

ASID Wisconsin 2023-2024 Work Plan

GOAL A: Advance the value of the interior design profession.

Local Strategies:

1. Expand our connections through state-wide and region-specific events; leverage our communication methods to reach a wider audience.
 - a. Streamline communication sources that connect members and non-members to our mission:
 - i. Establish a Communications Committee to aide in chapter strategies around communication preferences, best practices, and hybrid/recorded events for all chapter programming for the purposes of content repository and distribution at a later date.
 - ii. Continue to collect, analyze and decipher usage data across all platforms (social media, email, etc.) to make data-informed decisions on which platforms provide the most engagement/reach.
 - iii. Establish a year-at-a-glance calendar of events with an emphasis on Legacy Events to be communicated with members, non-members and industry related organizations for coordination and publicity.
 - b. Enhance the Regional Design Initiative (RDI) by:
 - i. Identify design community/center Chair and/or Co-Chair roles for each geographic region.
 - ii. Define volunteer commitment levels and empower each Chair/Co-Chair to host networking events with their specific region.
 - iii. Encourage tours of prominent projects throughout the state, hosted by regional Chair/Co-Chair, but marketed to chapter as a whole.
 - iv. Continue to analyze the strategies and tactics amongst design centers and communities to establish long-term guidelines for the Initiative to be successful.
2. Build and expand the Diversity, Equity and Inclusion (DEI) Committee by:
 - a. Establish equitable best practices as a chapter and educate both the Board of Directors and the membership base
 - b. Partner with diverse organizations and school programs inside and outside the interior design profession to educate the next generation about the profession.
 - c. Host an event with the main focus on DEI
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. Focus volunteer resources to support Legacy Events (*such as Gov Affairs Event,*

Career Day, Design Awards, Neosconsin and Design Summit) to support the above objectives.

- b. Address Design Excellence Awards professional and student categories to align with the above objectives.
 - i. Review student award submission and marketing practices to encourage participation.
 - ii. Review partnership agreements to ensure promotion of the event to members, non-members and industry related organizations is effective
- c. Develop strategy(ies) to re-engage students across the state and gain student membership by showing the value of ASID membership around the above objectives.
 - i. Increase in-person campus visits to engage with students and establish a basis of communication with faculty members.

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. Promote internal committee organization and engagement:
 - i. Develop a strategy to advertise open volunteer positions within the chapter and define the commitment level it involves.
 - ii. Empower Board of Directors with resource planning and event planning guides to coach committee chairs/co-chairs
 - iii. Develop a pathway for committee members into leadership opportunities.
 1. Increase interpersonal connections through event attendance and one on one meetings.
 2. Develop a strategy to connect new or EP members with tenured ASID members on a regular cadence throughout the year.
 - b. Government Affairs Committee
 - i. Host educational events with a focus on code compliance and NCIDQ preparation
 - ii. Create a campaign to keep members informed about the status and progress of Wisconsin Act #195 stamp and seal process through the system.
 - iii. Broaden and amplify our strategic partnerships with legislators, out of state chapters, industry partner influencers and adjacent professional organizations.
2. Promote the value of an ASID Membership to existing and potential members:
 - a. Create brand awareness to differentiate how ASID is different from other interior design associations.
 - b. Explain the benefits of membership by leveraging our existing members and board members' experiences into consistent messaging.