

ASID STUDENT CHAPTER BEST PRACTICES

**TONS OF GREAT BEST PRACTICE IDEAS +
SUBMISSION TEMPLATE FOR YOUR CHAPTER TO SUBMIT
YOUR SUCCESSES TO BE FEATURED NATIONALLY!**

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS



students

ASID STUDENT CHAPTER 'BEST PRACTICE' SUBMISSION TEMPLATE

Use this template to submit YOUR ASID Student Chapter's events to be recognized Nationally!

TITLE

WHAT

KEY GOALS

WHEN

ATTENDEES

Skim the next few pages to gather ideas and ways to execute ...

Student Leadership Summit

What

A chapter-hosted Student Leadership Summit provides

- A business casual leadership event that unites board members from all student chapters with their professional chapter board member counterparts
- A download forum for all leadership material and training obtained by attendees of the ASID Chapter Leadership Conference (CLC) and the online ASID Leadership Training Program
- An opportunity to guide and strengthen the leadership roles undertaken by the incoming student chapter board members
- A platform to direct student leaders to all available resources provided by ASID (i.e., committees, Internet tools, professional chapter resources, etc.)
- A mini-CLC at the chapter level

Key Goals

- All student chapter board members fully understand their roles and responsibilities
- All new information from ASID headquarters begins to funnel into the membership on a chapter level
- Student chapter board members establish positive relationships with each other

When

August, September or October

Attendees

- Professional chapter board members – especially those who attended CLC
- Student Affairs Committee members
- Professional student chapter liaisons
- Student Representative to the Board (SRB)
- Student chapter board members
- Industry Partners

Idea for Success

Host a Saturday morning breakfast/brunch event

- Beginning around 8 or 9 a.m.
- Indoor venue with adequate seating, Internet and audio/visual capabilities, and access to break-out space (i.e., local design firm, Industry Partner showroom, host campus, etc.)
- Catered breakfast, possibly sponsored by an Industry Partner or budgeted for by the professional chapter
- Solicit sponsorship for the event (Industry Partners, local merchants, in-kind, etc.)
- Giveaways, door prizes, goodie bags, design swag
- Event hosts should be experienced ASID leaders and comfortable speaking in front of large audiences

Sample Agenda

Saturday Morning

- 8 - 8:30** Attendees arrive, breakfast, mingling
- 8:30 - 8:45** Introduce Student Affairs Committee members, professional board members, overview of schedule for the day, breakfast continues
- 8:45 - 9:15** Latest updates from ASID, overview of major plans for the year ahead
- 9:30 - 10** Overview of ASID.org and online resources, discuss graphic standards
- 10 - 10:30** Guide to Strategic Planning
- 10:30 - 11** Brainstorming key issues for upcoming year, list top five items
- 11 - 11:15** Break
- 11:15 - noon** Breakout session w/ professional board counterparts (five groups total). Each group assigned 1 key issue from list and develops ideas/solutions.
- noon - 12:30** Regroup with all attendees. Each group presents three-to-five-minute summary
- 12:30 - 1 p.m.** Mingling, clean up

Kick-Off Mixer

What

- An informal or formal gathering of all student chapters, potential new student members and members of the professional chapter board
- An opportunity to acquaint students from various schools with one another and introduce any non-student members to the benefits of joining ASID
- An opportunity to strengthen ties between student chapters and foster greater interaction and cooperation

Key Goals

- Get to know your ASID membership
- Begin the process of networking within the design community
- Become a recognizable face within ASID and your design community

When

August or September

Attendees

- Student Affairs Committee members
- Emerging Professional Affairs Committee members
- Professional chapter board
- ASID members
- Membership director from professional chapter
- Industry Partners
- Local design firms
- Local student chapters
- ASID student members

Ideas for Success

1. A weekday breakfast mixer
 - Formal or informal
 - Beginning around 7:30 or 8 a.m.
 - Approximately one to two hours in length
 - A catered event hosted at an Industry Partner showroom or practitioner member office
 - May combine with guest speaker or CEU event
2. A late afternoon or early evening picnic/BBQ
 - Informal and casual
 - Beginning around 4:30 or 5:30 p.m.
 - Indoor or outdoor event, possibly in area park or at a host campus
 - May include activities such as volleyball, croquet, etc., if outdoors
 - Food could be catered or provided by ASID volunteer cooks
3. Evening reception
 - Formal or informal
 - Beginning around 7 p.m.
 - Indoor or outdoor event
 - Possibly hosted at an Industry Partner showroom, practitioner member office or host campus
 - Food could be catered or provided potluck style

RealWorld DesignWeek

What

A national job shadowing program to help tomorrow's designers learn from today's pros

Key Goals

- ASID student members connect with design professionals and expand their network
- ASID professional membership maintains an active role in supporting interior design students and nurturing future practitioner members and leaders
- ASID student members and expand their knowledge of theory gained in the classroom, to include real-world design practice and application.

Important to Know

- RealWorld DesignWeek is a nationally organized program
- Professional chapters are only expected to support the program through local promotion efforts and the encouragement of participation among members

How

- During RealWorld DesignWeek, ASID student members attend shadow days hosted by ASID practitioner and IP rep members (mentors) in their office or out in the field.
- The week is bookended by a pair of student webinars—Prepare and Position—hosted by industry guest speakers
- All participants sign up for RealWorld DesignWeek through the program's national online registration portal. Student members browse advertised shadow day listings posted by mentors and register for a shadow day in their area that interests them.
- RealWorld DesignWeek exists exclusively for ASID members and it is a complimentary program at no cost to participants.

When

The second week of November each year



Benefits

- Student members
 - Receive an inside look at the interior design world and professional practices
 - Network with your shadow day host and other industry professionals
 - Expand the experience into a mentoring relationship, internship or your first job
 - Gain extra credit points for one of your classes
- Designers and Industry Partners
 - Help sustain and advance the interior design profession
 - Find a skilled intern or entry-level designer to alleviate some of your workload
 - Add RealWorld DesignWeek Mentor to your resume under volunteer experience
 - Gain exposure for your business or firm
- ASID chapters
 - Increase student and emerging professional recruitment and retention rates
 - Improve relations between professionals and students in your chapter
 - Invest in your students and ensure strong chapter leadership in the future
 - Gain national recognition for your chapter

Chapter Marketing Resources

Chapters are expected to promote RealWorld DesignWeek on a local level. ASID provides chapter with a number of marketing resources to do so, such as

- Shipment of marketing flyers
- Online marketing resources accessible from www.asid.org/rwdw, such as graphics, ads and videos
- Promotional copy for articles and email blasts

Ideas for Success

- Support any and all marketing efforts for RealWorld DesignWeek
- Advertise to student chapters, co-workers, friends, colleagues, and non-student members
- Access promotional materials from www.asid.org/rwdw
- Create a phone tree and directly promote the event to area designers and Industry Partners
- Set up an information and registration table (laptop needed) at other ASID events
- Contribute articles in chapter newsletters and post ads on chapter website

Online Resources

Detailed information on how to register, FAQs and headquarters support can be found by visiting the RealWorld DesignWeek website at www.asid.org/rwdw.

Career Day

What

- An event focused on the transition into the interior design profession
- Unites design students with working professionals and academic resources to help guide them through the process of obtaining employment and/or advancing into further design studies (master's programs, Ph.D.)
- Hosted by the professional chapter, along with volunteers from the design community
- An opportunity for design-related companies to showcase their firm's work and products to emerging professionals
- An opportunity for students to meet with prospective employers, participate in interviews and showcase their portfolios

Key Goals

- Promote the variety of career directions that graduates have
- Prepare students for the experience of locating and obtaining employment
- Provide early intern and full-time employment prospects to students

When

Most chapters host Career Days during Spring semester, however, any time of the school year that is convenient for most student members is ideal.

Attendees

- Professional chapter board members
- Student affairs committee members
- Emerging Professional Affairs Committee members
- ASID members
- Local design center staff
- Industry Partners
- Local design firms
- Student chapter board members
- Student members
- Non-student members

Ideas for Success

- Team up with the local design center to host the event and bring together multiple design industry professionals in one convenient and relevant setting
- Seek sponsorship from local firms and vendors to supply guest speakers, human resource personnel, catering, giveaways, advertisement, etc.
- Program the event such that students are given multiple choices of events to attend throughout the day, allowing them to customize their career day experience to meet their own career objectives
- Solicit recent graduates to share their experiences as they transitioned into the profession

- Partner up with other design organizations (USGBC, AIA, AEGD, AIGA, IIDA, etc.) and broaden the career opportunities available to all design students
- Set up an ASID booth at the event and provide membership, advancement, committee and related information to prospective and existing membership

Online Resources

Access the ASID Career Day Guide for more defined instructions on how to plan and execute a successful Career Day, including a sample itinerary.

Available under the Student Affairs Committee Chair leadership position at www.asid.org/chapter/governance/Leadership+Positions.htm

Graduates Reception

What

- An event to celebrate the achievements of all graduates and promote advancement to allied membership
- An opportunity to recognize the dedication and efforts of interior design educators and faculty advisors

Key Goals

- Celebrate the achievements of all graduates
- Promote student advancement to allied membership
- Recognize all interior design educators and ASID student chapter faculty advisors

When

- April, May or anytime during the spring/summer season depending on student chapter academic calendars
- Weekday afternoons or evenings may work well and increase attendance

Attendees

- Graduating students
- Interior design educators
- Student chapter members
- Faculty advisors
- Professional student chapter liaisons
- Professional chapter board members
- Student Affairs Committee members
- Emerging Professional Affairs Committee members
- ASID members
- Industry Partners

Ideas for Success

- Plan the event and begin advertising well in advance
- Include a variety of members from ASID and the design community to help celebrate the achievements of the graduates and educators
- Provide educators with certificates of appreciation
- Provide each graduate with a card/goody bag with an advancement application enclosed
- Invite ASID emerging professionals to help promote advancement
- Share opportunities for professional chapter involvement that are appropriate for newly advanced allied members
- An outdoor venue such as a public park or similar space creates a great environment for networking, food and fun.
- Event can be catered or as simple as wine and cheese

Sample Agenda

- Networking and mingling: 10 - 15 minutes
- Formal introduction of event (Student Affairs Committee chair): five minutes
- Recognition of graduates, educators and student chapter faculty advisors (professional chapter president): five minutes
- Promotion of the value of advancement (Emerging Professional Affairs Committee chair): five minutes
- Opportunities for professional chapter involvement (Emerging Professional Affairs Committee chair): five minutes
- Food, drink and networking: 30 - 60 minutes

Online Resources

Access *Recruiting and Retaining Emerging Professionals: A Chapter Model*, for suggestions on how to promote student advancement to allied membership and welcome recent graduates to the professional chapter.

Available under the Membership Director and Emerging Professional Affairs Committee Chair leadership positions at www.asid.org/chapter/governance/Leadership+Positions.htm