### 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