

**Operational Plan FY 2022**

ASID EMPOWERS MEMBERS TO HAVE A POSITIVE IMPACT ON PEOPLE AND THE PLANET THROUGH COLLABORATION, DESIGN THINKING, EDUCATION AND ADVOCACY.

DESIGN EXCELLENCE				
<b>OBJECTIVE:</b> <b>To continuously evolve the body of knowledge (BOK) and the impact of design in elevating the human experience where people live, work, play, heal and learn</b>	<b>Strategy 1</b> Continue the existing communications plan of ASID national advocacy and education about the profession of ID for chapter members, industry partners, industry at large and the public.	<b>Strategy 2</b> Continue 'Design Matters' program, increasing outreach in chapter members, industry professional and the general public.	<b>Strategy 3</b> Providing learning opportunities for chapter members.	<b>Strategy 4</b> Honor chapter members with local awards/recognition for chapter service, and nomination for national awards and recognition.
	<b>Tactic 1 - A</b> Update definition of ID on all chapter social media platforms to unify the understanding of the profession.  <b>Tactic 1 - B</b> Educate students through mentorship, presentation, and internships to identify ID as a career path and profession. (Provide virtual opportunities when applicable).  <b>Tactic 1 - C</b> Unify our branding and messaging across all social media platforms we currently use. Connect/correspond with other chapters on virtual platforms.	<b>Tactic 2 - A</b> Survey members for desirable content and topics relevant to our design community and current trends. Moved up from Tactic C to A, since this should happen beginning of FY.  <b>Tactic 2 - B</b> Host quarterly 'Design Matters' roundtable discussions via online meeting platform.  <b>Tactic 2 - C</b> Schedule 'Design Matters' events via Facebook & Outlook calendar to increase and track visibility.	<b>Tactic 3 - A</b> Host an Inform Conference, a one-week event CEU series with multiple CEU credits available either in person and/or via online meeting platform for members and the design community at large.  <b>Tactic 3 - B</b> Cross pollinate education opportunities with other local A&E disciplines such as NKBS, CSI and AIA.  <b>Tactic 3 - C</b> Open events to the public when topics crossover to general interest.	<b>Tactic 4 - A</b> Create a Past Presidents Council to administer nominations for local and national honors applications. PPC will also act as a sounding board for the current board on any current issues.  <b>Tactic 4 - B</b> Have annual member honors for the following categories: (1) industry partner for IP Merit, (1) practitioner for Chapter Service, and (1) practitioner under 40 for local 'One to Watch'.  <b>Tactic 4 - C</b> Biennial member honor: (1) practitioner for design for humanity.  <b>Tactic 4 - D</b> Publish member accomplishments in Alaska Business Magazine.
<b>Director(s) Responsible</b>	President-Elect and Communications Director	Professional Development and Communications Directors	Professional Development and Communications Directors	President, Communications and Membership Directors
<b>Workplan</b>				
<b>Committee</b>				

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THOUGHT LEADERSHIP				
<b>OBJECTIVE:</b> <b>To be the go-to Source for knowledge across all building typologies and professions, and to think in new and interesting ways to advance the profession and professionals in interior design.</b>	<b>Strategy 1</b> Host minimum (4) Building Tours in-person or virtually to showcase member projects.	<b>Strategy 2</b> Encourage a culture of design professionals who use their talents as a method of volunteerism.	<b>Strategy 3</b> Support Government Affairs Committee initiative to introduce licensure in the House and Senate for the State of Alaska. Continue to have an interior designer seated on the APDC Board.	<b>Strategy 4</b> Develop and enforce policies for chapter email use to ensure consistency in messaging and means for members and non-members to contact chapter leadership.
	<b>Tactic 1 - A</b> Tours to be co-hosted by project designer/architect and a member of the board.	<b>Tactic 2 - A</b> Organize at least one (1) volunteer opportunity for a community design project (example: Habitat for Humanity Build day)	<b>Tactic 3 - A</b> Actively participate in the Alaska Professional Design Council (APDC) as a member organization and support delegate's activities as a board member.	<b>Tactic 4 - A</b> Board members to conduct all chapter communications through chapter emails and chapter social media platforms only.
	<b>Tactic 1 - B</b> Live stream tours over social media to engage with the public and long-distance members.	<b>Tactic 2 - B</b> Highlight on social media platforms, Alaska based volunteer opportunities related to the design industry.	<b>Tactic 3 - B</b> Support sending delegate(s) to Juneau to advocate for A/E professions including interior design, thereby building awareness for further pursuits per budget.	<b>Tactic 4 - B</b> Update website to ensure correct bios and emails are posted and linked
	<b>Tactic 1 - C</b> Organize tours to represent varying sectors of work.	<b>Tactic 3 - C</b> Highlight on Social Media examples of member volunteerism.	<b>Tactic 3 - C</b> Support sending at delegate(s) to Juneau for initiative-specific advocacy efforts with our chapter lobbyists per budget.	<b>Tactic 4 - C</b> Train board on how to set up email accounts including autoreplies, email signatures and remote access so compliance is easier.
<b>Director(s) Responsible</b>	Director at Large, Communications and Membership Directors	President, Communications and Membership Directors	President, President-Elect and Government Affairs Committee	President, Communications Director and Chapter Administrator
<b>Workplan</b>				
<b>Committee</b>				

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ADVOCACY				
<b>OBJECTIVE:</b> <b>To increase awareness and recognition of the positive impact of the design profession and professionals in human-centered interior design.</b>	<b>Strategy 1</b> Strengthen social media presence by increasing interactions on <u>all platforms</u> .	<b>Strategy 2</b> Strengthen social media presence by aligning content on all currently used social media platforms.	<b>Strategy 3</b> Relieve e-mail inbox-flooding with streamlined and targeted communications.	<b>Strategy 4</b> Support chapter Government affairs Committee public education efforts through volunteerism and financial support
	<b>Tactic 1 - A</b> Provide relatable and valuable content to showcase the ID profession to followers.	<b>Tactic 2 - A</b> Update all platforms with a clear consistent brand and message.	<b>Tactic 3 - A</b> Send one (1) comprehensive e-blast to membership monthly, containing links to website for updated content and relevant information.	<b>Tactic 4 - A</b> Chapter-hosted virtual legislative project tours to introduce legislators to our membership/their constituency and demonstrate the scope of interior design and how design impacts lives.
	<b>Tactic 1 - B</b> Post/share on social media platforms 2-3 times a week to stay relevant to audience and to create a consistent brand of content and tone.	<b>Tactic 2 - B</b> Showcase local content and share national content that is relevant and compelling.	<b>Tactic 3 - B</b> Send Outlook and Facebook calendar invitations for chapter events.	<b>Tactic 4 - B</b> Develop one-page takeaway highlighting health, safety, and welfare components, following project tours.
	<b>Tactic 1 - C</b> Conduct live streaming on social media with an ASID member at in-person chapter events.	<b>Tactic 2 - C</b> Post/share current events of local members including but not limited to project showcases, professional developments and career updates.	<b>Tactic 3 - C</b> Post local committee opportunities on all active social media platforms with a focus towards chapter members and the A&D community to encourage non-board member involvement at all levels of chapter activities and planning.	<b>Tactic 4 - C</b> Leverage social media to highlight our members' work and our chapters' interaction with Legislators.
<b>Director(s) Responsible</b>	Communications Director and Director at Large	Communications Director and Director at Large	President, Communications Director and Director at Large	Director at Large, Communications Director and Government Affairs Committee
<b>Workplan</b>				
<b>Committee</b>				

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COMMUNITY DRIVEN				
OBJECTIVE:	Strategy 1	Strategy 2	Strategy 3	Strategy 4
To foster a relationship with individuals focused on building their competencies, and networking with other like-minded individuals to build a community with shared interests in human-centric design	Strengthen understanding of the importance of the Alaska ASID chapter within the local community and provide transparency and accessibility for all members.	Increase local industry partner membership and participation.	Increase visibility of the ID profession in Alaska for students.	Provide community driven CEU's and roundtables focusing on wellness and the impact of design in the workplace.
	<b>Tactic 1 - A</b> The ASID mission statement is to be included on all chapter templates, documents, social medial platforms and presentations to enforce its presence and meaning.	<b>Tactic 2 - A</b> Reach out to local Industry Partners (members and non-members) with personal communication to encourage local membership.	<b>Tactic 3 - A</b> Participate in Anchorage School District (ASD) School-Business partnership to pair high school students with chapter members as mentors pending local and state COVID-19 mandates. Provide at least one (1) presentation to high school students to educate about the ID profession.	<b>Tactic 4 - A</b> Provide CEU on "Workplace Burnout"
	<b>Tactic 1 - B</b> Highlight member benefits on all social media platforms.	<b>Tactic 2 - B</b> Reach out to regional manufactures representatives to encourage local membership.	<b>Tactic 3 - B</b> Allocate funds in budget annually to create a scholarship fund for local members or local students.	<b>Tactic 4 - B</b> Sponsor wellness related community workshop or CEU provided by local hospital or healthcare facility.
	<b>Tactic 1 - C</b> Post the operational plan and budget on the Alaska ASID chapter website and have printed copies available for members at the annual meeting.	<b>Tactic 2 - C</b>	<b>Tactic 3 - C</b> Highlight member volunteering specifically with outreach to students on social media platforms.	<b>Tactic 4 - C</b> Work with other like-minded organizations such as Alaska Design Form and AIGA on community focused event(s).
<b>Director(s) Responsible</b>	President, Finance and Communications Directors	President-Elect, Membership Director and Director at Large	President-Elect, Communications Director and Director at Large	Professional Development, Communications Director and Director at Large
<b>Workplan</b>				
<b>Committee</b>				