

# AEA - Vision and the Way Ahead



Newport Beach – January 2013

# The Association of Enterprise Architects

- Launched on January 29, 2007 with 730 members
- 2008 - Merged with Global AEA
- 2010 – Acknowledged certifications from FEAC and Microsoft
- 2010 – Merged with AEA

# Now...

More than 28,600 members worldwide...

- ...and growing fast!

Members from more than 120 countries

37 Chapters around the world....

- ...and increasing every quarter!

# AEA Chapters

- US chapters (10)
  - Atlanta, Boston, Washington D.C. (merged 2 chapters), Chicago, Southern California, Michigan, Minnesota, Ohio, Seattle and North Carolina
- India (6)
  - Bangalore, Chennai, Hyderabad, Mumbai, New Delhi, Pune
- Europe (7)
  - Belgium, Denmark, Hungary, Russia, Switzerland, Turkey, UK
- South Africa



# AEA Chapters

- South America (6)
  - Brazil, Colombia, Peru, Mexico, Costa Rica, Chile
- Asia (3)
  - Hong Kong, Taiwan, Japan and China - coming soon!
- Canada (2)
  - Toronto, Ottawa-Gatineau
- Australia & New Zealand (2)
  - Melbourne, Sydney



# Journal of Enterprise Architecture

Peer-reviewed international quarterly publication

Available to members of the Association

Members can download:

<https://www.globalaea.org/journal>

10,000 downloads per quarter

All members are welcome to submit articles

Next Issue – February 2013



# Next Steps

- Membership - not dependent on certification
- Membership levels - simplify:
  - Member
  - Student
- Continuous Professional Development (CPD) Program
- New Association Management System
  - Web site – more on-line collaboration
  - Incorporates CPD program
  - CRM
  - Social Media
  - E-marketing
  - Launched in Q2 2013

# Vision - for the Enterprise Architecture Profession

The Enterprise Architecture profession will strengthen the practice and professionalism of Enterprise Architecture, and increase the public and industry recognition of the value of Enterprise Architecture and Enterprise Architecture professionals





# Vision - for the future of the AEA

- When an organization is hiring an Enterprise Architect, they will only consider AEA members
- AEA membership becomes a standard component of the career path of Enterprise Architects
  - Businesses build it into their profession frameworks
  - Academic institutions provide EA qualifications
    - e.g. Penn State



- To be taken seriously in the Enterprise Architecture world, you will be an AEA member



# Benefits of Membership

- The AEA helps Enterprise Architects succeed
  - Advance your career
    - Increase salary and promotion prospects
    - Job postings access for members
    - Better job satisfaction
    - Helps you succeed in today's competitive job market
    - Peer recognition
    - Part of an elite community
  - Access to an exclusive community with resources, knowledge, information & skills
    - Part of an exclusive profession
    - Local and global networking
    - Improved job effectiveness
    - Keep abreast of EA practices & standards
    - Generally accepted EA practices



# Benefits of Membership - For Employers

- AEA members deliver high standards of professional competence, conduct & ethics in all aspects of Enterprise Architecture
  - A standard of professional competency to ensure the capability & quality of Enterprise Architects
    - Confidence in hiring
    - A minimum standard of quality & skill
    - Reduces the training & induction period
    - Speed of deployability
    - Reduced costs
  - Members commit to follow the AEA's standards of conduct & ethics
    - Elevated sensibilities
    - Protects the profession
    - Increases visibility of ethics
    - Enables consequences for violators



# Along The Way.....

- The AEA will focus on:
  - Elevating the profession
  - Promoting the employment of AEA members
  - Establishing a standards of ethics
  - Improving the CPD program
  - Continuing the Journal of Enterprise Architecture
  - Developing generally accepted architecture principles
  - Sharing experiences and knowledge
  - ***Bringing value to its members***



# How to Participate

- Login AEA site using Member Dashboard and new AEA site
- LinkedIn (over 3000 members) and Twitter
- Local chapters
- Global conferences, seminars, and webinars
- Special Interest Groups (SIGs) - e.g.
- Workgroups and bulletin boards - e.g. Ethics WG
- Job boards and resume postings
- Contribute to the Journal of Enterprise Architecture  
<http://www.aeajournal.org/>

# Current site – www.globalaea.org

The screenshot displays the AEA website interface. At the top is a navigation bar with links: About, Partners, Membership, Communities, Professional Development, News & Events, Resources, and Help. Below this is the AEA logo and the text 'Association of Enterprise Architects'. A user profile section shows 'Welcome: birgic' with options for '(Log out)' and '(My Profile)'. A search bar with 'Google' and 'Cut' buttons is visible. A large banner features a man in a suit and the text: 'The definitive organization for Enterprise Architect professionals. Whatever level of membership you hold, we will enhance your career ... and, on behalf of both members and partners, will actively promote the status of the profession.' A button below the banner says 'Find out how you can qualify for membership'. On the left, a sidebar contains 'EVENTS' with details for 'The Open Group Conference Washington DC, USA' (July 16-18) and 'Upcoming webinars' including 'Kick Start your TOGAF® Journey with Business Models' (June 06, 2012). The main content area has a 'Member Dashboard' with icons for Member Profile, Documents, Member Directory, Photo Gallery, Events, and Groups. Below this is a 'What's New?' section with a sub-section 'What's New?' featuring an article about the 'AEA Journal: May 2012 issue now available'. To the right is a 'Twitter Feed' with two tweets: one about the TOGAF 9.1 glossary and another about the Open Group DC conference registration.

# Questions?

