



**ASID FY 2008-2010 Strategic Plan  
Approved by ASID Board  
July 18, 2007**

**Mission Statement**

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

**Philosophy Statement**

ASID is a community of people driven by a common love for design and committed to the belief that interior design, as a service to people, is a powerful, multi-faceted profession that can positively change people's lives.

**Goal 1**

**Demonstrate ASID as the proven leader of the interior design profession**

**Goal 2**

**Acquire new members in all categories while maintaining current membership base**

**Goal 3**

**Promote and deliver high-value knowledge, business tools and connectivity to all members**

**Goal 4**

**Lead the interior design profession through advocacy**

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## **Philosophy Statement**

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## **Goal 1**

**Demonstrate ASID as the proven leader of the interior design profession**

### **Strategy 1**

Develop innovative marketing efforts directed toward a consumer audience

### **Strategy 2**

Actively manage and evolve the ASID brand to change the brand perception from primarily residential to a proper balance of residential and commercial

### **Strategy 3**

Leverage PR initiatives to build the ASID brand

### **Strategy 4**

Build strategic alliances within the design community and beyond

### **Strategy 5**

Provide chapter leaders with the tools and training necessary to provide members service in a manner consistent with ASID brand standards

### **Strategy 6**

Provide ASID Headquarters Support Team with the tools and training necessary to provide members service in a manner consistent with the Society's brand standards

## **Goal 2**

**Acquire new members in all categories while maintaining current membership base**

### **All**

#### **Strategy 1**

Provide chapters with more comprehensive membership recruitment tools and information

**Practitioner**

**Strategy 2**

Identify appropriate membership development opportunities and target eligible non-member practitioners for membership

**Industry Partner**

**Strategy 3**

Identify and target companies for Industry Partner membership with concentration on Category 1 and product category gaps

**Students**

**Strategy 4**

Increase student members

**Strategy 5**

Foster lifelong member loyalty (primarily retention)

**Goal 3**

**Promote and deliver high-value knowledge, business tools and connectivity to all members**

**Strategy 1**

Deliver timely information and tools that help members grow their business/practice

**Strategy 2**

Develop mechanisms by which members can directly tap the knowledge and relationships of other members

**Strategy 3**

Improve the emerging practitioner interaction experience with the Society from the moment advancement or join occurs

**Goal 4**

**Lead the interior design profession through advocacy**

**Strategy 1**

Provide tools, guidance and support to state interior design coalitions and ASID chapters to assist their efforts to pass interior design legislation

**Strategy 2**

Protect and advance the interests of the interior design profession in the development of codes, guidelines and standards

**Strategy 3**

Educate the interior design community, particularly students and emerging practitioners about right-to-practice issues and other issues that affect interior design practitioners

**Strategy 4**

Educate legislative decision-makers about the critical role of interior design in the interior built environment and in protecting the public health, safety and welfare

**Strategy 5**

Position interior design as the profession best-qualified to address and promote the health, safety and welfare/well being of individuals within the built interior environment

**Strategy 6**

Educate and promote design awareness on ASID platform issues of sustainable design and inclusive design