

## Director of Communication - Profile of Susan Solliday, Allied ASID



ASID values its members and works tirelessly to bring the best educational opportunities, tools, and support to its membership. Our members have taken the steps necessary to become educated and trained in their craft and as such can positively affect people's lives. As Communication Director, my goal is to weave this message into our marketing strategies sharing it across all communication platforms. Through chapter communication, we can increase public awareness of the value ASID designers bring to the marketplace; reinforce to affiliates the benefits and worth of not only chapter membership, but active participation; and expand opportunity to connect with today's savvy consumers.

### **Informational objective:**

Implement marketing efforts into the chapter's communication strategies to increase message exposure, comprehension of chapter purpose, and retention of membership.

The chapter must embrace marketing as an essential aspect of its communication efforts. This applies to external audiences (chapter members, industry partners, and the public) and internal audiences (staff and volunteers). If we don't make the effort to highlight our strengths, tell our stories, and provide easy access to information, we are failing to market the chapter. If we fail to market, we fail to retain our existing membership, grow, and create a strong and respected brand.

### **Attitudinal objective:**

Create attitudes, reinforce existing attitudes, or change attitudes through surveys; collect testimonials. What better way to show prospective members, or reinforce with existing members, what a great chapter we have, than to let them hear it from our members. Hearing a testimonial from someone who has nothing to gain is always more credible than hearing it from a board member.

- Make it easy to gather comments (make forms available during chapter meetings). Add an agreement to sign allowing their comments to be used on the website or in print. Reward with a link back to their website.
- Add a pop up feedback form on the website to collect visitor feedback. Use this for social media, blog topics or event topics.
- When we have an event or special program, ask for testimonials from attendees and sponsors, and include it on social media with a link to their website. Do before to help raise awareness and attendance and after to reward participation.