financial resources to support the Chapter's programs, events and administrative functions, without excessive Chapter dues.
- financial resources sufficient to fund support staff personnel (often on a part-time basis) to undertake most of its administrative functions thereby ensuring that administrative functions do not unduly burden the elected members of the Chapter's executive committee.

Several "Briefing Papers" are available on the LAI website (lai.org) on Chapter and member responsibilities. **Attachment 1** lists the services International provides to its Chapters and members.

5.1. LAI Service Delivery Structure

International maintains a service delivery structure that permits active participation by LAI members and local Chapter officers and representatives in the work of LAI through the following specific vehicles:

- a. A **Chapter Services Committee** as a standing committee of LAI with the mandated direction to stimulate communications with local Chapters and to advance local Chapter issues and provide Chapter support and grants on a regular and pro-active basis.
- b. The assignment of **LAI Regional Vice Presidents**, reporting to the Chapter Services Committee, to have principal responsibility for LAI interests relative to local Chapters in their respective territorial areas. International sets standards for the activities of Regional Vice Presidents, including funding regular communication and contact experiences related to all local Chapters in their respective regions. The Regional Vice Presidents are required to take the initiative in meeting with local Chapter leaders to determine the actions that might lead to improvements in Chapter effectiveness, overall health, and growth.
- c. The provision and funding of **International administrative support** at a level sufficient to administer LAI services in accordance with the goals of this strategic plan.
- d. The maintenance of a Global Chapter providing a web-based forum for members and Members-at-Large to experience and share communications, education and connections across the membership.

5.3. Assistance with Chapter Responsibilities

LAI local Chapters have responsibilities in the context of their role in meeting LAI's mission and in ensuring LAI's overall success and continued growth. Toward these ends, International shall:

- a. Identify the responsibilities of local Chapters and their administration, including the implementation of leadership responsibilities reflected in the provisions of the Standard Chapter By-laws of LAI, including nominations, local Chapter committees, and membership.
- b. Develop and publish objectives for achieving viable and sustainable local Chapters.
- c. Assist in identifying and recruiting eligible prospective members in the territorial areas of established or proposed local Chapters. This may include canvassing members across the LAI membership to identify professional friends and colleagues in the areas of the Chapters seeking membership growth.
- d. Provide to all Chapters recruitment guidelines, simplified initiation procedures, requisite memorabilia of membership, insigna and written delineations of the expectations of membership in LAI.
- e. Oversee and monitor the health of local Chapters including addressing the existence of lapses in strong and committed leadership in local Chapters or lapses in the co-operation of members to nominate, maintain, and grow local Chapters.
- f. Exercise LAI's responsibilities under the LAI By-law for the issuance and revocation of Charters for local Chapters where the objectives of LAI are jeopardized by non-performance; inactivity; failure to remit dues; failure to contribute to the goals, objectives, and obligations of LAI; or other organizational difficulties that may appear. In such circumstances,

International shall provide appropriate vehicles for the assessment and communication with leaders of local Chapters to assess and make recommendations on ways and means to support, resuscitate, communicate with, and advance the interest of LAI and its local Chapters in communities so identified.

6. NEW CHAPTER DEVELOPMENT

6.1 Expanding LAI's Chapter Base

LAI seeks to advance the study and practice of land economics throughout the world through the establishing of new local Chapters in communities that are large enough to permit LAI to flourish including a strong and relevant academic base. As a volunteer organization with limited local staff capability, LAI can only be a force in a community if there is a strong leadership cadre that can organize and continue a Chapter.

Where locations for new Chapters appear to be promising, the New Chapter Development Committee Chair and the Regional Vice President for the proposed new Chapter will identify “champions” consisting of current LAI members. LAI champions assist in identifying and communicating with prospective members in the new location and be ambassadors from LAI to help interested individuals form new Chapters.

New Chapters are encouraged to establish a goal for a sustainable level of membership and an active program offering as part of their formation proceeding, given the characteristics of their geographic territory. In selecting members, the new Chapter should try to provide the mix of individuals and develop the financial resources to organize and maintain strong programs.

LAI maintains a “New Chapter Development Guide” to assist, direct and inform the process of new chapter formation and the Chapter Charter issuance process.

6.2 Establishing New Chapters

LAI began in North America and has now expanded to include Chapters in Europe and Asia. Fundamental questions when considering new Chapters are:

Can LAI thrive in a new location and will the principles on which LAI was founded be honored in a proposed new Chapter?

Will a new Chapter reach out to its community and provide the kind of interaction forums, education and expertise that are hallmarks of LAI's mission?

Are there sufficient individuals identified within the geographic territory who meet the membership criteria and are interested in joining a Chapter?

Are there sufficient committed individuals in the local leadership roles to bring and sustain a proposed Chapter?

If the answers to these fundamental questions suggest good prospects for the formation of a successful new Chapter, the New Chapter Development Committee will communicate with interested Chapter sponsors, identify LAI champions for the effort, provide the group with the

LAI New Chapter Development Guide, and agree on a timeline and milestones for establishing the new Chapter.

International will support the local Steering Committee, Regional Vice President, and New Chapter Development Committee in the formation proceedings for the proposed new Chapter as set out in the New Chapter Development Guide.

6.3 Establishing Alternative Forms of Affiliation

It is recognized that the independent local LAI Chapter model may not represent the best way for LAI to grow in influence and membership in all communities of interest. There is a cadre of interested and skilled land economics professionals in countries where LAI lacks Chapters that would meet the standards of membership, but where the local culture may not be conducive to independent Chapter formation. These individuals often maintain membership in local academically or professionally established organizations that play a similar role to LAI.

It is in the interest of LAI to seek an affiliated relationship with such organizations to facilitate interaction between these professionals and LAI members. These opportunities represent a way to further expand the global reach of LAI for its members in a cost-effective manner.

7. MARKETING LAMBDA ALPHA INTERNATIONAL

7.1. The Need to Market LAI

LAI views itself as an exclusive and elite organization of leaders and experts in land economics. However, exclusivity imply anonymity. Awareness of LAI must increase in related industries, disciplines, Chapter cities, and countries. Therefore, it is critical to the mission to make LAI known in a manner that reflects LAI's desired image.

Marketing LAI begins with having the membership well aware of the nature and purpose of the organization, its geographic distribution, its history, and the value of its elected, honorary character. This can be helped through the continued provision of information about LAI to membership through brochures, articles in *KeyNotes*, and “indoctrinating” members regarding the value and merit of LAI membership at Chapter meetings.

As part of implementation of the 2012-17 Strategic Plan, LAI completed the Brand Enhancement Project and launched its public relations strategy. Many of the activities listed below are included the LAI's public relations strategy. A major portion of LAI's 2018-22 action plan is to fully implement the elements of the public relations strategy.

LAI will explore and implement an approved professional recognition designation for members similar to designations provided by other professional or membership organizations.

7.2 Increase LAI Exposure

A key aspect of marketing LAI is increasing its exposure to the broader industry. Hosting or co-hosting events having high visibility, reflecting the elite position of LAI members in their disciplines and community, can be a useful approach to marketing. Some examples for local Chapters include these:

1. Work with other organizations to create an Annual Economic Summit Meeting by Real Estate firms:
 - a. LAI to be a sponsor.
 - a. LAI members to serve as experts at those meetings.
2. Host annual remarks by Chapter city mayors or similar civic officials at Chapter meeting.
3. Sponsor public lectures on Land Economics.
4. Sponsor podcasts on Land Economics.

7.3. Enhance the LAI Award Program

The award program can be an effective form of outreach and marketing if the market is aware of it and learns to value the awards and awardees as important “news.” These are some ideas to bring this about:

1. Publish information about LAI Awardees in key local and national media.
2. Prepare press releases about LAI Awardees and send to news outlets in awardees home cities.
3. Recognize LAI members in *KeyNotes* when they receive non-LAI Awards.

7.4. Support Public Relations Efforts

An ongoing public relations program at the International and Chapter level is critical to LAI’s marketing effort. LAI’s Brand Enhance Project included the development of several tools to enhance public relations efforts of International and its Chapters. These tools include:

1. A standard LAI Press Release form which has been distributed to all Chapters.
2. A standard paragraph describing LAI to be included in all LAI press releases.
3. Preparation of a national media mailing list and a media toolkit for Chapters in a similar format for local media mailing and contact.

7.5 Increase Ability to Secure Continuing Education Credits

To the extent possible, all meetings at the Chapter and International level will be tied to the continuing education credit programs of allied organizations as a tool to increase meeting attendance and to assist LAI members to meet organization accreditation criteria.

8. LAI WORK PROGRAM 2018-22

The following work program summarizes the key activities upon which LAI will focus its attention in the period of this Strategic Plan:

8.1. Grow the membership of LAI by 3 to 10 percent annually.

This is a priority both for Chapters and for the Society as a whole. This increase should be achieved through a combination of increasing membership at existing Chapters, increasing Members-at-Large, and establishing new Chapters. With increased membership, LAI will be able to further enrich support to Chapters. Tactics for increasing membership should involve:

- a. Encourage Chapters to select qualifying new members (by profession) so LAI's membership is reflective of the distribution of land economics professionals in the Chapter's region.
- b. Establish new Chapters in a manner that increases the geographic scope as well as the number of LAI members. Set and identify target centers for new Chapter development and set performance reviews to identify and achieve new Chapter support needs.
- c. Consider hosting Land Economics Weekends in prospective cities without established chapters. Focus on cities with identifiable plans and programs for revitalization and plan to address a different future for their community.
- d. Encourage Chapters to use the new member materials developed by International to enhance their recruitment of new members
- e. Continue to improve new members tools that explain the tangible benefits associated with LAI membership beyond the local Chapter network context.
- f. Institute an annual member survey to determine levels of satisfaction both with local Chapter and LAI functions and activities.
- g. Monitor Chapter health for proactive intervention where lapses in strong and committed leadership or growth stagnation are evident to the disadvantage and inconvenience of the members.

8.2. Assist Chapters to grow their membership to a sustainable level given the characteristics of their geographic territory.

- a. Continue to improve and expand the best practices "Briefing Memorandums" to assist local Chapters to attract and retain members as well as improve their administration of the Chapter.
- b. Continue to use the President's Roundtable at the LAI Business Meetings as a means for Chapters to share best practices
- c. Continue to add materials to the Chapter Resources section of the LAI Website.

- d. Continue efforts to address the membership gap between the time a professional begins their career and become eligible for LAI membership.
- e. Encourage meetings of chapter officers within a region to supplement Presidents Roundtable and Board of Governor's meetings for idea exchanges and standardizing best practices.
- f. Encourage Chapters to set goals for the quality and diversity of membership.

8.3. Highlight and advance the international stature of LAI membership:

- a. Improve and expand LAI's efforts to acknowledge and honor the diversity of the membership and award recipients in activities and publications.
- b. Continue to improve the educational offerings at the Land Economics Weekends to provide opportunities for members to explore and learn about land economic projects and practices in cities across the world. Seek methods to share more broadly the ideas exchanged and best practice responses identified at the LEWs. In programming LEWs, place more emphasis on practice and applied professions.
- c. Expand the programs and activities of the new formed Global Chapter. Undertake programs for the exchange of expertise, the identification of external solutions or approaches undertaken in other jurisdictions and the building of international participation by panels of LAI members in addressing local, regional, or global problems sets.
- d. Strengthen LAI's standing committees by expanding committee membership and a developing succession plans for committee leadership.
- e. Seek affiliation opportunities with similar organizations in communities where creation of a LAI Chapter would be either difficult or counter to cultural norms
- f. Highlight the international nature of the organization in LAI publications.

8.4. Improve coordination between International and the Land Economics Foundation (LEF):

- a. Improve the communication of LEF's activities to Chapter members throughout LAI to encourage greater participation in funding LEF's activities. Highlight grants awarded and projects completed. Consider including presentations of completed LEF grant projects at Chapter meeting and LEWs.
- b. Seeks methods to enhance and broadly distribute LEF's own efforts and the results of LEF funded projects.

8.5. Expand LAI public relations efforts:

- a. Assist Chapters to better publicize use of the public relations toolkit developed as part of the Brand Enhancement Project. Continue to improve LAI's

d. Explore and implement an approved professional recognition designation for its members.

8.6. Improve communications within International and between International and the Chapters: marketing efforts to the broader public.

b. Connect LEF research funding to help advance LAI's image

c. Develop links between LAI and other land use organizations.

a. Continue to invest in new technologies such as the recent implementation of "GoToMeeting" to reduce the cost of communications and enhance the effectiveness of LAI meetings.

b. Improve communications between Chapters using the LAI website and both print and electronic media.

c. Encourage Chapters to implement the LAI Chapter website template or build their own websites so that all Chapters have a functioning website.

d. Establish a comprehensive LAI calendar that includes all upcoming LAI International meetings and all Chapter meetings.

e. Institute a member survey on levels of satisfaction with both local Chapter and LAI functions and services.

f. Address long distance travel costs for local Chapter representation or participation in Board of Governor's meetings.

8.7. Report on the progress of the implementing the Strategic Plan and fine tune the implementation activities.

a. At each LAI Board of Governor's meeting, the President shall provide a summary report on the progress of the implementing the various activities proposed in the Strategic Plan.

b. The LAI Board of Governors on the recommendation of the Executive Committee shall review and adjust the Strategic Plan implementation work program which shall serve as a guide for the Society's administrative and volunteer activities.

9. CONCLUSION

Since 1930, LAI has invited distinguished practitioners, academicians, and students in the land economics professions to join with one another in an honorary membership society for the sharing knowledge and friendship, always seeking to enhance the design, sustainability and function of urban spaces. Growing from a single Chapter in Chicago, LAI now reaches across North America, Europe, the Middle East, India, Asia, and the Pacific Region, with new Chapters continually being formed.

While strength and diversity are found in the robust culture of the Chapters, International unites us into LAI. This Strategic Plan provides guidance to LAI as it grows and develops between 2018 and 2022

LAI hopes and expects that future Boards of Governors and Executive Committees will take the efforts addressed herein as a starting point to annually review, revise, and amend this Strategic Plan to keep it a living document and guide to the future growth of LAI. In that respect, we wish our successors only the best.

Attachment 1

Services Provided by the International Secretariat.

In support of its members, Members-at-Large and Chapters, International activities include:

Administrative Activities

- Maintaining membership records for all Chapters and Members At-Large.
- Collecting dues for International and for Chapters that desire it.
- Maintaining the International Website for LAI.
- Maintaining LAI administrative records.
- Providing administrative services for Chapters and members.
- Establishing and maintaining an indexed, archival storage and retrieval system for Land Economics Weekend events, member publications, historical documentation, and work products useful to advancing land economics principles.
- Providing a central repository where all Chapters can come for information and help in maintaining their branch of LAI.
- Providing insurance for International and Chapter directors and officers.
- Supporting by Declaration of Trust the Land Economics Foundation of LAI.

Membership Activities

- Assisting in the formation of new Chapters.
- Assisting the International Scribe in publishing LAI's newsletter, *KeyNotes*.
- Conducting semi-annual LAI business meetings and sponsoring Land Economics Weekends to afford interested members the opportunity to meet members from other Chapters, learn, tour developments in host cities, and develop a broader professional and social network. Land Economics Weekends and the LAI business meetings are held in the territorial area of local Chapters or at venues of interest to the membership, including centers of prospective Chapter development.

- Promoting recognition of significant contributions to the discipline of land economics from the membership and beyond, in part through the LAI International Awards Program.
- Assisting the Global Chapter as a special forum for LAI members seeking contact with members, LAI Chapters and Members-at-Large.

Chapter Support Activities

- Providing for electronic communications between Chapters, including the International Website and other forms of electronic media exchange, to assist with the sharing of ideas, programs, and speaker resources among local Chapters.
- Providing communication vehicles, publications, newsletters, and information support, through *KeyNotes* and other forms of electronic communication, to inform and enhance regular communication between LAI members and the local Chapters.
- Assisting Chapters to establish Websites for purposes specific to the Chapter, including access to the LAI Web site.
- Providing counseling, targeted meeting opportunities, best practices exchanges, and encouraging other vehicles of communication, relationship enhancement, support, and information exchange to best project the objectives, interests, and goals of LAI and its local Chapters universally and amongst its membership.
- Providing incentives and the encouragement of local Chapter support for the attendance of Chapter officers and representatives at LAI business meetings of the Board of Governors and its Land Economics Foundation,
- Providing web-based central resources for local Chapter programs, recruitment, induction ceremony insignia, memorabilia, policies, procedures, and practices, and Briefing Memoranda on multiple subjects germane to the functions of the Chapters and members.
- Encouraging and supporting the activities of local Chapters associated with contributing to, participating in, and funding the activities and programs of the Land Economics Foundation of LAI.
- Accommodating associations and relationships with other professional organizations independent of the membership obligations in LAI and its local Chapters, including joint meetings, affiliation agreements, representative attendances, and other methods of interaction.

- Assisting Chapters that are having difficulties in managing their operations and growing their membership to a self-sustaining size.
- Encouraging and supporting local Chapter activities aimed at creating, maintaining, and supporting local LAI Student Associations.
- Providing, sometimes in conjunction with LEF, Chapter grants to encourage, support or sponsor Chapter activities consistent with the criteria and the purposes of LAI.