



# Intermountain Chapter Strategic Plan

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## Vision

ASID Intermountain - the design community that inspires and enriches.

## Mission

ASID Intermountain provides its members with opportunities to achieve their professional goals.

### Goal 1 Increase Interior Design and Business Related Skills and Opportunities

#### Objective 1 Provide Professional Education and Training

##### Strategy 1 Organize Educational Programs for Members

- Tactic 1 Provide CEU's at Annual meeting
- Tactic 2 DCC to organize one CEU locally, using DSS, min 15 attendees
- Tactic 3 Encourage participation in online CEU's/webinars
- Tactic 4 Promote Educational programs offered by other organizations

##### Strategy 2 Promote advancement to Professional Status

- Tactic 5 Provide funding to ensure that STEP takes place
- Tactic 6 Provide scholarships for STEP
- Tactic 7 Organize/sponsor travel costs, accomodations as required
- Tactic 8 Alternate STEP between SLC and Boise
- Tactic 9 Facilitate and support NCIDQ study groups

##### Strategy 2 Facilitate Regional Events

- Tactic 10 DCC to organize minimum of one social/networking/educational event
- Tactic 11 Encourage members to submit events on website
- Tactic 12 Encourage IP members to sponsor programs in local areas

##### Strategy 3 Provide Student Events at Annual Meeting and through Design Community Chairs

- Tactic 13 Include student feedback in planning of Annual Meeting
- Tactic 14 Promote and reimburse travel to schools by professional members
- Tactic 15 Professional members to participate in Portfolio Review
- Tactic 16 Organize round table discussions on moving into the work world

#### Objective 2 Support and develop Industry Partners as resources for educational events

##### Strategy 1 Recognize Industry Partners and their contributions to ASID membership

- Tactic 17 Promote/feature IP members on Chapter Website
- Tactic 18 Encourage members to support IPs and indentify themselves as ASID

##### Strategy 2 Reinforce IP member benefits

- Tactic 19 Provide access to members through contact information
- Tactic 20 Facilitate opportunities for educational programs and networking events
- Tactic 21 Provide link from chapter website to IP members website

#### Objective 3 Monitor and Support Interior Designer Right to practice

##### Strategy 1 Support Legislative activites in all four states

- Tactic 22 Review requests for funding from Local Coalitions
- Tactic 23 Send coalition reps to Legislation Symposium bi-annually (2010)
- Tactic 24 Ensure ASID representation on all Local Coalitions
- Tactic 25 Legislative checkoff/Assesment funds sent to Coalitions

### Goal 2 Communicate effectively and efficiently with members, related organizations and the public

#### Objective 1 Maintain clear and accessible communications channels for members, IPs and students

##### Strategy 1 Facilitate communications to and between members

- Tactic 26 Standardized regular email communications
- Tactic 27 Printed directory, A-Z, with membership type, handed out at Annual Mtg
- Tactic 28 Have ability to submit events/announcements directly onto website
- Tactic 29 Encourage and advise members to update info in National Directory
- Tactic 30 Include link to National Website for member directory

		<b>Strategy 2</b> Update and maintain chapter website	
		Tactic 31	Have DSA develop new website based on Colorado chapter website
		Tactic 32	Fund website hosting and maintenance through sale of profiles
		Tactic 33	Have ability to submit events/announcements directly onto website
		Tactic 34	Make website updatable by more than one board member
		Tactic 35	Have Interior Design information for public on website
		<b>Strategy 3</b> Welcome New Members	
		Tactic 36	Notify DCC of new members
		Tactic 37	New members receive coupon for 50% off first CEU
		Tactic 38	Send new member packet
		Tactic 39	Announce new members at Annual meeting
		<b>Strategy 4</b> Communicate with related organizations	
		Tactic 40	Develop contact list of local related organizations
		Tactic 41	Send invitations to RO's for distribution to their members
		Tactic 42	Distribute invitations to events from RO's
		<b>Objective 2</b> Develop Public Relations Program to raise profile of Interior Design	
		<b>Strategy 1</b> Chapter Activities and Events	
		Tactic 43	Utilize National Branding Graphic Design Services
		Tactic 44	Hold Design Competition and publicize winners
		Tactic 45	Submit press release for advancement to Professional
		Tactic 46	Create list of local media outlets for press releases
		<b>Strategy 2</b> Member Public Relations	
		Tactic 47	Presentation by local PR about PR
		Tactic 48	Links on Chapter Website to PR information
		Tactic 49	Facilitate members submission of announcements/articles on website
		Tactic 50	Have list of local media outlets for press releases available to members
		<b>Objective 3</b> Support Student Chapters	
		<b>Strategy 1</b> Maintain communications with Educators and Students	
		Tactic 51	Identify and publish Educator and Student contact at each school
		Tactic 52	President to contact department heads
		Tactic 53	Student chapter leadership to meet at annual mtg
		<b>Strategy 2</b> Encourage participation in Chapter Events	
		Tactic 54	Include student chapters in all event invitations
		Tactic 55	Provide student oriented events at Annual meeting
		Tactic 56	Have reduced pricing for students
		<b>Strategy 3</b> Create Student Section on Website	
		Tactic 57	Post internships and job tips
		Tactic 58	Post contact info for student chapter boards on Website
		Tactic 59	Facilitate posting of events/announcements on website
		<b>Goal 3</b> Structure the Chapter to efficiently and effectively fulfill our mission and meet our member's needs	
		<b>Objective 1</b> Evaluate and maintain a Board, using the Core Standards as a guideline	
		<b>Strategy 1</b> Provide Board Training	
		Tactic 60	Send board members to CLC
		Tactic 61	Outgoing leadership to mentor incoming leadership
		Tactic 62	Hold board retreat before taking office
		Tactic 63	Send a board member (membership?) to Admin Training
			Send President to President's Forum (Feb)
		<b>Strategy 2</b> Prepare Strategic Plan and Work Plan/Budget	
		Tactic 64	Hold Strategic Planning meeting in Spring, submit to board for approval
		Tactic 65	Hold Work Plan/Budget meeting in Summer, submit to board for approval
		Tactic 66	Submit SP/WP/Budget to National by September 1
		<b>Strategy 3</b> Have regular contact between board members	

			Tactic 67	Hold in person board meetings at Annual Mtg, SP, WP and CLC	
			Tactic 68	Submit report to President by end of month, summarize and distribute to board	
			Tactic 69	Schedule conference calls as required	
			<b>Strategy 4</b> Enhance Design Community Chair (DCC, State Rep) positions		
			Tactic 70	Finalize Job Description	
			Tactic 71	Support DCC with mentoring, regular contact and information	
			Tactic 72	DCC to participate in Board Meetings	
			Tactic 73	DCC to develop committee to help with role	
			Tactic 74	Encourage participation in community projects	
			<b>Objective 2</b> Maintain and expand membership		
			<b>Strategy 1</b> Maintain existing membership and increase overall membership in four states		
			Tactic 75	Monitor renewals and contact members re retention	
			Tactic 76	Identify and contact prospective members	
			Tactic 77	Make presentation to Seniors about advancing to Allied	
			<b>Strategy 2</b> Survey existing membership		
			Tactic 78	Simple, fast survey based on Strategic Plan/Calendar	
			Tactic 79	Prize of annual membership or free annual meeting	
			Tactic 80	List planned activities and opportunities to volunteer	
			Tactic 81	Questions on previous events	
			<b>Objective 3</b> Maintain Fiscal Responsibility		
			<b>Strategy 1</b> All events and activities to have a board approved budget		
			Tactic 82	Committee to submit budget to board before any commitments for event	
			Tactic 83	Track income and expense by event	
			Tactic 84	Submit reimbursement requests within 30 days	
			<b>Strategy 2</b> Adhere to Chapter approved budget		
			Tactic 85	Distribute copies of budget to all board members for approval	
			Tactic 86	Include budget information as appropriate in Board Mtg Status report	
			Tactic 87	Receive allocations from National on quarterly basis	
			<b>Strategy 3</b> Maintain good financial records		
			Tactic 88	Have bookkeeper prepare quarterly reports	
			Tactic 89	Have tax expert prepare annual tax return	