



## **ASID Strategic Plan FY 2009-2011**

**Approved by ASID Board**

**July 24, 2008**

**Vision:** *ASID represents all interior design professionals and ensures they are free to practice to the full extent of their capabilities, which are widely understood and valued by the public*

**Mission:** *ASID inspires and enriches its members by promoting the value of interior design, while providing indispensable knowledge and experiences that build relationships*

**Strategic Focus A – Evolve the Brand**

**Strategic Focus B – Build Bridges**

**Strategic Focus C – Advocate Right to Practice and Expand  
Understanding of Interior Design Profession**

In order to provide appropriate resources to develop excellent programs, no additional initiatives beyond those in this plan should be introduced unless the board identifies and removes from this plan a task that requires comparable resources.

**ASID appreciates the invaluable contribution of Knoll and David Schutte in the facilitation of the meetings which resulted in the creation of this strategic plan.**

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## **A. Strategic Focus – Evolve the Brand**

### **A.1. Initiative - Focus on commercial design (70/30 ratio)**

**A.1.A Conduct National Advertising Campaign**

**A.1.B. Build out commercial content**

**A.1.C. Develop Media Relationships**

**A.1. D. Expand Awards program**

### **A.2. Initiative- Define and promote value proposition**

**A.2.A. Explore Membership Scenarios**

**A.2.B Consider Alternative Membership Categories and means of interaction**

**A.2.C. Shape Public Opinion**

**A.2.D. Pursue Membership Practice Diversity (commercial)**

**A.2. E. Expand Member Services and Knowledge Connectivity**

**A.2. F. Nurture Emerging Practitioners**

### **A.3 Initiative - Align Chapters with Brand**

**A.3.A. Provide Tools and Support**

## **B. Strategic Focus – Build Bridges**

### **B.1. Initiative - Reach out to targeted people/organizations**

#### **B.1.A. Establish Dialogue**

#### **B.1.B Create Staff connections**

### **B.2. Initiative - Optimize trade show presence**

#### **B.2.A. Use Booth as a connection point**

#### **B.2.B. Increase Presence at Selected Shows**

#### **B.2.C. Extend show visibility through chapters**

## **C. Strategic Focus – Advocate Right to Practice and Expand Understanding of Interior Design Profession**

### **C.1. Initiative - Build HSW case and broaden to social, environmental and behavioral aspects**

#### **C.1.A. Develop Case Studies**

#### **C.1.B. Identify and Collect examples of Evidence Based Design**

#### **C.1.C. Document Cases of Harm**

#### **C.1.D. Update Body of Knowledge**

#### **C.1.E. Educate members**

### **C.2. Initiative - Help Coalitions**

#### **C.2.A. Implement coalition specific PR recommendations**

### **C.3. Initiative - Influence Key Decision makers**

#### **C.3. A. Continue implementation of public relations initiatives in conjunction with p.r. firm**