

ASID Alabama Strategic Plan 2024

GOAL A – Advance the value of the interior design profession.

Interior design will assert its value proposition through evolving practices and business landscapes with a diverse and well-prepared professional community.

Objectives:

1. Increase the scope, audience, access, and utilization of research relating to the impact of design on the human experience.
2. Increase industry foresight through diversity and inclusion of perspectives, experience and expertise participating in the association.
3. Increase the scope of expertise across disciplines of design professionals through competency growth in management, leadership and building strategies.
4. Increase collaboration across disciplines of design professionals to advance the body of knowledge and build a community of shared interests in people and the planet.

Strategies	Chapter Tactics
I. Partner to advance and continually evolve the body of knowledge to include and validate multiple perspectives.	<ul style="list-style-type: none"> • Provide more CEUs with a broader range of topics. • Strengthen and expand relations with Ips and sponsors. • Offer NCIDQ specific class to students and members interested in advancing their career. • Provide more social opportunities / events.
II. Partner to amplify and celebrate the art and the importance of design that brings the body of knowledge to life.	<ul style="list-style-type: none"> • Create more public awareness by advertising in local magazines; showcase design awards. • Send practitioners to high schools and to college ASID student chapters. • Offer networking/EP/chapter parties
III. Partner to lead the dissemination of design sector knowledge and expand access both internally and externally.	<ul style="list-style-type: none"> • Partner with AIA and IIDA to work within the chapter, schools, and colleges. • Partner with AIA and IIDA to host informative CEU events for members
IV. Position the organization as a thought leader in research, culture, and technology to demonstrate the impact of design on community, people, and the planet.	<ul style="list-style-type: none"> • Further promote the ASID Academy. • Encourage practitioners to share insight with fellow designers and students.
V. Define new practice models.	<ul style="list-style-type: none"> • In addition to the Board of Directors, we need committees focused on organizing and implementing strategies to strengthen our chapter and improve membership involvement.
VI. Develop a competency model that maps to the living body of knowledge.	<ul style="list-style-type: none"> • Fill vacant Board positions with devoted members willing to work closely together to strengthen our chapter. • Board members should have committees of devoted members working with them to ensure efficiency and progress. • Have the outgoing president act as president-emeritus for support to the president.

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GOAL B – Advocate for the value the interior design profession brings to the design of human-centered environments.

Interior design professionals and their teams will be at the forefront of positive change in the communities in which we work, play, live, heal and learn.

Objectives:

1. Increase recognition of our association and its members as innovators, strategists, and problem solvers with expertise related to social, economic, and environmental issues.
2. Increase awareness of design solutions, building materials and products that will achieve better health outcomes for people and the planet.
3. Expand global industry relationships and strategic partnerships to advance our association's values and vision.
4. Increase our association members' participation and impact on corporate and public policy.

Strategies:	Chapter Tactics:
I. Strengthen and expand strategic partnerships.	<ul style="list-style-type: none"> • With AIA, IIDA, AIDC, and IPS: <ul style="list-style-type: none"> • Offer project tour events with practitioners and students. • Participate in seasonal home shows. • Promote real work experiences with student and community leaders.
II. Establish a public visibility strategy to elevate the profession and increase recognition of the value of our expertise.	<ul style="list-style-type: none"> • Advertise with local magazines. • Expand social media by showcasing designers, etc. • Have programs at conferences and other events. • Share about the AxD Fund.
III. Establish a public engagement strategy for ASID.	<ul style="list-style-type: none"> • Same as above plus: • More events • Get students involved in charity work.
IV. Evolve and expand a participation model.	<ul style="list-style-type: none"> • Apathy is rampant among the membership. • Have more fun engagements that encourage students and practitioner participation and interaction • Make Design Awards more fun and investigate making changes of current structure. • Continue with and improve Student Career Day, Design Awards, etc.
V. Create a demand for a healthy and sustainable environment for all (fundamental).	<ul style="list-style-type: none"> • Partner with magazines to showcase how we achieve this. • Have members stress the importance to their clients. • Add section to our website • Partner with WELL Program / offer more Well CEUs
VI. Achieve legal and market recognition of our evolving scope of practice.	<ul style="list-style-type: none"> • Follow the guidelines and initiative from headquarters. • Decrease the prevalent apathy and increase participation. • Stress the importance of being involved with AIDC

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VII. Develop a rebranding strategy to reflect the mission and vision.	<ul style="list-style-type: none">• Develop a refreshed state brand that appeals to younger members and can be used as a campaign.• Align rebranding with conference branding.• Refine social media feed.
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