

Goal A: ADVANCE THE VALUE OF THE INTERIOR DESIGN PROFESSION

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 and utilize student social media resource knowledge to leverage volunteer engagement.
 - ii. Manage website content
 - iii. Continue to refine processes and procedures for efficient, effective communication with the design community.
 - b. Establish regional communities-*design centers* throughout the state with local ambassadors:
 - i. Empower DC to create events with collaboration:
 1. Tours of prominent projects throughout the state (see potential tour ideas generated from SP session at end of document)
 2. Virtual Learning Series for business best practices
 3. Implement regional ambassador program to further education around current industry topics (NCIDQ, WRID, LEED, WELL, etc)
 - a. community building
 - b. student engagement
 - c. legislative awareness
 - d. leadership development
 - ii. Develop leadership roles for design communities and define geographic boundaries for DC.
 - c. Explore a hybrid experience for all chapter programming with an emphasis on **Legacy Events**.
2. Build and Expand the Diversity, Equity and Inclusion Committee by:
 - a. Facilitating collaborative approach both with 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 chapter as a thought leader **in research, culture and technology** and demonstrate the impact of design on **climate, health, and equity** as outlined in the ASID National Proclamation:
 - a. Implement **Legacy Events** such as *What's Next, Design Summit, Neoconsin, and Career Day* to support the above objectives
 - b. Create a consistent cadence of awareness to all available resources members have access to.
4. Partner with professional organizations to reach a wider audience around the value of the Interior Design profession.
5. Create student engagement and development committee:
 - a. Address design awards: Remove student award winner presentation from professional awards gala-highlight and feature student winners with social media blasts and internship/mentoring opportunities and/or scholarship funding.
 - b. Review student scholarship awards and determine best practices and utilization of resources to determine the most effective way to benefit student winners.
 - c. Develop strategy to re-engage students across the state in creating value both as students and demonstrating value throughout their careers.
 - d. Develop strategies to engage and increase faculty membership both for full-time and adjunct faculty in all interior design programs. Host one event or create resources for educators, demonstrating the value of ASID as a professional educator.

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

Local Strategies:

1. Through committee work and chapter events, increase member and community awareness around the impact of Interior Design:
 - a. Create brand awareness with a consistent brand statement that personally connects members to the organization, and leverage our existing members and board members to promote it:
 - i. Develop tagline for the chapter that captures the message to go on chapter communications and website, reinforcing brand and identifying *HOW* ASID is different from other competing design associations.
 - b. Government Affairs Committee:
 - i. Host educational events with a focus on NCIDQ, code compliance and government advocacy around the built environment.
 - ii. Develop and allocate specific financial resources for the express purpose of supporting ongoing advocacy.

- iii. Broaden and amplify our strategic partnerships with legislators, out of state chapters, industry partner influencers and adjacent professional organizations.
 - iv. Create a platform to support the success of WRID and non-WRID members and the impact of Wisconsin Act #195.
- c. Design Awards Committee and Gala Event:
- i. Reevaluate categories for Design Awards to ensure alignment with the ASID Statement on Climate, Health, and Equity:
 - 1. addressing DEI issues:
 - a. (firms that are either designing for disadvantaged populations or offering opportunities to designers from non-dominant backgrounds leadership roles)
 - b. potential rising star award (Highlighting a designer in the first 10 years of the career path)
 - c. Student of the year (student from our state that is acknowledged as a rising star, might be going out-of-state but shows great promise-from any of the CIDA accredited schools.
 - 2. Evidence-based and research driven solutions-projects demonstrating evidence-based solutions and outcomes.
 - 3. WELL projects, demonstrate improvement on the life of the user.
 - ii. Evaluate potential Summer Social event/silent auction, capturing same demographic as the Gala, for a social boat cruise around Milwaukee in June/July/August timeframe, raising funds for the chapter reserves.
2. Develop a pathway for members into leadership opportunities:
- a. Increase interpersonal connections through event attendance tracking and member volunteer recognition.