ASID Strategic Plan
FY 2004-06

Vision Statement

ASID will be the definitive resource regarding the interior built environment.

Mission Statement

ASID advances the interior design profession through knowledge generation and sharing, advocacy of interior designers' right to practice, professional and public education and expansion of interior design markets.

Note: In this document, the word "customer" refers to those other than members or potential members, who have an interest in purchasing ASID products and services and/or attending ASID CEUs or events. "Member" refers collectively to practitioners, Industry Partners, and student members of ASID unless otherwise stated. "Partner" refers to an entity with whom the Society maintains a business relationship in support of an ASID program or service (e.g. Southern Accents award program, University of Minnesota with InformeDesign, MBNA credit card etc.)

GOAL 1 **Provide relevant programs and services that enhance members' practice and support partners and customers**

Objective 1 Identify and quickly respond to information needs arising from developing industry trends or issues

Strategy 1 Systematically gather and analyze information on emerging trends and issues

Tactic 1 Scan industry and consumer publications for indicators of trends, issues (on-going)

Tactic 2 Survey members (practitioner, industry partner and students) quarterly via e-mail to identify developing needs, issues (on-going)

Tactic 3 Conduct niche needs assessment on member segments to discern information needs/topics critical to their practice (senior designers, emerging practitioners, etc.) (1st Quarter 2004) (HR)

Tactic 4 Track requests and inquiries within HST and analyze for emerging trends (on-going)

Tactic 5 Establish bi-monthly conference call with chapter administrators to gather information on types of requests and inquiries they are handling (1700)

Strategy 2 Expand ASID's ability to provide timely knowledge products and to respond quickly to emerging information needs, particularly in the areas of sustainable design, designing for an aging population/universal design, and security.

Tactic 1 Use the call-for-presentations process for the ASID's annual conference to increase the pool of subject matter experts on these areas and scout for new content that can be used in the Society's knowledge delivery vehicles. (1st Quarter 2004) (HR)

Tactic 2 Provide knowledge products (e.g., e-mails/alerts, publications, workshops/ seminars) to meet member and customer demand for information on these issues (3120)

Strategy 3 Develop a series of ASID monographs or pamphlets that address identified information or knowledge gaps on the practice of design

Tactic 1 Offer short, affordable publications focused on specific topics that meet perennial information needs (e.g., interior design education / career path, introduction to codes, making the transition from student to design professional - emerging practioner (EP), finding the right sources for products and services -EP, developing new business opportunities -EP, establishing a primary client base -EP) as well as knowledge needs related to core areas (i.e., sustainability, universal design, security). (Develop content in FY2004) (part of 4000)

Tactic 2 Use ASID member authorship/staff editorial expertise and print-on-demand technology to reduce development costs and overhead (FY2005)

Tactic 3 Market and deliver a "family" of topic specific publications (FY 2005)

Strategy 4 Establish a series of annual multidisciplinary roundtables held in major metropolitan areas that address emerging issues in various design specialties as well as issues that cross specialties (e.g., sustainability, universal design, security)

Tactic 1 Convene at least two roundtables a year (preferably in conjunction with a professional conference or event) beginning Spring 2004 (part of 3100)

Tactic 2 Solicit financial and informational content support for the roundtables from Industry Partners respective to the design specialty (hospitality, sustainability, aging, etc). (See SOP for collective Cost of Sponsorship)

Tactic 3 Work with Industry Partners in major metropolitan areas to host roundtables in their showrooms or in design centers (See SOP for collective Cost of Sponsorship)

Strategy 5 Package content from conferences and roundtables (ASID's annual conference, ASID CEUs/ Association Forums at NeoCon, regional programs, etc.) for on-going delivery (possible formats: on-line, articles, canned presentations for local delivery, audio recordings, CD-ROM)

Tactic 1 Request permission routinely from instructors and presenters to reuse content and/or visuals (on-going) (HR)

Tactic 2 Establish process, whenever possible, for offering CEU credit for repurposed content. (ongoing) (HR)

Tactic 3 Link CEU/ roundtable content to editorial process for ICON and monograph/ product development (on-going) (HR)

Objective 2 Advocate interior designers' right to practice to the full extent of their capabilities for the benefit and protection of the public (coalition support and financial aid, codes development, educating key audiences, etc.)

Strategy 1 Provide relevant tools, guidance and support to coalitions to assist with efforts to pass interior design legislation 5500

Tactic 1 Actively support the establishment and maintenance of legislative coalitions in all states (ongoing) (CS, DW) 5500

Tactic 2 Provide direct financial aid commensurate with expectations of success and national impact (1st Q, FY 2004) (CS, DW) 5520

Tactic 3 Track and analyze legislation affecting interior designers; advise coalitions (ongoing) (CRS, GPA team) 5520

Tactic 4 Provide direct support/participation to chapters/coalitions for specific legislative/ regulatory opportunities and events (ongoing) (CS, GPA team) 5500

Tactic 5 Initiate and disseminate results of additional research conducted in response to coalition requests (examples of coalition requests might be specific building code information, grandfathering research, etc.) (ongoing) (5500)

Strategy 2 Anticipate and counteract the impact of opposing advocates and their supporters

Tactic 1 Produce and update opposition fact sheets and distribute to coalitions as issues arise (on-going) (HR)

Tactic 2 Continue communication with IDEC regarding bolstering interior design education (issues include use of term "interior architecture," absorption of existing interior design programs into architectural programs, development of new interior design/ "architecture" schools by NCARB and AIA exclusively) (5500) (on-going)

Strategy 3 Protect, represent, and advance the interests of the interior design profession in the development of codes, guidelines and standards (5300)

Tactic 1 Participate in the development and oversight of interior codes issues (e.g., International Code Council [ICC], National Fire Protection Association [NFPA], Underwriters Laboratory [UL]), Americans with Disabilities Act Accessibility Guidelines (ADAAG) through continued and expanded committee representation and participation in codes conferences, meetings and hearings. (ongoing)

Tactic 2 Provide support for state-by-state codes adoption processes by monitoring potential and proposed changes to code language and testifying or assisting in testimony at codes hearings (on-going)

Strategy 4 Educate key audiences about the critical role of interior design in the built environment and in protecting the health, safety and welfare of the public

Tactic 1 Develop an interactive, topic specific (i.e. code compliance, fire safety, accessibility) program to demonstrate the value of interior design to the public health, safety, and welfare for use at chapters, conferences and expos designed for key audiences (FY 2005)

Tactic 2 Deliver program during FY 2005 at appropriate venues such as the following:

International Builders Show; American College of Health Care Administrators Annual Convocation; American Association of Homes and Services for the Aging; CSI University Annual Conference; Mid-Atlantic Sustainability Conference; Greenbuild International Conference and Expo (USGBC); and ICC Annual Convention

Strategy 5 Educate interior design community, including member and non-member constituencies, about legislative, codes and related issues

Tactic 1 Facilitate biannual legislative symposia to be marketed to coalition leaders; registered interior designers, and interior design legislative advocates; share success stories and tactics (5810) (held 1st Quarter 2005)

Tactic 2 Develop a standardized presentation for student career days that discusses legislation and legal registration as it pertains to professional practice (1st Quarter 2004) (HR)

Tactic 3 Develop a standardized introductory seminar that can be used by chapters to educate designers/members on basic codes issues/"repackage" and promote codes issues to make them more accessible to ASID members and interior design practitioners. (5300) (2nd Quarter 2004)

Tactic 4 Develop a CEU on legislation to offer at IDEC national and regional conferences (1st Quarter 2004) (HR)

Objective 3 Identify the unique and shared body of knowledge (B.O.K.) of the interior design profession and devise strategies to narrow the gap between ID education and practice (7350)

Strategy 1 Partner with key associations to reach consensus around the unique and shared B.O.K.

Tactic 1 Facilitate the generation of conference discussion and white papers on this subject

Strategy 2 Partner with key associations to identify and work to narrow critical gaps between ID education and practice

Tactic 1 Facilitate the generation of conference discussion and white papers on this subject

Tactic 2 Gain an understanding of interior design education and its relevancy to workplace practice, and develop publication for design educators and students (3rd Quarter 2004)

Tactic 3 Develop a means for ASID to provide content to "narrow the gap"

Objective 4 Deliver critical skills knowledge to members (Practitioners, Students, Industry Partners)

Strategy 1 Develop and deliver "Profit from the Design Explosion" CEU to address marketing strategies for small jobs for an audience of emerging professionals or designers trying to establish new businesses (part of 3100) (1st Quarter 2004)

Tactic 1 Identify CEU developer/ speaker

Tactic 2 Produce CEU related handouts, brochures, and advertising

Tactic 3 Deliver at student chapters, ASID's annual conference, career exchanges

Tactic 4 Promote to ASID chapters as core standard CEU (see G1, O4, S6)

Strategy 2 Develop and deliver an annual conference that embodies ASID's strategic focus on welfare. Include sustainability, universal design and security tracks that serve major segments of ASID's members and customers (i.e. students, emerging professionals, advanced courses, etc.) (6500) (2nd Quarter 2004)

Tactic 1 Include roundtable discussions, expert panels or forums focused on areas of design specialties and experience level (HR)

Tactic 2 Coordinate social/ networking activity with local chapter (HR)

Tactic 3 Include opportunity for member town hall/ Q&A. Capture ideas expressed relevant to research, business practices, etc. and share with larger membership. (HR)

Tactic 4 Include leadership training for chapter leaders (6510)

Tactic 5 Include Industry Partner education program for chapter leadership and mid-level sales reps; repackage and market to all members, and utilize the expertise of seasoned Industry Partners (6520)

Tactic 6 Provide business skills and health, safety and welfare educational opportunities (HR)

Tactic 7 Provide general session on updated ASID research program and/or issue that cuts across specialties

Tactic 8 Conduct STEP workshop

Tactic 9 Market to individuals in related professions/ associations/ specialties where applicable

Strategy 3 Develop courses for advanced designers

Tactic 1 Identify/ develop advanced courses

Tactic 2 Offer advanced courses as track at ASID's annual conference (2nd Quarter 2004) (HR)

Tactic 3 Promote courses for chapter use as CEU

Tactic 4 Conduct survey and analyze data of senior level needs to shape FY 2005 ASID annual conference track (2nd Quarter 2004) (HR)

Strategy 4 Develop and deliver courses targeted at emerging practitioners – (EP)

Tactic 1 Provide CEUs addressing emerging practitioner issues (e.g. how to search and procure the right products/services for the job, how to establish a primary client base and identify new business opportunities) at ASID's annual conference

Tactic 2 Promote courses above for chapter use as CEU (HR)

Tactic 3 Update STEP to keep pace with format and delivery method of NCIDQ exam (3200)

Tactic 4 Conduct STEP workshops nationwide

Strategy 5 Conduct Summer Leadership Training for professional chapter and student chapter leaders (6600) (4th Quarter 2004)

Tactic 1 Include leadership development/ strategic development courses

Tactic 2 **"**Package" leadership training out to chapters/ chapter board members

Strategy 6 Provide CEUs at chapters

Tactic 1 Identify 15-20 key CEUs annually that address ASID's strategic focus upon sustainability, universal design and security in the overall context of welfare (on-going) (HR)

Tactic 2 Actively promote to chapter program chairs a recommended list of CEUs to assist chapters in meeting core standards. List to includes a balance of commercial/residential, sustainability, universal design, security and other key design specialties (HR)

Tactic 3 Solicit from chapters their "best of" programs (through administrators, professional development chairs, ETAC and CST) to be shared throughout the Society (HR)

Tactic 4 Work with Industry Partners to share list of key CEU programs and assess their interest in sponsoring or hosting at the chapter level (HR)

Strategy 7 Provide CEUs at NeoCons and other partnerships (HR)

Tactic 1 Identify and submit appropriate CEUs to meet Merchandise Mart contractual obligations

Tactic 2 Promote key CEUs to external associations as a targeted customer base

Strategy 8 Develop and deliver series of educational programs for Industry Partners

Tactic 1 Work with Industry Advisory Council and keynote speaker to develop a series of mid-level educational courses for IP sales reps and executives in four key cities (FY 05)

Strategy 9 Continue to expand ASID's student program to provide the best resources for design students (costs rolled up in 3300)

Tactic 1 Publish a newsletter (ACCESS) that is a resource guide

Tactic 2 Provide career information through the web, e-mail blasts, career days and career exchanges

Tactic 3 Develop leadership training for students to be delivered at the Chapter Leadership Conference (includes materials to be taken back and shared at student chapters)

Tactic 4 Provide access to scholarship information through asid.org and direct marketing to faculty and students (HR)

Tactic 5 Promote ASID as the definitive source for research (InformeDesign) and continuing education (HR)

Tactic 6 Support, provide and encourage networking opportunities with ASID professional and IP members through local and national events and through the ASID Web site (HR)

Tactic 7 Reach out to interior design educators through direct mail (scholarships, research materials, Pocket CEU opportunities, etc.) and by becoming an important resource for classroom materials and speakers

Tactic 8 Establish stronger relationship between IP and students through "sponsor a student" program, career day/career exchange participation and internship opportunities (HR)

Strategy 10 Establish, promote and foster communities of practice (CoP) within the design community, beginning with CoPs on sustainable design, security and universal/ adaptable design

Tactic 1 Set up a section on the ASID Web site devoted to each CoP and a discussion forum on the ASID bulletin board, and promote through *ASID ICON, ASID NewsFlash*, chapter newsletters, and industry media. (1st Quarter 2004, no additional direct expenses required)

Tactic 2 Develop a quarterly e-newsletter for each CoP (2nd Quarter 2004, no additional direct expenses required)

Tactic 3 Hold special CoP sessions at ASID's annual conference (included in annual conference costs)

Strategy 11 Expand the sustainable design community of practice (4810)

Tactic 1 Develop an educational and training program for members (HR-costs captured as part of ASID's annual conference)

Tactic 2 Focus on the web site sustainable design component including a discussion forum and knowledge resource section (HR)

Strategy 12 Conduct and/or collaborate annually on at least two interior design research projects that address identified knowledge gaps in the residential and commercial sectors

Tactic 1 Continue support and promotion of InformeDesign partnership between ASID and the Univ. of Minnesota (4500) (on-going)

Tactic 2 Conduct research and develop white paper on design issues related to privacy in various work environments (e.g., health care, law, financial services, human resources) (4850) (3rd Quarter 2004)

Tactic 3 Conduct research and disseminate a report on higher-income homeowners' current and anticipated use of technologies to make their homes safer, securer and healthier (possibly in partnership with one or more related associations). Develop a CEU to educate residential designers (and others?) about current market trends and relevant product types (4860) (FY 05)

Tactic 4 Compile and synthesize industry research on strategies to reduce noise in the workplace and update "Sound Solutions" material. Develop new white paper and CEU to present at professional interior design conferences (4820) (begun in FY2003, complete by 1st Quarter 2004)

Tactic 5 Convene an ASID/InformeDesign design research workshop to develop research agenda/directions in specified areas to guide future ASID research efforts and inform educators and researchers (first event to be held in January 2005)

Strategy 13 Educate practitioners about how to pursue Federal Government design projects

Tactic 1 Expand members understanding of the process required to bid competitively through regular communications about GSA and other federal government design projects (HR)

Tactic 2 Present CEU at NeoCon East (November 2003) (HR)

Objective 5: Increase ASID Advantage net revenue by 5**%**

Strategy 1 Provide relevant business tools and programs to support members' business practices and research new opportunities

Tactic 1 Offer residential contracts electronically (9720)

Tactic 2 Increase visibility of ASID Job Center as an area for design professionals and students to seek professional growth opportunities (9760)

Tactic 3 Explore new program development (9750)

GOAL 2 Provide effective delivery vehicles that support members, business partners and allied organizations, and customers

Objective 1 Determine programs, services and knowledge that should be delivered nationally and at chapters. Restructure member service delivery based on those determinations

Strategy 1 Finalize member service delivery scenarios from Board retreats and present to Board (1st Quarter 2004)

Tactic 1 Implement Board approved direction

Strategy 1 Provide training workshops at chapter level on working with Industry Partners, relationship building, member marketing and sponsorship development and management

Tactic 1 Present program at 7-10 chapters across the country (included in 2100)

Strategy 2 Use the ASID Web site as a primary vehicle for delivering information, knowledge, products and services

Tactic 1 Expand e-commerce capabilities to include online events registration, publications ordering, contract documents (completion of work begun FY2003 by 1st Quarter 2004)

Tactic 2 Develop and maintain chapter sponsorship postings to facilitate Industry Partners' access to sponsorship opportunities (HR)

Tactic 3 Develop and maintain an Industry Partner newsletter as an adjunct to *NewsFlash* for members to click through with timely industry articles, resources and information (HR)

Strategy 3 Enhance customer service by HST that improves member (Practitioner, Student, Industry Partner) satisfaction and their professional practices (1600)

Tactic 1 Identify key issues and trends emerging from member and customer inquiries (on-going) (HR)

Tactic 2 Establish quick response system to those questions on the Web, through fax back and timely template responses (on-going) (HR)

Tactic 3 Provide information via *NewsFlash* re: emerging trends and how to address (on-going) (HR)

Tactic 4 Continue to track identified measures to gauge improvements in customer satisfaction (on-going)

Strategy 4 Provide on-site strategic planning facilitation assistance to chapters (7110)

Tactic 1 Identify, train and send counselors to facilitate strategic planning sessions

Objective 2 Deliver customized knowledge and information to all members (Practitioners, Students, Industry Partners) --"customization to me"

Strategy 1 Establish protocols for the types of information to be captured and a uniform format for inputting into the database; develop systematic process for "pushing" info to targeted membership segments (HR)

Tactic 1 Convene stakeholders to identify the information to be captured, make any necessary database adjustments and develop specific "push" strategies to convey practice specific information to targeted member segments (primarily HR)

Strategy 2 Provide Industry Partners with richer and more detailed information on designers' methods and specialties of practice

Tactic 1 Analyze designers' membership behavior (event attendance, e-commerce purchases, demographic info, etc.) in order to market more valuable list information to Industry Partners (HR) (data captured in 2004; market in 2005)

GOAL 3 Ensure that the ASID brand is dominant in the design marketplace

Objective 1 Develop and execute an ASID brand identity program. Develop programs, products and/or services that shore up ASID's brand in identified market segments. (4040) (2004)

Strategy 1 Identify brand strengths/weaknesses and determine desired brand identity

Tactic 1 Retain consultant to assist in evaluating current brand based on available research. (Fill in research gaps, if necessary.) Determine how brand should be changed, if needed. Develop marketing and promotional campaign to establish new brand

Strategy 2 Identify audiences to target to increase brand awareness and develop marketing and advertising materials as appropriate (see above)

Tactic 1 Develop a 1 hour CEU that includes information on scanning and other relevant Society initiatives (e.g. InformeDesign) for presentation at large firms in brown bag lunch and learn format. Use identified ASID "champions" within large A&D firms to gain access; capture and leverage the resulting dialogue (HR)

Tactic 2 As audiences are defined, expand the program to create targeted programs for each audience

Strategy 3 Implement branding strategy as defined in strategy 1 above

Tactic 1 tactics to be determined based on work in G3, 01, S1, T1

Tactic 2 Continue to build ASID presence at major trade shows and industry events, targeting membership with commercial and residential manufacturers (included as part of 2100)

Objective 2 Facilitate direct interactions with the media and consumers of design services to expand markets for interior designers

Strategy 1 Position interior design as the profession best qualified to address and promote the welfare/well being of individuals within specific built environments, particularly in the areas of sustainable design, designing for an aging population/universal design, and security

Tactic 1 Develop and implement PR/media strategies to get ASID's messages on these areas into media used by potential clients and partners in the built environment. Track topic specific placement success using clipping service (4010)

Tactic 2 Encourage members with subject matter expertise to submit presentations or participate on panels at conferences held for end-user communities (e.g., attorneys, hospital administrators, facility managers, restaurant owners, hotel managers) to raise awareness of the value interior design brings to the environments they and their customers utilize

Tactic 3 Identify and train (as needed) 75 subject matter experts within the membership (practitioners, educators and Industry Partners) who are willing to respond quickly to media/industry inquiries on major developments related to these issues; develop media training video and conduct training at ASID's annual conference (4020) (1st Q – 2nd Q 2004)

Strategy 2 Analyze and evaluate member needs, expectations and level of satisfaction with ASID referral service (7600)

Tactic 1 Conduct an e-mail survey of current referral service participants (2nd Quarter 2004)

Tactic 2 Use results to refine and help participants better understand the service and its users (3rd Quarter 2004)

Strategy 3 Explore alternate methods of advertising referral service other than paid ads in residential shelter publications (HR)

Tactic 1 Seek "public service announcement" opportunity with HGTV or other design-focused networks

Tactic 2 Develop collateral materials (e.g., brochure, bookmark, magnet) for distribution at consumer venues (e.g., home shows, show houses) (included in 7600 above)

Tactic 3 Offer "in-kind" exchange for advertising space (e.g., membership list, media sponsorship for ASID event) (on-going)

Strategy 4 Promote ASID and its members to users of contract design services

Tactic 1 Pursue an alliance with commercial realtor groups and other affiliated professionals

Tactic 2 Establish a presence (advertising or editorial) in trade publications targeting users of contract design services (facilities managers, building owners, hospitality, etc.) (HR/in kind contribution)

Tactic 3 Conduct and promote commercial project awards (see G3, O3, S1)

Objective 3 Gain recognition for the achievements of the Society and its members within the profession

Strategy 1 Aggressively promote our members' accomplishments and foster a shared sense of community

Tactic 1 Conduct residential and commercial project awards programs (4200)

Tactic 2 Hold ASID…A Celebration (2nd Quarter 2004) (6560)

Tactic 3 Hold Southern Accents award program (included in 4200)

Tactic 4 Recognize the Fellows of the Society (1300)

Objective 4 Increase professional qualifications for incoming ASID practitioner members (1150)

Strategy 1 Provide board with recommended bylaw modifications and implementation timeline (1st Quarter 2004)

Tactic 1 Develop plan to communicate new categories to internal (members) and external (consumers, design community, prospective members)

Tactic 2 Identify information and service needs of professionals in related design fields. Develop new and/or revise existing services to meet those needs

Tactic 3 Implement new membership categories

Objective 5 Grow membership across all membership categories with emphasis on targeted segments (FY 2004)

Strategy 1 Develop a multi-year membership marketing plan geared toward recruiting emerging practitioners (1220)

Tactic 1 Use content from focus groups and other member research to develop education and benefits package attractive to emerging professionals, to include CEUs, networking opportunities and online resources

Tactic 2 Explore additional incentives for taking NCIDQ

Tactic 3 Identify key messages to appeal to non-members

Tactic 4 Partner with education team to inform students throughout their interior design education the value of advancing their membership upon graduation

Tactic 5 Continue to actively promote student advancement to Allied membership status to graduating seniors

Strategy 2 Develop a membership marketing plan geared toward commercial designers (part of 1100 below)

Tactic 1 Use content from focus groups and other member research to develop education and benefits package attractive to commercial designers, to include CEUs, networking opportunities and online resources

Tactic 2 Identify key messages to appeal to commercial non-members

Tactic 3 Explore possible media outlets for membership marketing, including advertisements in commercially focused web sites, newsletters and magazines

Strategy 3 Increase practitioner membership by 2.5% (FY 2004) (including efforts in S2 above) (1100)

- **Tactic 1** Continue to offer enhanced membership application/renewal processing via the web
- **Tactic 2** Conduct direct mail membership solicitation using targeted third party lists
- **Tactic 3** Continue to offer and promote the incentive program for chapter membership recruitment/retention

Strategy 4 Increase student membership by 3% (FY 2004) (1220)

- **Tactic 1** Deliver fall recruitment and retention packages to all student chapter leaders for fall kick off events and on-going recruitment
- **Tactic 2** Encourage new student chapter formation at schools with interior design programs (via web and coaching from ASID staff)
- **Tactic 3** List the benefits of student membership in the public section of www.asid.org.
- **Tactic 4** Provide student chapters with a poster with tear off applications

Strategy 5 Increase IP membership by 5% (FY 2004)

- **Tactic 1** Attend specialized tradeshows to meet and recruit potential members (i.e. lighting, flooring, sustainable products, healthcare)
- **Tactic 2** Obtain mailing lists from above trade shows and solicit membership (2100)
- **Tactic 3** Attend chapter events to educate chapter leaders and members on recruiting and retaining Industry Partners (2100)
- **Tactic 4** Conduct IP member benefits survey, analyze results and adjust service offerings where appropriate (HR)
- **Tactic 5** Create marketing flyer that outlines current and new member benefits (2100)

Standard Operating Procedure (S.O.P.)

Member Services

- Membership invoicing (staff and on-line) (1240)
- Administrator training (1700)
- Student advancement to Allied membership (1220)
- National elections (9020,9021)
- Membership cards (1260)
- Membership certificates for Professional members (1280)

Industry Partners

- Recruitment and retention activities (2000/2100)
- Cost of sponsorship (2400)

Education

- Student member invoicing/application processing/ membership card distributing, ACCESS NeoCon career exchange attendance and student subsidy at the summer meeting (3300)
- Educational Foundation awards and scholarships (comes out of Foundation budget)
- IDCEC participation (3800)
- IDEC conference participation (3500)

Communications & Knowledge Resources

- *ASID ICON* magazine (4600)
- Member publications (e.g., fact sheets, member bulletins) (4610)
- Marketing materials (e.g., residential brochures, "Professional Exposure") (4620)
- Promote all education and research initiatives through ASID's Web sites, *ASID ICON, NewsFlash*, print publications, and media outlets. (HR)
- Media Relations – (media tour, media kits, board media training, tracking media presence and other PR tools (4010, 4020, 4030)

Government and Public Affairs

- Maintain ASID's participation and visibility in federal issues affecting the built environment (5530)
- Maintain and publish ASID's code of ethics (5400)

Special Projects

- NeoCon, NeoCon West & NeoCon East (6100)

Affinity Programs

- Mailing Lists (9710)
- Professional Seals (9730)
- ASID/MBNA MasterCard (9740)
- Insurance Program (9741)

ASID Strategic Planning

- Strategic planning (7100)

Other

- CCTF - (7200s)
- Board of Directors/Board meetings/Officers (9000 through 9013)
- Liaisons (7300 through 7350)

ASID Foundation
FY 2004-2006 Strategic Plan

Objective 1 Expand the ASID Foundation's capabilities to support educational and research initiatives by increasing financial resources (7500)

Strategy 1 Provide marketing materials that help members determine how they can donate money to ASID

Tactic 1 Create and distribute "How to support ASID" materials to members

Strategy 2 Develop a tracking system for all donations

Tactic 1 Set up database to segment prospects, manage communications and track donations

Strategy 3 Create levels of annual giving

Tactic 1 Define categories from "Founding Donors" to "Supporting Contributors" and create annual benefits for each giving category

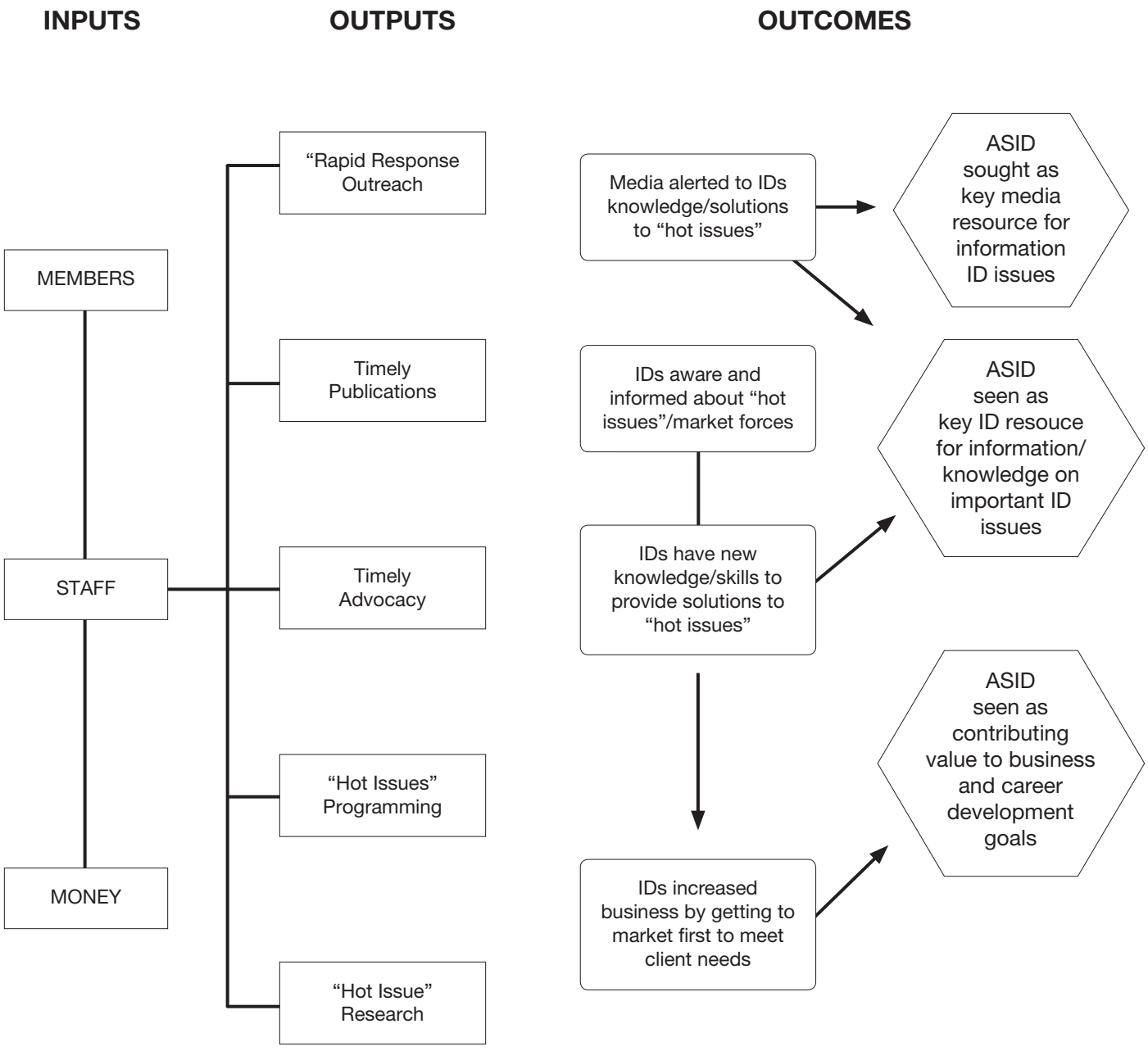
Strategy 4 Create communications vehicles to keep donors informed of Foundation's mission and initiatives

Tactic 1 Create a newsletter

Tactic 2 Provide Foundation Annual Report

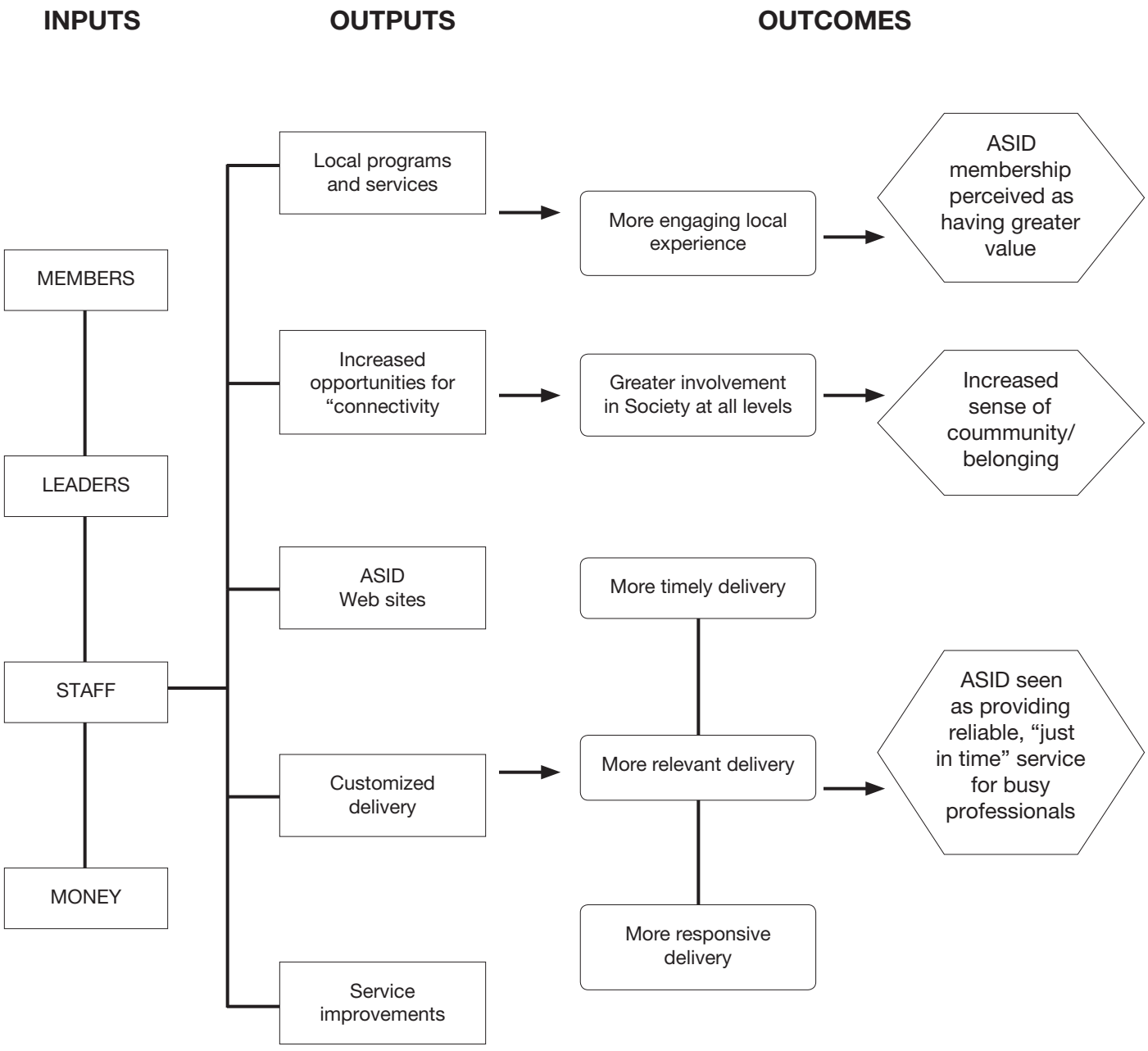
Outcomes Example

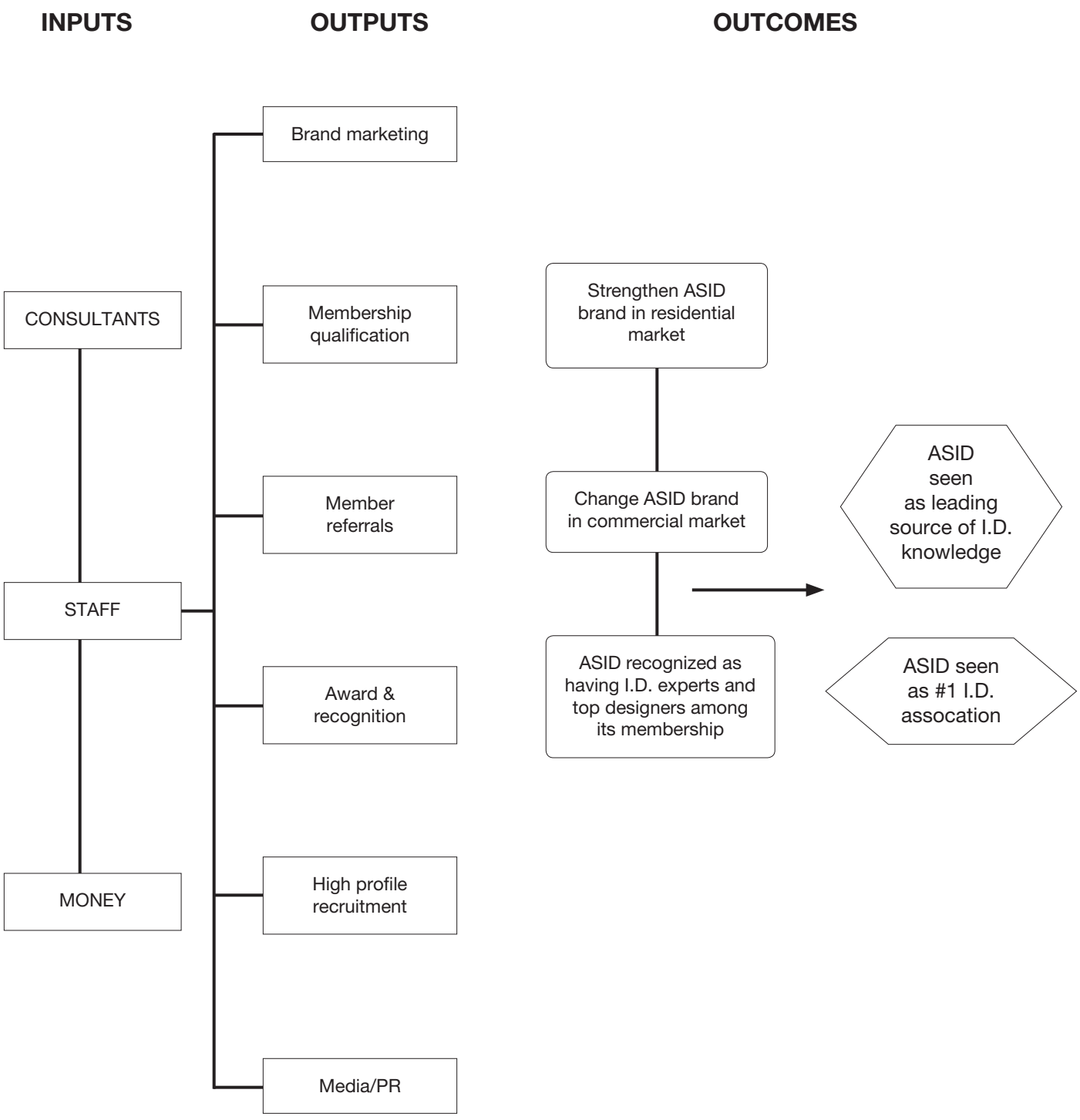
Goal 1: Relevancy



Outcomes Example

Goal 2: Service Delivery



Outcomes Example

Goal 3: ASID Brand