



ASID Strategic Plan FY 2009-2011

Approved by ASID Board

July 24, 2008

Vision: *ASID represents all interior design professionals and ensures they are free to practice to the full extent of their capabilities, which are widely understood and valued by the public*

Mission: *ASID inspires and enriches its members by promoting the value of interior design, while providing indispensable knowledge and experiences that build relationships*

Strategic Focus A – Evolve the Brand

Strategic Focus B – Build Bridges

**Strategic Focus C – Advocate Right to Practice and Expand
Understanding of Interior Design Profession**

In order to provide appropriate resources to develop excellent programs, no additional initiatives beyond those in this plan should be introduced unless the board identifies and removes from this plan a task that requires comparable resources.

ASID appreciates the invaluable contribution of Knoll and David Schutte in the facilitation of the meetings which resulted in the creation of this strategic plan.

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A. Strategic Focus – Evolve the Brand

A.1. Initiative - Focus on commercial design (70/30 ratio)

A.1.A Conduct National Advertising Campaign

A.1.B. Build out commercial content

A.1.C. Develop Media Relationships

A.1. D. Expand Awards program

A.2. Initiative- Define and promote value proposition

A.2.A. Explore Membership Scenarios

A.2.B Consider Alternative Membership Categories and means of interaction

A.2.C. Shape Public Opinion

A.2.D. Pursue Membership Practice Diversity (commercial)

A.2. E. Expand Member Services and Knowledge Connectivity

A.2. F. Nurture Emerging Practitioners

A.3 Initiative - Align Chapters with Brand

A.3.A. Provide Tools and Support

B. Strategic Focus – Build Bridges

B.1. Initiative - Reach out to targeted people/organizations

B.1.A. Establish Dialogue

B.1.B Create Staff connections

B.2. Initiative - Optimize trade show presence

B.2.A. Use Booth as a connection point

B.2.B. Increase Presence at Selected Shows

B.2.C. Extend show visibility through chapters

C. Strategic Focus – Advocate Right to Practice and Expand Understanding of Interior Design Profession

C.1. Initiative - Build HSW case and broaden to social, environmental and behavioral aspects

C.1.A. Develop Case Studies

C.1.B. Identify and Collect examples of Evidence Based Design

C.1.C. Document Cases of Harm

C.1.D. Update Body of Knowledge

C.1.E. Educate members

C.2. Initiative - Help Coalitions

C.2.A. Implement coalition specific PR recommendations

C.3. Initiative - Influence Key Decision makers

C.3. A. Continue implementation of public relations initiatives in conjunction with p.r. firm