

STRATEGIC PLAN   ASID AZ NORTH   2018-2019		
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 with our chapter Government Affairs Director to stay informed about any proposed legislation the impacts the practice of Interior Design. Make relationships with our local and state government representatives so that we are informed on ID legislation and can act appropriately and in a timely manner on any potential legislation.	All member meetings to have engaging, well planned content that can be marketed well in advance of the event.	Social Media, DDM, Creative Brief & Buzz
Awards Gala - Make a high quality, show stopping well planned event that best showcases the Interior Design talents in our valley.	Revisit Chapter Ambassador Program, and make sure ambassadors and board members are trained with planned talking points to engage with membership.	Chapter Meetings & Events
In the fall prior to the next year's competition, review the awards entries and rules and adjust categories, as needed, for Interior Designers and Industry Partners, adjust to meet needs of membership. Review best way to decide winners so that places are filled.	IP Appreciation— Annual dinner for Industry Partners to show recognition to the best of the best in their respective categories.	Town Hall   Open Forum Event to understand membership needs & communicate strategic plan. Make this one of the chapter meetings or present briefly during another chapter meeting.
Create a digital content library where we can showcase the expertise of our chapter Interior Designers and Industry Partners. Content displayed on chapter website, at chapter meetings at chapter media sponsor website.	Annual past President's dinner or breakfast. Have this hosted by IP to allow engagement between IP and Designers.	
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	Training Topics: revit, excel, adobe, legal issues, taxes, advertising, social media, constant contact, you tube, etc.	Event that discusses new trends from the different shows across the country given by the designers who attend them to share with those who don't.
Green build  Generative Design   Gentrification	Online Resource List	COLOR MIX
Attend events with other disciplines to create a line of communication and build a local relationship. Continue to develop relationship with IIDA through communication and events as we work to promote the profession of Interior Design in the State of Arizona.		Trend Reports from across disciplines (fashion, furniture, jewelry, etc)

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3. DEVELOP THE PRACTICE		
Help Designers expand their practices.		
<b>OBJECTIVE 1: Demonstrate the value of our practitioners to the public</b>	<b>OBJECTIVE 2: Communicate with the public</b>	<b>OBJECTIVE 3: Create a plan that promotes the value we offer our members</b>
Help Potential Interior Designer For Hire clients understand the benefit of using ASID Az N Interior Designers to move forward with and complete projects in a professional manner.	Partner with PHX Home & Garden on events to market to the public	Continue to develop Interior Designer For Hire. Teach our design volunteers how to convert some into longer term clients by recognizing client needs and helping them to know how to move forward to complete project with Interior Designer.
Tour de Noel- possibly with our media sponsor PHX Home & Garden. Use 2 days of first weekend in December to showcase 3-4 Designed homes in high end neighborhood. Chapter fundraiser, raise awareness in community about ASID Interior Designers.	Expanding our network through branding our core principals and why you should hire an ASID designer on social media, outreach, and the community	Continue Event with Alyshaan in the fall to showcase Design Excellence winners to the public, sponsored also by Phoenix Home and Garden
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.	Work with NCIDQ chair to find out what programs we need that will best meet the needs of Interior Designers who want to become NCIDQ certified.
4. CREATE A PERFORMANCE-ORIENTED ORGANIZATION		
Design and implement a leadership culture that increases organizational performance and results in the optimization of human resources.		
<b>OBJECTIVE 1: Maintain a training program for incoming and current board members</b>	<b>OBJECTIVE 2: Secure long-term organizational viability</b>	<b>Objective 3: Fund Raising</b>
CLC for incoming board members	Collaborative Mentorship Program between students, emerging professionals and practitioners. Real World Design Week	Continue with Interior Designer For Hire Development and publicity
New Board Retreat— After CLC, go over new board positions, do training, set up calendar for the year.	High School and College Outreach - diversity and inclusion - Have events at schools and educate them on the interior design profession	Tour de Noel - a holiday tour of homes open to the public
Leadership Training - (design to lead) Build on New Board Retreat, but include committee chairs, committee members, and anyone who might be interested in volunteering and go over functions and goals within chapter.	Build Strong Relationships with College Directors & Advisors	
	Job Fair - hiring internships	