THE ASID WHY STATEMENT:

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

CORE VALUES AND STRATEGIC GUIDEPOSTS:

ASID leads collaboration with those working to promote the value of interior design.

ASID prepares its members to excel in a dynamic and evolving profession competing in a global marketplace.

ASID advances the profession by generating, collecting and disseminating applied knowledge.
5 STRATEGIC PILLARS

- DESIGN IMPACTS LIFE
- LIVING THE BRAND COMMUNICATIONS
- DIVERSITY AND INCLUSION
- ALTERNATIVE REVENUE STREAMS
Design Impacts Life
**Strategic Issue**
The movement of design from craft to a problem solving discipline creates dynamic tension between the visual and impact of design in a rapidly changing industry/profession, calling for a collective articulation and adoption by practitioners and clients.

**Goal**
To build consensus around a normalized vision of interior design to demonstrate the impact on the human experience.
Metrics

**Metric #1**

By 2017, ASID has collaboratively defined the impact of design on the human experience that reconciles the tension between the art and science of interior design and the industry and the broader community adopts the definition.

**Activity #1** (FY 2017)
Hold Principals Roundtable(s) convened for the purpose of establishing a definition (or series of sectoral definitions) to be adopted by ASID.

**Activity #2** (FY 2017)
Implement a public relations strategy to push out the ASID adopted interior design definition(s) to all ASID internal and external stakeholders moving them towards normalized language.
**Metric #2**

By 2020, the normalized vision has become commonplace; the industry standard, and ASID is always called to the table as the subject matter expert with respect to the impact of design.

**Activity #3** (FY 2018-2020)
Using the now normalized ASID interior design definition(s), obtain natural and innovative media and speaking opportunities to demonstrate the impact of design to clients of interior designers, our stakeholders/partners, and government.

**Activity #4** (FY 2018-2020)
Develop annual programming for our national and chapter leaders, and our members, around the messaging related to a normalized vision of the impact of interior design.

**Activity #5** (FY 2018-2020)
Develop annual programming targeted at the broader community (e.g. government, developers, real-estate community, industry, and association partners, educators, design media) to get them to adopt the normalized language.

**Activity #6** (FY 2018-2020)
Identify a project or projects that demonstrates the impact of design and use as a case study.
Living the Brand
Strategic Issue
Inconsistent experiences with the value and culture of ASID is further exacerbated by a cluttered field of competing brands.

Goal
Ensure our brand is credible and delivers recognizable benefits and value to our customers and stakeholders.
Metrics

**Metric #1**

By 2017, ASID has improved the credibility, quality, and satisfaction associated with our brand.

**Activity #1 (FY 2017)**
Retain a brand strategist to evaluate the ASID brand and impact of design messaging, determine if any adjustments are required, and develop a brand vision and statement.

**Activity #2 (FY 2017-2020)**
Using the newly confirmed ASID brand and brand statement, push out consistent brand across all programs, services, and platforms.

**Activity #3 (FY 2017-2020)**
Using the newly confirmed ASID brand and brand statement, activate participation and engagement (aka “seat at the table”) with strategic government departments and stakeholder organizations; target three to five new relationships each year.

**Activity #4 (FY 2017-2020)**
Test the newly confirmed ASID brand on new opportunities that can help communicate the impact of design to the end user or customer of interior design services; incrementally increase new opportunities each year by 20 percent.
Metric #2

By 2020, there will be a measurable increase in customers and stakeholders that improve sales and growth.

**Activity #5** (FY 2017-2020)
Use the newly confirmed ASID brand and brand statement on all ASID programs; ensure a measurement is taken of all participants to see if brand was a factor in participation.

**Activity #6** (FY 2017-2020)
Use the newly confirmed ASID brand and brand statement on two recruitment campaigns and two retention campaigns each year; ensure a measurement is taken of all participants to see if brand was a factor.

**Activity #7** (FY 2019)
Retain a company to undertake a public opinion poll on the ASID brand and the definition of interior design to see if increased understanding of the normalized definition of interior design is tied to the ASID brand.
Communication
Strategic Issue
Competition for mindshare in today’s cluttered environment and the lack of an integrated national-chapter communications strategy challenges the Society’s ability to efficiently communicate.

Goal
Deliver consistent, timely, and engaging messaging that leverages multiple media and channels of communications.
Metrics

Metric #1

By 2017, we will have developed an integrated communications strategy consistent with brand and the definition of the impact of design.

Activity #1 (FY 2017)
Develop a comprehensive communications plan that utilizes traditional and non-traditional media outlets and platforms to deliver the ASID brand and message to internal and external stakeholders.

Activity #2 (FY 2017)
Develop a comprehensive trade show and strategic partnership plan that utilizes traditional and non-traditional programs and/or partnerships to push out the ASID brand and message to internal and external stakeholders and the public.

Activity #3 (FY 2017) Develop and implement a plan, new systems, and any appropriate training to ensure national-chapter communications strategies are always aligned.
**Metric #2**

By 2020, 100 percent of messaging follows a consistent voice.

**Activity #4** (FY 2017-2020)
Implementation of communications plan causes an increase in readership and followers, an increase in sales, a consistent national-chapter brand message and, most importantly, an increase in customers/members; achievable growth targets for each category to be identified and measured in annual operational plans.

**Activity #5** (FY 2017-2020)
Implementation of a comprehensive trade show and strategic partnership plan attracts significant number of new customers/members and new non-dues revenue streams; achievable growth targets for each new program to be identified and measured in annual operational plans.

**Activity #6** (FY 2019)
Retain a company to undertake a public opinion poll on ASID programs and services to rate knowledge of, engagement, and experience to assess their ranking compared to other organization’s events and activities (part of public opinion poll study regarding the brand).
Diversity & Inclusion
Strategic Issue
Demographic shifts are creating significant opportunities and implications for the industry and profession; to remain relevant today and long into the future ASID needs to address the strategic importance of diversity and inclusion.

Goal
Lead diversity and inclusion efforts within the interior design profession and with our customers and stakeholders.
Metrics

**Metric #1**

By 2020, ASID and its member populations will all have diversity principles as part of their organizational culture.

**Activity #1** (FY 2017)
Create a Diversity Advisory Council with thought leaders in the industry and senior staff, who are passionate about inclusion and diversity and who are inspired by the Society’s commitment to this strategic goal.

**Activity #2** (FY 2017)
Develop and deliver a diversity policy statement and related diversity leadership training that becomes adopted and sought after by professionals/organizations within and outside our profession.

**Activity #3** (FY 2017-2020)
As required by our communications and brand strategies, ensure that ASID chapters are aligned with the Society’s Diversity Strategy.
Alternate Revenue Streams
Strategic Issue

Traditional large alternate revenue sources do not currently exist in the ASID portfolio (e.g. national meeting, awards, monthly magazine, professional and product certification, credentialing) coupled with significant and highly resourced competition requires new and innovative programs/services/audiences to break through and generate profit.

Goal

Create a portfolio of new and innovative offerings that generate alternative revenue at scale.
Metrics

**Metric #1**

By 2020, the Society’s non-dues revenue will represent 60 percent of our annual revenues.

**Activity #1 (FY 2016-2017)**
Evaluate all current non-dues revenue programs and explore new programs to find increased revenues for the Association. Growth target for existing programs should be 20 percent per annum; amounts to be incorporated into annual business plans.

**Activity #2 (FY 2017-2018)**
Undertake strategic and risk analysis, followed by a business plan(s) to implement new significant trade show and/or strategic partnership program(s) that will generate significant non-dues revenues for the Association. Target should be a new non-dues revenue stream by fiscal year 2017-2018.

**Activity #3 (FY 2018-2019)**
Explore, at a strategic level, a reframing of our existing organizational model to develop a new base of revenue generating customers. If a new model is approved, new non-dues revenues would be anticipated in 2018-2019 fiscal years and beyond.