

STRATEGIC PLAN | ASID AZ NORTH | 2017-2018

1. BE THE CORE OF THE DESIGN NETWORK

Demonstrate the value of the ASID network to all stakeholders so that ASID is recognized as the industry leader.

OBJECTIVE 1: Demonstrate the value of ASID to our practitioners	OBJECTIVE 2: Create meaningful opportunities that connect members	OBJECTIVE 3: Communicate within ASID
ONE VOICE Government Affairs -Work towards getting a lobbyist and students finishing the State Capital Redo	IP Appreciation	Social Media, DDM, Creative Brief & Buzz
Awards Gala - Recognition	Welcome New Members - make them feel like they are part of the ASID family	Chapter Meetings & Events
Create a digital content library where we can showcase designers and share them with our media partner to use on their website	Partner/Designer/IP Showroom Vignettes Open to the Public Event	Town Hall Open Forum Event to understand membership needs & communicate strategic plan

2. EXPAND KNOWLEDGE

Create, collect, and distribute high value information that establishes ASID as the foremost resource for interior design knowledge.

OBJECTIVE 1: Collaborate across disciplines on topics of social responsibility and design impact on the human experience	OBJECTIVE 2: Broaden Understanding of Resources & Technology Expertise	OBJECTIVE 3: Driving Trends
AIA, IFDA, NKBA, Contractors Mixer Event - Having one distinguished guest from each organization speak on the impact on the human experience or one of the topics below	Ref Library Event	Event that discuss new trends from the different shows across the country given by the designers who attend them to share with those who don't.
Biophilia Generative Design Gentrification	Online Resource List	COLOR MIX
Attend events with other disciplines to create a line of communication and build a local relationship.	Training Topics: revit, excel, adobe, legal issues, taxes, advertising, social media, constant contact, you tube, etc.	Trend Reports from across disciplines (fashion, furniture, jewelry, etc)

STRATEGIC PLAN | ASID AZ NORTH | 2017-2018

3. DEVELOP THE PRACTICE

Help Designers expand their practices.

<u>OBJECTIVE 1: Demonstrate the value of our practitioners to the public</u>	<u>OBJECTIVE 2: Communicate with the public</u>	<u>OBJECTIVE 3: Create a plan that promotes the value we offer our members</u>
Design for Hire	Partner with PHX Home & Garden on events to market to the public	Educate the public and our members on design impacts life
Show House - possibly with our media sponsor PHX Home & Garden	Expanding our network through branding our core principals and why you should hire an ASID designer on social media, outreach, and the community	Create an event that showcases our award winners on a Saturday in the Fall
Design Charity - Pro bono design work as a chapter to give back to the community Charity Senior Living Veterans Feed the Hungry	Hire a PR person to assist us with press releases, and educating the public with other sources of media, news paper, television and radio.	NCIDQ Prep Class

4. CREATE A PERFORMANCE-ORIENTED ORGANIZATION

Design and implement a leadership culture that increases organizational performance and results in the optimization of human resources.

<u>OBJECTIVE 1: Maintain a training program for incoming and current board members</u>	<u>OBJECTIVE 2: Secure long-term organizational viability</u>	<u>Objective 3: Fund Raising</u>
Volunteer Recognition Event	Collaborative Mentorship Program between students, emerging professionals and practitioners. Real World Design Week	Events with donations to charity organizations (seniors and or disabilities, vets, aids, human rights, etc.)
Leadership Training - (design to lead)	High School and College Outreach - diversity and inclusion - Have events at schools and educate them on the interior design profession	Create a new branded public event with tickets where we can entice the public to attend and we can educate them on how design impacts the human experience.
CLC for all board members	Build Strong Relationships with College Directors & Advisors	Show House - possibly with our media sponsor PHX Home & Garden
	Job Fair - hiring internships	Tour de Noel - a holiday tour of homes open to the public