

#### **I.A. Deliver consistent, timely and engaging messaging that leverages multiple media and channels of communication**

- A. Strengthen and expand social media channels with stories, testimonials, and video content, networking, and more to cement design impacts life, inclusivity, and increase interaction
  - 1. Develop job description and hire a dedicated social media expert
  - 2. Use closed page as open forum for networking/exchange
  - 3. Create a roundtable forum for designers to advise Ips of current needs
  - 4. Create a series of professional designer/students roundtables
- B. Revise ASIDNJ website template to include current information (calendar) - ADMIN
  - 1. Set standards for posting current information
  - 2. Prepare and post updates as needed
- C. Use ROBO calls to inform members of social media channels, special events
  - 1. Prepare and deliver messages as needed
- D. Communicate DIL message to public
  - 1. Press releases for community service projects to highlight DIL
- E. Use BluePrint as a means to strengthen DIL message and to promote Designers and Ips
  - 1. Two paper and digital issues for the year

#### **I.B. Ensure our brand is credible and delivers recognizable benefits and value to our customers and stakeholders**

- A. Determine what members value
  - 1. Survey members to ask current needs
  - 2. Call non-renewing members to determine what is valued, review membership benefits
  - 3. Call each new member to determine what is valued, review membership benefits
  - 4. Conduct social media surveys
  - 5. Conduct exit surveys for ASID engagements
- B. Deliver what members value
  - 1. Assess survey and interview results to inform future offerings; share trends with IP
  - 2. Establish student mentoring process to encourage and promote career development and professional certification
  - 3. Engage prominent speakers
  - 4. Develop and fund the Q-practice group for the coming year
  - 5. Seek member sponsors of Q-practice enrollment costs

#### **II. Build consensus around a normalized vision of interior design to demonstrate the impact on the human experience**

- A. Ensure all ASIDNJ communications reflect DIL message
  - 1. Educate BOD, chapter leaders and representatives to use of consistent message
  - 2. Educate members by including extended DIL message, hashtags, etc. to social media, programs
  - 3. Solicit, vet and post DIL stories/videos/student projects from members
  - 4. Highlight DIL publicity opportunity as member benefit
- B. Develop and disseminate ASIDNJ communications protocols to external print/electronic media channels
  - 1. Establish external communications protocols
  - 2. Survey and identify media outlets collaborating with message placement
  - 3. Develop relationships with collaborating media outlets
  - 4. Assess effectiveness of DIL communications strategy
  - 5. Publicize DEA winners with DIL filter

#### **III. Lead diversity and inclusion efforts within the interior design profession and with our customers and stakeholders**

- A. Develop communications to include images and content representative of diverse ethnicities, ages, work stages, etc.
  - 1. Provide content and opportunities appealing to a diverse audience of customers and stakeholders
  - 2. Promote HQ virtual internship program
  - 3. Seek diverse speakers in all areas of design
  - 4. Seek opportunities to collaborate with other design/design related organizations

#### **IV. Create a portfolio of new and innovative offerings that generate alternative revenue at scale**

- A. Evaluate the success of the 2020 business conference to inform decisions regarding program offerings
  - 1. Survey Business and "smaller" programs for effectiveness