



The Wisconsin Chapter of ASID Chapter Workplan

FY 2020 - 2021

Design
Impacts
Lives.

THE ASID WHY STATEMENT:

ASID advances the profession and communicates the impact of interior design to enhance the human experience.

CORE VALUES AND STRATEGIC GUIDEPOSTS:

ASID leads collaboration with those working to promote the value of interior design.

ASID prepares its members to excel in a dynamic and evolving profession competing in a global marketplace.

ASID advances the profession by generating, collecting and disseminating applied knowledge.

THE ASSOCIATION:

Founded in 1975, ASID is the oldest, largest and only multi-disciplinary professional organization for interior designers, interior design students & educators, and the manufacturers and suppliers who support the profession. The rich, vibrant history of the organization goes back to the founding of its predecessor organizations, the American Institute of Interior Designers (AID) and the National Society of Interior Designers (NSID).



We are ASID, the association that empowers members to have a positive impact on people and the planet through collaboration, design thinking, education and advocacy.

OUR CORE VALUES:



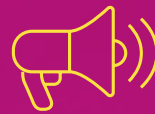
DESIGN EXCELLENCE

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.



THOUGHT LEADERSHIP

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.



ADVOCACY

To increase awareness and recognition of the positive impact of the design profession and professionals in human-centered interior design.



COMMUNITY DRIVEN

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.

Goal #1

Living The Brand: Design Impacts Lives

METRIC A

Create a sense of belonging & chapter relevancy for members and non-members through impactful experiences which emphasize that Design Impacts Life

ACTIVITY #1 | Deliver meaningful & impactful events that respond to our members' needs, are of interest to non-members and encourage engagement, participation, and volunteerism.

Factoring in the current COVID-19 pandemic, and the safety and health of our members, as well as into the future beyond the pandemic:

- Present virtual project/cultural site tours - livestream or recorded - think wider than local/regional/state community - think GLOBAL!
- Provide Professional and Personal Development that is not necessarily a CEU-driven activity to combat CEU fatigue from the glut of online/virtual offerings (example: online yoga sessions - online virtual jukebox livestreamed concert)
- Create event-specific workbooks for members to engage with virtual presentations
- Send physical items (food, incentives, "swag", etc.) to meeting participants - think creatively about member engagement

Specific student-oriented activities:

- Provide skill-building for student members - virtual interview coaching - virtual mentor-ship program modeled on the National example
- Present a virtual Emerging Professionals panel discussion for student members
- Provide virtual platform/presentation for student-to-student peer reviews for projects

ACTIVITY #2 | Offer events in all regions of the state, and provide long-distance training for CEU's and event engagement to assist in member's achievement of CEU requirements.

- Utilize the Chapter Microsoft Teams platform to provide CEU's to members

ACTIVITY #3 | As a thought leader across all sectors of the design profession, keep a pulse on the latest research & design thinking, trends, and regional & global issues to inform our programs/learning opportunities and social media content.

EXAMPLES: What's Next

Translating design research to reality

METRIC B

ASID Wisconsin focuses on leading legislative issues for interior designers.

ACTIVITY #4 | Educate and empower our members to act on their right to practice in Wisconsin to allow for new economic opportunities.

- Provide a virtual Government Advocacy event for members to provide critical information about the current legislation that failed to pass in the last legislative session, but will be coming up again in Q1 2021 - event to include legislative guest speakers (bi-partisan bill co-sponsors), moderator-led panel discussion with lobbyists from ASID National and IIDA National, local lobbyists, GA committee members, etc., and presentations re: specific bill passage activities/strategies
- Build on that event with strategic member outreach - engage "GA Ambassadors" in regional areas to provide activities, information and resources to members re: the current bill
- Provide enhanced communication to members via an updated Government Affairs tab on the Chapter website to include resource links, FAQ's, etc.
- Engage Chapter members with the "Phone2Action" and provide guidance to encourage member participation
- Collaborate with IIDA Wisconsin as possible
- Engage in the annual "Day at the Capitol" to meet and engage with legislators and show the member support for the bill

ACTIVITY #5 | Through an active advocacy committee, in tandem with hired lobbyists, represent our members' interests and encourage participation both at the State Capitol and with members' local legislators.

METRIC C

ASID Wisconsin encourages passage of the NCIDQ.

ACTIVITY #6 | Engage educators as allies and influencers for the benefit of the next generation of interior designers and educate non-professional members about the NCIDQ.

EXAMPLE: Reach out to people who have passed the NCIDQ to promote the advancement to Professional Member advancement benefit (free year of dues)

- Provide NCIDQ information at joint ASID/IIDA Student Career Day - "Educate the Educators - All of the Different Tracks to taking the NCIDQ"
- Provide "NCIDQ 101" virtual information sessions for students planning to take the exam to fill the void left by absence of QStep Workshops
- Conduct outreach to interior designer employers and educate re: the benefits of having designers that pass the NCIDQ
- Create "ASID After Five" events at project sites, employer sites, etc. to engage and inform design employers of their ROI on NCIDQ-certified ASID member designers

METRIC D

ASID Wisconsin is a member organization and is committed to a dynamic, purposeful, organized and relevant member volunteer experience.

ACTIVITY #7 | Create a general volunteer pool list that is reviewed quarterly and available prior to every Board meeting for discussion of committees and volunteers needed (which committees need help - perhaps assign volunteers to committees?)

ACTIVITY #8 | Provide virtual platform for Volunteer Kick-Off meetings and ongoing virtual committee meetings to create ease of engagement

ACTIVITY #9 | Create new year-round Nominations committee to assist Past President with nominating process, and to maintain ongoing list of potential Chapter leaders

Goal #2

Comprehensive & Consistent Communications

METRIC A

In FY 2021, ASID Wisconsin will continue to improve communication channels and methods with consistent and engaging messaging that makes it easy for our members to receive and act on information.

ACTIVITY #1 | Deliver meaningful and authentic branding, from the communications and graphics, to how we interact with and connect with our members at events. Through the lens of experiences, reinforce branding by utilizing content, content delivery and the physical environment when possible.

EXAMPLE: #designimpactslives

ACTIVITY #2 | Board and committees shall work with Administrator to improve and increase website content with thorough information and regular & timely updates.

EXAMPLES: event calendar

ACTIVITY #3 | Board and committees shall plan events in a timely manner to allow members a substantial amount of notice (2-3 months) via the E-blast.

ACTIVITY #4 | Communicate to our members the Return On Investment (ROI) of events. “Why come? What’s the take away?” Create post event write-ups & utilize live streaming apps during the event.

EXAMPLES: Member Spotlights - ask about favorite events, and why

ACTIVITY #5 | Board and committees shall work with the Administrator to distribute knowledge and relevant content to our community to empower members in their project work and professional growth.

EXAMPLE: Project Spotlights (or a project featured in member spotlight)

ACTIVITY #6 | Reach out to new members & suspended members personally on a regular basis to create a sense of belonging.

EXAMPLE: Quarterly new member meet-ups

Long term member ambassadors for new members

METRIC B

In FY 2021, ASID Wisconsin will continue to maximize communication methods across the most targeted media channels.

ACTIVITY #7 | Employ multiple touch points for event promotions and communications: E-blast, website, various social media formats, printed material and word of mouth.

- Provide more content with more frequency
- Establish a daily content output on social media -
ex. "Monday Inspiration" - "Tuesday - Share the Mic"
"- Student Takeover"
- Engage student members, perhaps representatives
from each state school/design program, as social
media content providers - Instagram - Facebook
- Snapchat? - Soapbox? (new platform)

ACTIVITY #8 | Increase video technology and live streaming at events to create "FOMO"

Goal #3

Diversity & Inclusion

METRIC A

(Internal Focus) - **As the organization for all interior designers, we strive to acknowledge and recognize the diversity and richness within our membership with the intention to grow that richness and diversity.**

ACTIVITY #1 | Support members' career stages, and market segments, by engaging and providing relevant content to their varying career needs.

ACTIVITY #2 | Board members and committees are brand ambassadors who disseminate to the membership the inclusive values of our community.

ACTIVITY #3 | Re-invigorate student chapters and educators to the benefits of ASID membership.

EXAMPLES: Chapter Liaisons

Student Board Trainings

Student Competitions and Scholarships

School Gatherings

Making events less daunting for students

Student blasts

Communicate Fees & advancement discount

- Engage in more vigorous Faculty outreach to create champions for ASID
- WCTC Chapter - identify opportunities for student chapters & find the champions
- Explore other avenues - liaisons - Board level outreach?
- Create a program for liaisons to share with educators
- Create a new committee to bolster/support liaisons
- Provide a virtual Career Day event
- Engage Student leaders and provide training - invite to meetings
- Present virtual coffee meet-ups for professional and student members
- Look at adjacent markets? - Examine and disseminate what is the ROI for students? Emphasize portfolio development (portfolio review by professional members)? networking?
- Engage at all levels - macro to micro - NEED A STRONG COMMITTEE!

METRIC B

(External Focus) – **Recognizing that ASID Wisconsin is a unique, collaborative group of interior designers and partners, we strive to cultivate the spirit of the community and beyond.**

ACTIVITY #4 | Create a new "Diversity, Equity and Inclusion" committee to gather information, learn, analyze and strategize methods, activities and goals to provide for a more diverse and inclusive design community in Wisconsin.

- Create a career outreach planner and partner with local school districts with under-represented populations in design careers
- Partner with YES - Young Enterprising Society for career training/educational outreach
- Topic for annual "What's Next?" event centered on diversity, equity and inclusion - engage local social activists such as Michael Ford the "Hip Hop Architect" (Madison) as a keynote speaker/panelist to leverage his insight into the architecture/design world and to bring understanding and amplification of minority designer voices
- Create opportunities to connect with minority-owned business in architecture/design/construction industries such as JCP Construction - African American-owned Milwaukee-based company to understand construction side of design
- Present a virtual tour of one of their projects for "What's Next" event
- Present sponsored business topic-specific workshops for Minority and Women-owned businesses
- Amplify black designer voices via social media "takeovers" on Chapter platforms - i.e. "Share the Mic" on Instagram - "Sunday Feature" of minority or women-owned business or products
- Present a webinar with a social justice topic with the ability to donate to a cause supported by a speaker
- Partner with local minority-owned food/catering companies for a series of events - contract to engage on several events - organized ahead of time - discounts - non-COVID times

ACTIVITY #5 | Partner and connect with other organizations for programs and knowledge, tapping into diverse content and a greater network for all involved.

EXAMPLES: WCREW

NKBA

IIDA

WID

USGBC - WI

NARI

CARW

ACTIVITY #6 | Provide opportunities for the betterment of the community i.e. pro-bono project work & community volunteerism throughout Wisconsin.

EXAMPLES: Revitalize Milwaukee

Acts Housing

Design for a Difference

- Provide more opportunities for Chapter engagement with residential designer members
- Speak to diversity and equality topic - ex. "red-lining", diverse design membership in the community

ACTIVITY #7 | Provide opportunities for the betterment of people and the planet with sustainability & wellness initiatives.

EXAMPLES: Re_Define sample repurposing event

Adding sustainable practices to all events and meetings

Including healthy food & beverage options to all catered events

Goal #4

Alternative Revenue

METRIC A

In FY2021, ASID Wisconsin will strengthen partnerships to include various sectors of the industry.

ACTIVITY #1 | Continue to build partnerships with Wisconsin & nationally based companies as event sponsors.

ACTIVITY #2 | Work with companies looking for more exposure within our community.

METRIC B

Expand the quality of our chapter's content and communication beyond our members to increase alternative revenue.

ACTIVITY #3 | Develop a list of non-member contacts who will receive invitations to events to expand our event attendance and encourage new membership.

Example: When we host joint events, co-sponsors will share the registration lists, or we will host registration

ACTIVITY #4 | Develop quality activities that are compelling and experiential with high caliber content that is worthy of investment.

ACTIVITY #5 | Develop an incentive for members to invite non-members to events to receive discounts for both parties on event attendance fees.

METRIC C

Increase all Board Director's involvement with Chapter finances.

ACTIVITY #6 | Financial Director to provide ongoing training re: Chapter budget, forms, sponsorship in's and outs to Directors.

ACTIVITY #7 | Create Sponsorship committee to assist Past President with Sponsorship drive/activities.

- Committee volunteers dedicated specifically to Sponsors
- Provide training to committee - who do we ask? When do we ask? How much do we ask for?
- Provide communication of identified opportunities to Sponsors throughout Chapter year
- Keep Sponsors up to date with their ROI in the Chapter