

## ASID Wisconsin - Work Plan 2021-2022

### ASID National Mission Statement:

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**.

### ASID Core Values:



- Our **members** are our inspiration. They show others in our profession the value of ASID and how it can positively shape a career.
- Our **volunteers** are on the pulse of interior design and bring value to our local and national boards, committees, conferences, councils, education and research efforts.
- Our **chapters** offer community to our profession. Their efforts allow designers to connect and discover people, product, systems and relationships that would never be realized without their efforts.
- Our **clients** value our expertise as a profession, knowing what we are capable of and inviting us to their design table. We join efforts with them to continue to create spaces that speak to the current environment, supporting their lifestyle and daily activities.

## **Goal A – ADVANCE THE VALUE OF THE INTERIOR DESIGN PROFESSION**

### **National Objectives:**

1. Increase the scope, audience, access, and utilization of research relating to the impact of design on the human experience.
2. Increase industry foresight through diversity and inclusion of perspectives, experience and expertise participating in the association.
3. Increase the scope of expertise across disciplines of design professionals through competency growth in management, leadership and building strategies.
4. Increase collaboration across disciplines of design professionals to advance the body of knowledge and build a community of shared interests in people and the planet.

### **Local Strategies:**

1. Expand our major market connections through state-wide and market-specific events; leverage our virtual tools to reach a wider audience.
  - a. Streamline communication sources and brand strategy that connects members and non-members to our mission
    - i. Establish Communications Committee
    - ii. Update website content
    - iii. Refine processes and procedures for efficient, effective communication with members and future boards of directors
  - b. Board Meetings – open link virtual and in-person
2. The Diversity, Equity, and Inclusion committee, founded in 2020, is committed to:
  - a. Facilitating collaborative approach both within and outside the chapter to seek out and learn from diverse perspectives.
  - b. Offering opportunities for participation, leadership, and growth equitably.
  - c. Partnering with divergent local organizations and schools to educate the next generation about the world of design.
3. Position the organization as a thought leader in research, culture and technology and demonstrate the impact of design on community, people, and the planet.
  - a. What's Next Design Summit – Spring 2022
  - b. Emerging Professionals Committee & Career Day
  - c. Sustainability Committee
4. Partner with adjacent professional organizations to reach a wider audience around the future of the built environment.

## **Goal B – ADVOCATE FOR THE VALUE THE INTERIOR DESIGN PROFESSION BRINGS TO THE DESIGN OF HUMAN-CENTERED ENVIRONMENTS**

### **National Objectives:**

1. Increase recognition of our association and its members as innovators, strategists and problem solvers with expertise related to social, economic, and environmental issues
  - a. Increase awareness of design solutions, building materials and products that will achieve better health outcomes for people and the planet.
  - b. Increase our association members' participation and impact on corporate and public policy.

### **Local Strategies:**

1. Through committee work and chapter events, increase member and community awareness around the impact of Interior Design
  - a. Beginning, but not limited to - Sustainability Committee; Diversity Equity Inclusion Committee; What's Next – Design Summit 2022
  - b. Government Affairs Committee
    - i. Advocate for and pass the Interior Design Legislation proposed – SB344
    - ii. Host educational events with focus on NCIDQ, code compliance and legislation around the built environment
    - iii. Strengthen and expand our strategic partnerships with legislators, industry partner influencers and adjacent professional organizations