

ASID Strategic Pillars 2017-2020



Design Impacts Life

Strategic Issue: The movement of design from craft to a problem solving discipline creates dynamic tension between the visual and impact of design in a rapidly changing industry/profession, calling for a collective articulation and adoption by practitioners and clients.

Goal: To build consensus around a normalized vision of interior design to demonstrate the impact on the human experience.

Living the Brand

Strategic Issue: Inconsistent experiences with the value and culture of ASID is further exacerbated by a cluttered field of competing brands.

Goal: Ensure our brand is credible and delivers recognizable benefits and value to our customers and stakeholders.

Communication

Strategic Issue: Competition for mindshare in today's cluttered environment and the lack of an integrated national-chapter communications strategy challenges the Society's ability to efficiently communicate.

Goal: Deliver consistent, timely, and engaging messaging that leverages multiple media and channels of communications

Diversity & Inclusion

Strategic Issue: Demographic shifts are creating significant opportunities and implications for the industry and profession; to remain relevant today and long into the future, ASID needs to address the strategic importance of diversity and inclusion.

Goal: Lead diversity and inclusion efforts within the interior design profession and with our customers and stakeholders.

Alternate Revenue Streams

Strategic Issue: Traditional large alternate revenue sources do not currently exist in the ASID portfolio (e.g. national meeting, awards, monthly magazine, professional and product certification, credentialing) coupled with significant and highly resourced competition requires new and innovative programs/services/audiences to break through and generate profit.

Goal: Create a portfolio of new and innovative offerings that generate alternative revenue at scale.

Alaska Chapter of ASID
Strategic Plan FY 2019-2020

ASID ADVANCES THE PROFESSION AND COMMUNICATES THE IMPACT OF INTERIOR DESIGN TO ENHANCE THE HUMAN EXPERIENCE

DESIGN IMPACTS LIFE				
Goal	The movement of design from craft to a problem solving discipline creates dynamic tension between the visual and impact of design in a rapidly changing industry/profession calling for a collective articulation and adoption by practitioners and clients.			
Objective To build consensus around a normalized vision of interior design (ID) and to demonstrate the impact on the human experience.	Strategy 1 In FY 2019, institute a strategic communication plan to educate the public about the profession of ID	Strategy 2 In FY 2019, increase "Design Matters" attendance to 75% of membership	Strategy 3 By end of 2019, increase CEU compliance to 80% of our qualifying membership. By end of 2021, increase CEU compliance to 90% of our qualifying membership	
	Tactic 1 - A Update definition of ID on chapter media platforms to unify the understanding of the profession within the industry Tactic 1 - B Provide information about ID to print/news media, to educate general public Tactic 1 - C Educate students through mentorship, presentations, and mentorship to identify ID as a career path / profession	Tactic 2-A Host quarterly "Design Matters" at annual sponsor venues, and institute webinar/streaming opportunities for long-distance members Tactic 2-B Schedule "Design Matters" events via Facebook & Outlook calendar invitation to increase visibility Tactic 2-C Survey membership for desirable content & topics	Tactic 3 - A Design Workshop (2019): 1 day event, with high-level industry experts facilitating a hands-on learning experience with a variety of workshops Tactic 3-B Inform Conference (2019): 1-day event, with high-level CEU opportunities on a variety of health, safety, & welfare topics, including at least (1) Alaska-focused design topic	
Director(s) Responsible	President & Communication Director, President-Elect	Professional Development Director & Communication Director	Professional Development Director, President-Elect	
Work plan	-	-	-	
Committee	yes	yes	yes	

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LIVING THE BRAND				
Goal	Inconsistent experiences with the value and culture of ASID is further exacerbated by a cluttered field of competing brands.			
Objective Ensure our brand is credible and delivers recognizable benefits and value to our customers and stakeholders.	Strategy 1 In FY 2019, host (5) Building Tours, to showcase member projects	Strategy 2 In FY 2019, have each committee co-chaired by (1) board-member, and (1) non-board member	Strategy 3 In FY 2019, have licensure introduced in a House or Senate Bill for the State of Alaska By 2020, have an interior designer seated on the AELS Licensing Board (Alaska's registration board for Architects, Engineers, Land Surveyors)	Strategy 4 In FY 2019, honor members with local awards/recognition for chapter service, and nomination for national award/recognition
	Tactic 1-A Tours to be lead by project designer/architect, with a focus toward ASID members, and the A&D community Tactic 1-B Live-stream tours over social media to increase visibility, engage with long-distance members, and engage with community	Tactic 2 - A Post local committee opportunities on ASID Alaska Chapter website, making reference to page in e-blasts, social media, etc. Tactic 2-B Reach out to members personally regarding available co-chair positions	Tactic 3-A Work with the Alaska Professional Design Council (APDC) Tactic 3-B Send at least (2) advocates to Juneau to lobby/provide testimony as House/Senate Bill is introduced Tactic 3-C Align with "One Voice" chapter government affairs committee plan / communications plan to continue momentum in legislative pursuit	Tactic 4-A Nominate (1) Alaska Chapter member for national award / recognition Tactic 4-B Annual member awards in the following categories: (1) industry partner for IP Merit Award, (1) practitioner member for Chapter Service Award, and (1) practitioner member under 40 for local "One to Watch" Award Tactic 4-C Bi-annual member award: (1) local "Design for Humanity" Award
Director(s) Responsible	Director At Large & Communication Director	Communication Director & Membership Director & President	President & President-Elect	Membership Director & Communication Director, President-Elect
Work plan	-	-	-	-
Committee	yes	n/a	yes	yes

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COMMUNICATIONS				
Goal	Competition for mindshare in today's cluttered environment and the lack of an integrated national-chapter communications strategy challenges ASID's ability to efficiently communicate.			
Objective Deliver consistent, timely and engaging messages that leverage multiple media and channels of communications.	Strategy 1 In FY 2019, strengthen Social Media presence by increasing Facebook and Instagram interactions by 60%	Strategy 2 In FY 2019, ASID Alaska Chapter website to include content relevant to Alaska	Strategy 3 Relieve e-mail inbox-flooding with streamlined and targeted communications	Strategy 4 In FY 2019, have (5) interviews or articles on social media to communicate the relevance and importance of ID with the general public
	Tactic 1-A Provide relatable and valuable content for "followers," to showcase ID Tactic 1-B Schedule posts to create a consistent brand of content and tone (i.e., Member Monday, Textile Tuesday, etc.)	Tactic 2-A Showcase local content that is relevant and compelling (i.e., cross-over events with other local design professionals & member organizations) Tactic 2-B Update "Get Involved" page within chapter website to identify local opportunities for non-board members to become involved	Tactic 3-A Send (1) comprehensive e-blast to membership monthly, containing links to the website for updated content, and relevant information Tactic 3-B Send Outlook and Facebook calendar invitations to members for local events Tactic 3-C Reach out to all members with personal communications	Tactic 4-A Conduct Livestreaming on social media with an ASID Alaska Member about the importance of ID profession Tactic 4-B Post/share ASID Alaska Member interview on social media via video or graphic.
Director(s) Responsible	Communication Director & Director at Large	Communication Director	President & Communication Director	President & Communication Director, President-Elect
Work plan	-	-	-	-
Committee	yes	yes	n/a	yes

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DIVERSITY & INCLUSION				
Goal	Demographic shifts are creating significant opportunities and implications for the industry and profession; to remain relevant today and long into the future ASID needs to address the strategic importance of diversity and inclusion.			
Objective Lead diversity and inclusion efforts within the ID profession and with our customers and stakeholders.	Strategy 1 Strengthen the understanding of the importance of ASID Alaska Chapter, and provide transparency and accessibility for all members	Strategy 2 In FY 2019, local Industry Partner (IP) membership will grow by 50%	Strategy 3 In FY 2019, encourage a culture of design professionals who use their talents as a method of volunteerism	Strategy 4 In FY 2019, increase the visibility of the ID profession in Alaska for students
	Tactic 1-A The ASID Mission statement to be included on all chapter templates, documents, social-media hubs, presentations, etc. to enforce its presence and meaning Tactic 1-B Add a page on the ASID Alaska Chapter website that defines member benefits in Alaska, with Alaska-centric infographics and testimony Tactic 1-C Post the strategic plan and budget on the ASID Alaska Chapter website for members to review Tactic 1-D The Board member will select two chapter members each board meeting to send a personal thank you card for being a member of ASID Alaska	Tactic 2-A Organize IP Appreciation Event (in FY 2019) to honor industry partners, and thank them for their support Tactic 2-B Reach out to all local Industry Partners (member and non-member) with personal communications to encourage local membership Tactic 2-C Reach out to all regional manufacturer's reps to encourage local chapter membership	Tactic 3-A Organize quarterly group volunteer opportunities to increase presence in community Tactic 3-B Create a page on ASID Alaska Chapter website listing additional community service opportunities for members	Tactic 4-A Provide (1) presentation to high school students to educate them about the interior design profession, and (1) career-fair type presentation to showcase the profession Tactic 4-B Participate in Anchorage School District (ASD) School-Business partnership to pair at least (3) high school students with chapter members as mentors Tactic 4-C Allocate \$1,000 in budget annually to create college scholarship fund for Senior – Junior Level students pursuing a major in ID
Director(s) Responsible	President & Communication Director	Membership Director & Director at Large, President-Elect	President-Elect, Communication Director & Director at Large	President & Communication Director
Workplan	-	-	-	-
Committee	yes	yes	yes	yes

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Alternative Revenue Streams				
Goal	Traditional large alternate revenue sources do not currently exist in the ASID portfolio (e.g. national meeting, awards, monthly magazine, professional and product certification, credentialing) coupled with significant and highly resourced competition requires new and innovative programs/services/audiences to break through and generate profit.			
Objective Create a portfolio of new and innovative offerings that generate alternative revenue at a measurable scale.	Strategy 1 In FY 2019 secure (1) sponsor in each of the tiers of the sponsorship program	Strategy 2 In FY 2019, increase revenue from local events	Strategy 3 In FY 2019, increase submissions for the chapter's "Design Excellence Awards" to 10 entries	
	Tactic 1-A Provide a tiered annual sponsorship program for industry partners to align with the chapter at varying levels, coordinating with the ASID fiscal year cycle	Tactic 2-A ASID Alaska will look for additional streams of revenue from local events	Tactic 3-A Improve design award competition to be more inclusive (i.e., residential, commercial, industry partners, product, etc.)	
Director(s) Responsible	President & Finance Director	Finance Director & President-Elect, Professional Development Director	Membership Director, President-Elect	
Workplan	-	-	-	
Committee	n/a	yes	yes	