

2025–2029

ASID STRATEGIC PLAN

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



OVERVIEW

As ASID enters its 50th year, the association is releasing our five-year strategic plan, outlining values and intentions that will help guide us into the next generation of design.

ASID's 45 chapters are a critical component of the association's success, providing a key entry point to designers living in their respective regions and providing valuable regional connections and professional offerings. Chapters will be called upon to identify what kinds of support ASID can provide to help unify and support chapters and best help connect with members effectively.

The American Society of Interior Designers is excited to unveil our new five-year strategic plan, a dynamic roadmap designed to guide our community towards a vibrant future. This plan represents a pivotal moment for ASID, setting a course for our organization's growth and evolution.

We recognize that this strategic plan will resonate differently across our diverse membership. For some, it will signal new opportunities at the national level, shaping the future of interior design on a grand scale. For others, it will provide fresh perspectives and initiatives at the chapter level, fostering local innovation and collaboration. And for individual members, it will offer personal and professional development paths, empowering designers to thrive in their unique journey.

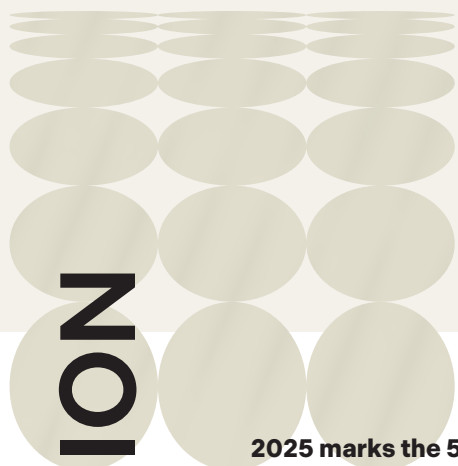
To achieve the ambitious goals in our strategic plan, it is essential that we all contribute to the advancement of ASID in a positive and supportive manner. Each member's input and effort are invaluable as we strive to elevate the profession of interior design. By working together with respect, encouragement, and a shared commitment to excellence, we can create an environment where every member feels valued and invested in the practice of design.

KHOI VO CHIEF EXECUTIVE OFFICER, ASID





ASID'S MISSION AND VISION



ASID advances the profession and communicates the impact of interior design to enhance the human experience.

Through education, knowledge sharing, advocacy, community building, and outreach, we strive to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to enhance people's lives.

INTRODUCTION

2025 marks the 50th anniversary of the American Society of Interior Designers (ASID).

To mark this incredible milestone and reflect the association's direction under new leadership, ASID is releasing our five-year strategic plan.

The strategic plan outlines ASID's roadmap for the future, encapsulating our mission, vision, values, and the strategic objectives that will guide our actions.

This document is a reflection of many months of research, interviews, surveys, and Board meetings in which we collected diverse perspectives of members, ASID Staff and the Executive Team, design luminaries, Chapter Presidents, and ASID's National Board of Directors (Board).

At the heart of this strategic plan lies ASID's commitment to empowering staff, fostering innovation, and aligning ASID's services, resources, and opportunities toward a vision for the future of the interior design profession.

Additionally, this strategic plan is intended to be a tangible roadmap, setting clear directions and objectives toward measurable success. This is not just a document; it is a living framework that should continue to be referenced, discussed and molded, both by the ASID community and by the wider profession.

A NEW DIRECTION

Today, ASID is respected and relied upon to serve its members in many ways: through industry events; networking opportunities; appellation and recognition; communicating the latest industry standards and trends; career support; marketing opportunities; advocacy; professional resources; and discounts.

We learned in a 2024 member survey that all those services are essential, but moving forward, the most important issue to our members is access to thought-leadership and industry research. This aligns perfectly with the ambitions of our leadership at the executive and Board level, as we transition ASID to play a larger role as an industry thought-leader.



In the next five years and beyond, ASID will strive to be the leading voice on interior design, advancing the profession and its professionals through authoritative and innovative perspectives and ideas.



THE CONTEXT

WHERE THE PROFESSION AND ASID ARE TODAY

In preparation for this report, we took stock of where we are today, as a profession and an organization.

PROFESSION

ASID Staff, the Board, and our members are overwhelmingly positive about the design profession as a whole, with a number of shared concerns.

Most importantly, ASID Staff, the Board and members are unified around the potential of interior design to positively impact lives and communities through the built environment. Many designers have expressed excitement about the profession's shift toward sustainable and wellness-focused design practices. They look forward to incorporating sustainable materials, regenerative principles, and designing for health and wellness into their projects.

Yet, the design profession has been impacted by global economic factors. Inflation and the affordability crisis have impacted everyday lives, making design services appear exclusive or unaffordable.

Social, technological, economic, and environmental influences affect the practice of design. The design profession is also shifting due to a surge in content on social media and by the proliferation of home improvement shows on design-related TV networks. Design professionals are being challenged to represent the breadth of their credentials and offerings, beyond "aesthetics." Fortunately, the profession has an abundance of applied research that gives it integrity and strength.

Advancements in technology, particularly the rise of AI, presents both threats and opportunities to the design profession. While AI will offer unprecedented capabilities for design visualization and efficiency, there is a risk of this technology elevating "image" over substantive design and technical knowledge, potentially undermining the importance of human creativity and expertise.

ASID

ASID is proud of its 50-year history. We have advocated for the interior design profession and celebrated the power of design to positively change people's lives. Members have shared that the most important member benefits include; educational and professional development, and networking for the profession.

In the past year, analysis of the current state of associations, the design profession, and our association within the landscape of competitors, has led us toward a more inclusive approach. Our introduction of the affiliate membership category is one example of this profound opening up to a more holistic view of who we serve.

We have also been working diligently to improve member services. This work has included the introduction of new leadership and robust investment into updating our digital infrastructure.

With this foundation in place, we are poised to begin introducing new services and offerings to our members, including new education, career and networking platforms, and more.

We also recognize that ASID has some key areas for growth.

Chapters: Chapters are important purveyors of ASID's mission, forging local communities and distributing our resources across the nation. They are also the best entry point to recruit and engage new members. We realize ASID needs to bolster and streamline support for local chapters to best connect with members effectively.

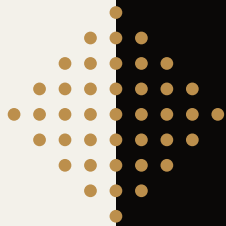
Young members + DEI: Like many associations today, we are facing challenges attracting younger members, particularly students and new professionals who are finding digital and free resources elsewhere. We are looking to expand to new audience groups as part of an overall growth strategy. In doing so will bring the value of interior design and ASID to young professionals, students, K-12 age groups and international prospects.

Conferences: Our conferences have been well-attended in the past but with our reduction to one key conference, we are struggling to deliver a program that appeals to ASID's diverse member base. This strategy should be reconsidered with our new goals.

Communications: While our association is hard at work maintaining our day-to-day operations, building new offerings, and advocating for our profession, there is an opportunity to better communicate on several topics. We hope to engage members in dialog around offerings, events, thought-leadership, work done at the national organization, as well as our advocacy wins.

Thought leadership: ASID has been known among professionals for our rigorous research and for our "Trends Outlook" reports. However, there are many opportunities to broaden the scope, and lead within and outside the profession. With ASID's new lens of inclusivity in design, this is a pivotal moment to differentiate by integrating diverse professional perspectives and promoting cross-disciplinary research. We believe this is a rich opportunity for the Society and Foundation to work together for mutually beneficial results.

The key areas that ASID and our members would like us to pursue in this regard are:



Interior design on the forefront of sustainability, health and wellness, and inclusivity



Interdisciplinary design thinking



Future technology in our industry



FIVE-YEAR FOCUS

Over the next five years, we hope to embody and deliver on a new ethos and strategic goals with measurable results. We are pleased to share this plan with you.

A NEW ETHOS



INCLUSIVE

At ASID, we want to ensure that the next five years are committed to ensuring that everyone is made to feel welcome and respected, regardless of their age, background, abilities, stage in career, or educational achievements. We will aim to uphold this through our staffing and Board positions, our student support, and in the type of design we bolster. We will ensure that this value is prominent in our advocacy efforts on a national scale.



INNOVATIVE

We will continue to show initiative and resourcefulness in pursuing the goals and objectives of our association. This involves being proactive about revenue models and member engagement, being innovative with the products and services we offer members, and willing to take calculated risks to achieve success. You may see some experimentation in the next few years, and we hope that you welcome this commitment to progress.



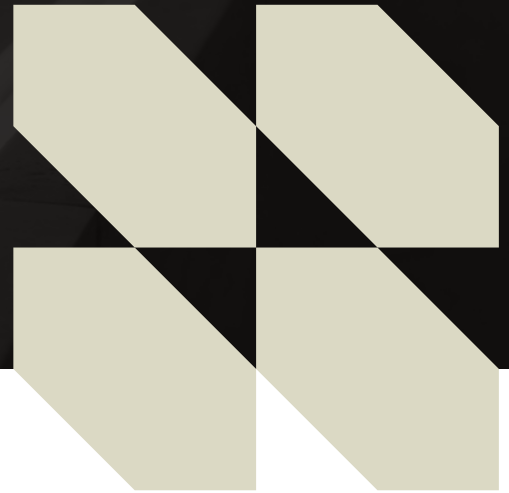
VISIONARY

Further, we will aim to think creatively and boldly about the future of the profession. We want to be asking big questions about how our industry will progress and how it will be challenged. We will commission independent research, query expert voices, and share our findings with our members. Beyond industry insiders, we want to cross-pollinate thought-leadership in design and other disciplines, learning and sharing about what our profession has to offer.

STRATEGIC GOALS

Our process of evaluation and future visioning has led us to a set of strategic goals. We hope that you, as our valued members and public ambassadors, will consider and support these goals and hold us accountable in the years ahead. These strategic goals are intended to be practical and operational, without delving into the tactics that our organization will deploy to achieve them.

These goals are staged in three parts, each growing upon the progress of the last. You will see that our focus at the beginning is narrower and closer to home, whereas as time progresses, we will open the aperture to achieve the full extent of our vision.



YEAR 1: STRENGTHEN THE CORE

In this phase, ASID will focus on strengthening the engine of our association in order to thrive. Internally, ASID will first dedicate efforts to achieve the following key goals:

- ✳ **Improve member communications:** We are working to establish a more strategic approach regarding the information we share with members, to ensure that they know about our offerings, our achievements, and our thought leadership.
- ✳ **Refresh website:** Pending budget approval, ASID will be hiring a third-party agency to develop a branded website that is streamlined, responsive and vibrant, and is reflective of our new ambitions.
- ✳ **Engage members with new programs/platforms:** This past year, our staff developed several innovative product and service ideas. We will ensure that members are taking full advantage of these new programs and services and are supported in doing so.
- ✳ **Bolster support:** Strategically expand the team responsible for implementing the strategic plan.
- ✳ **Diversify leadership:** Expand volunteer leadership opportunities in the coming years to compliment the current expertise with a diversity of age, professional disciplines, and representation.
- ✳ **Visualize internally:** Host visioning sessions with those responsible for turning the values and goals into tactics that ultimately further ASID's vision with measurable results.

YEARS 2-3: GALVANIZE MEMBERS

- ✱ **Grow membership with communication and outreach strategy:** Focus ASID efforts towards understanding the needs of specific audiences and actively attracting them to join our association; starting with students. ASID will also target other audiences, potentially including youth, influencers and persons adjacent to the design profession.
- ✱ **Empower chapters:** Consider support and resources to energize chapter engagement and member experience.
- ✱ **Develop member pricing strategy:** Analyze and reconsider several aspects of pricing to best support ASID and its members with varying needs and financial capabilities.
- ✱ **Reassess in-person gathering strategy:** Review ASID's approach to conferences, considering the needs and desires of members, as well as the value of investing in events. Utilize creativity to uncover new methods of engagement and funding.

YEARS 4-5: PROJECT A NEW VISION FOR DESIGN

- ✱ **Build public awareness:** As part of ASID's broader vision for the profession, continue to communicate the value of interior design to a broader audience, beyond our profession. ASID will look for new ways to enter the public discourse and promote the interior design profession as a respected authority.
- ✱ **Advocate proactively:** As ongoing advocacy efforts persist at a state level, continue the push towards proactive advocacy: ensuring an interior design voice is at the table in policy discussions around sustainability, resilience, health and wellness, public spaces, urban environments, and climate change.
- ✱ **Be a thought leader:** Continue to stay abreast of industry trends and find new ways to share these insights with members. ASID will commission and support new research and collaborative efforts that lead on the subjects of sustainability, health and wellness, inclusivity and technology. ASID will provide educational resources that support, modernize, and enhance professional practices. ASID will ensure that these insights and professional development materials are easily accessible and beneficial to all members and the public.
- ✱ **Deploy in-person gathering strategy:** Based on our explorations in years 2-3, apply a new strategic approach to in-person gatherings. ASID believes strongly in the value of these events for members, no matter the stage of their career, and ASID wants to ensure that they are as tailored, customized and valuable as possible.

CONCLUSION

The strategic plan embodies a shared vision among our members, staff, and Board members—a vision fueled by the transformative power of interior design to enrich lives, foster vibrant communities, and shape the built environment.

The next five years will be transformational for ASID. With a new ethos of being innovative, inclusive, and visionary, as well as tangible strategic goals, ASID is poised to become the thought-leader of the interior design industry.

We would like to thank everyone who participated in the strategic planning process. We are committed to sharing our progress with the ASID community.

We are optimistic that this strategic plan will ensure ASID continues to stand as a beacon of excellence in the interior design profession and serves as a clear pathway for ASID to take its place as the industry thought-leader.

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