

## **Year 1 – STRENGTHEN THE CORE.**

### **Goals:**

1. Improve member communications.
2. Engage members with new programs/platforms.
3. Bolster support.
4. Diversify leadership.
5. Visualize internally.

### **Chapter Strategies**

1. Continue and improve the monthly chapter update eblast.
2. Continue and improve ALDesign, the quarterly newsletter
3. Develop new programs to engage member participation. Ex: Peer-Table events.
4. Ensure members have contact information for all Board members.
5. Provide more CEUs with a broader range of topics.
6. Strengthen and expand relations with Ips and sponsors.
7. Have more social events to build a sense of community.
8. Invite other organizations such as the code officials and Green Building Council to our events.
9. Promote the new ASID benefits that appear on the national website.

## **Years 2-3 – GALVANIZE MEMBERS**

### **Goals:**

1. Grow membership with communication and outreach strategy
2. Empower chapters.
3. Develop member pricing strategy.
4. Reassess in-person gathering strategy

### **Chapter Strategies**

1. Hold “Peer Table” events where members can share knowledge, experiences, and build network.
2. Do different kinds of videos with members and post on the website and social media..  
Example: “Why are you an ASID member?”
3. Do an article in the newsletter on the importance of building relationships.
4. Promote the new ASID benefits to non-members.
5. Partner with AIA, AIDC, and IPS:
  - a. Offer project tour events with practitioners and students.
  - b. Promote real work experiences with student and community leaders.
6. Continue with and improve Student Career Day, Design Awards, etc.
7. Develop a refreshed state brand that appeals to younger members and can be used as a campaign.

## **Years 4-5 – PROJECT A NEW VISION FOR DESIGN**

### **Goals:**

1. Build public awareness.
2. Advocate proactively
3. Be a thought leader
4. Deploy in-person gathering strategy

### **Chapter Strategies**

1. Create more public awareness by advertising in local magazines; showcase design awards.
2. Expand social media by showcasing designers, etc.
3. Add section to our website explaining how interior design creates a healthy and sustainable environment.