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ARCHITECTS AND PUBLIC AFFAIRS Houston Chapter Visitation 14 April 71 Thomas A. Bullock FAIA

One of my favorite Texas practitioners has said, "TSA is becoming an integral part of society by making a contribution to society." He's right, for TSA is about public affairs. Public affairs by architects is a commitment to community service. The architectural profession, Texas 1971, means advocating public interest legislation, taking a stand as citizens as well as architects for the things that affect the quality of life in Texas — environmental control laws, the Big Thicket, Mustang Island, Billboards Limited, Highway Beautification.

It means each of us is becoming more outward about our experience in practice, sharing this with other practitioners and the public.

It means architects and architecture are a community resource — The Houston Urban Bunch; The Reconstruction Assistance Center, Corpus Christi; The CDCA, Austin (the poor man's FHA).

It means concern for students through scholarships and architectural education opportunities for the "haves" and the "have-nots" as well.

Involvement in public affairs means architects have a role in shaping public attitude as well as responding to the needs of the marketplace. A marketplace that says loud and clear, "It takes too long and costs too much to plan and build the way architects have done it traditionally." (Proof enough is the estimate that the AIA-structured firms design only 15% of what is built in this country annually.) The public is not concerned with our hang-ups of standardization of fees and standards of practice, based on past performance, but is waiting for architects to get off their drafting stools and develop better capabilities to deliver architecture on time, within the money and better too.

TSA's relationship to the public market is not just one of reacting but one of leading. Our Committee on Project Delivery is developing information and guidelines for systems building and construction management. Our Business Development Committee will bring out for everyone to see the techniques used to promote new business. The Organizing for Practice Committee is studying new organization forms for partnerships, corporations and combinations

of both. TSA's Professional Development Program at SMU is bringing the practitioners back to school and up to date on management, law and practice techniques. The Governmental Affairs Committee is monitoring over 40 bills in the Texas Legislature that will affect the lives of Texans, as well as keeping an eye on possible legislative restraints on the way we practice. Our PR Committee has retained professional counsel to chart for us a comprehensive public relations program. The Environmental Documentation Task Force will have a package, professionally produced, covering the 1969 Governor's Conference on Urban and Community Affairs, and the 1970 Environmental Workshop activity for use by Chapters all over the state in expressing to the public our position on housing, educational and health facilities, industry, historical buildings, conservation, transportation and urban design.

Involvement by over 400 practitioners and students in TSA committees, along with the initiative shown by each of the 17 TSA Chapters, reflects this new attitude. It can't help giving the architectural profession a part in molding a public attitude that will, in itself, create a better quality of life and a better climate for practice in Texas.

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