



Association
of Registered
Interior Designers
of Ontario

LOUNGE
35.30 M²

5800

KITCHEN
23.85M²

2019 STRATEGIC PLAN

MARCH 2019 - MARCH 2020

The Five Strategic Pillars

The following five areas of focus will continue to be essential priorities to ARIDO's continued success over the next year:

BACKGROUND

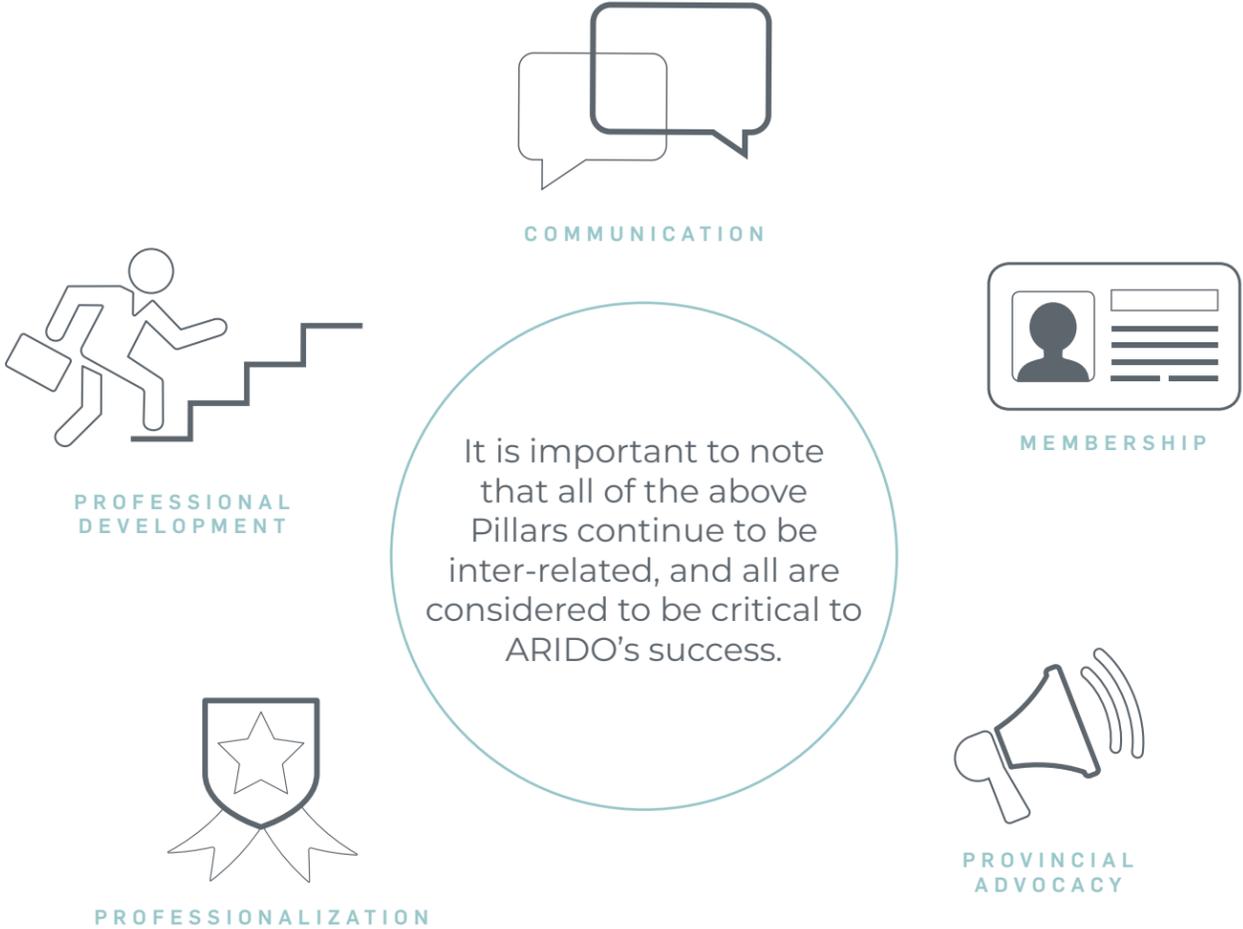
This plan is in follow up to the 2018/2019 strategic plan which focused on a roadmap that would guide ARIDO to its next destination as a vibrant, rejuvenated membership-based, professional organization. It is intended to keep this momentum of the Board and staff moving forward from March 2019 to March 2020.

This plan was formulated on November 24, 2018 and was attended by:

- David Gibbons (Past-President)
- Lucia De Biasio (President-elect)
- Daniel Long (VP, Finance)
- Jordan Fang (Intern Director)
- Adriana Mot (Director)
- Jennifer Torok (Director)
- Jennifer Warling (Director)
- Chantal Philippe (Director)
- Dolores Pian (Director)
- Penny Fobler-Cressy (SOC)
- Roberta Diachok (GTAC)
- Sharon Portelli, Executive Director/Registrar
- Irma Kemp, Executive Assistant

Board members and Chapter leaders who were unable to participate were:

- Sheri Crawford (President)
- Helena Ventrella (Secretary)
- Karin Vandenberg (Director)
- Erin Jenner (Education Director)
- Johanna Garwood (EOC)
- Jennifer McBride (WOC)



In addition, ARIDO's mandate of regulating the interior design profession in Ontario for the betterment of the profession and in the best interest of the public continues, along with the goal of demonstrating **value** to its members.

The Board of Management is there to provide strategic direction and the staff are responsible for operational execution. For each pillar a strategic goal was crafted along **S.M.A.R.T.** principles so that each goal and associated actions are **S**pecific, **M**easurable, **A**ttainable, **R**esults-based and **T**ime-based.



COMMUNICATION PILLAR



Strategic Goal:

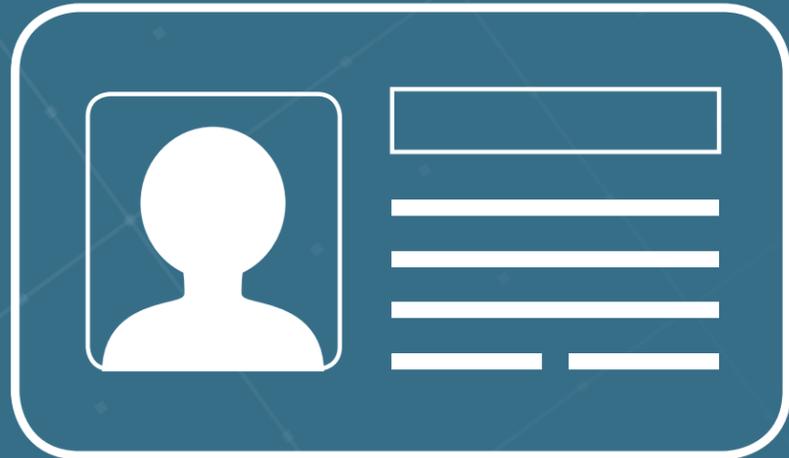
As of March 2020, ARIDO members are better informed about what we are doing, where we are going and what we offer.

Actions:

The ARIDO Board and staff agree that communication continues to be a key priority that influences all other Pillars in the Strategic Plan. Effective and consistent communication is critical to ARIDO's continued success.

This will be accomplished by:





MEMBERSHIP PILLAR



Strategic Goal:

ARIDO has a robust and value-based recruitment and retention program leading to a 5% increase in membership by March 2020. This growth would be greater than membership growth rates achieved within the 2018/2019 strategy.

Actions:

This will be accomplished by:



1. Continuing to offer and develop value-added member programs such as:
 - a) The ICRS program which is in place to provide non-traditional and foreign-trained interior design practitioners entry to the ARIDO Intern path
 - b) A new non-traditional and foreign-trained assessment for those who will need to become qualified to transition in through the ARIDO and OAA Direct Regulation model



- c) Investigating new provincial based membership benefits and services:
 - i. Online job board
 - ii. Discount programs for products and services available to all members
 - iii. Small business support services, i.e. HR support, legal support, financial management



- d) The Best Practices series of tools that support the needs of the profession in the following areas:
 - i. Interior design services – residential and corporate sectors
 - ii. Residential based interior design contracts
 - iii. Construction Lien Act and Prompt Payment primer
 - iv. Student and Intern Career Path Guide (NCIDQ exam info and next steps, portfolio guidelines etc.)
 - v. Non-design resource tools to assist in running a practice (finances, marketing, HR)
 - vi. Building Code Reference Guide



2. Continuously explore and maintain a proactive and innovative member engagement process to:
 - a) leverage Chapters and build grass-roots initiatives in all regions;
 - b) leverage and engage the Membership, Residential and Intern committees;
 - c) maintain the Mentorship Program for Interns and expand the offering to Students;
 - d) increase engagement with students who are currently enrolled in an ARIDO recognized education program;
 - e) increase engagement with the faculty and Educator members of an ARIDO recognized education program.



PROFESSIONAL DEVELOPMENT PILLAR



Strategic Goal:

By July 1, 2019 have a transitional Professional Development Reporting system that provides members with a simple way of reporting their hours. ARIDO will also provide ongoing support to the membership that assists them in understanding their obligations and compliance with the requirements.

Actions:

ARIDO endeavours to ensure the PD program is fair, relevant and efficient by:



1. Ensuring a simple and user friendly online reporting system is in place for those members who no longer have access to or who choose to cease using IDCEC's online reporting system;



2. Maintaining the lines of communication between the chapters, suppliers, CEU providers and ARIDO to ensure CEU opportunities are available to ARIDO members across the province and in all disciplines and sectors;



3. Promoting CEU opportunities offered through providers or local chapter communities;



4. Providing frequent, clear and friendly reminders to ARIDO members encouraging their reporting and compliance with the program;



5. Ensuring Industry Partners have clear information on CEUs that qualify, content areas as mandated by the membership and have clear channels of communication with ARIDO;



6. Surveying the membership and obtain feedback on the current PD Program and Reporting system;



7. Supporting members' CEU reporting experiences in the ARIDO online reporting system;



8. An annual review should be completed by the Board of Management to ensure relevance and efficiency of the program.



PROFESSIONALIZATION PILLAR

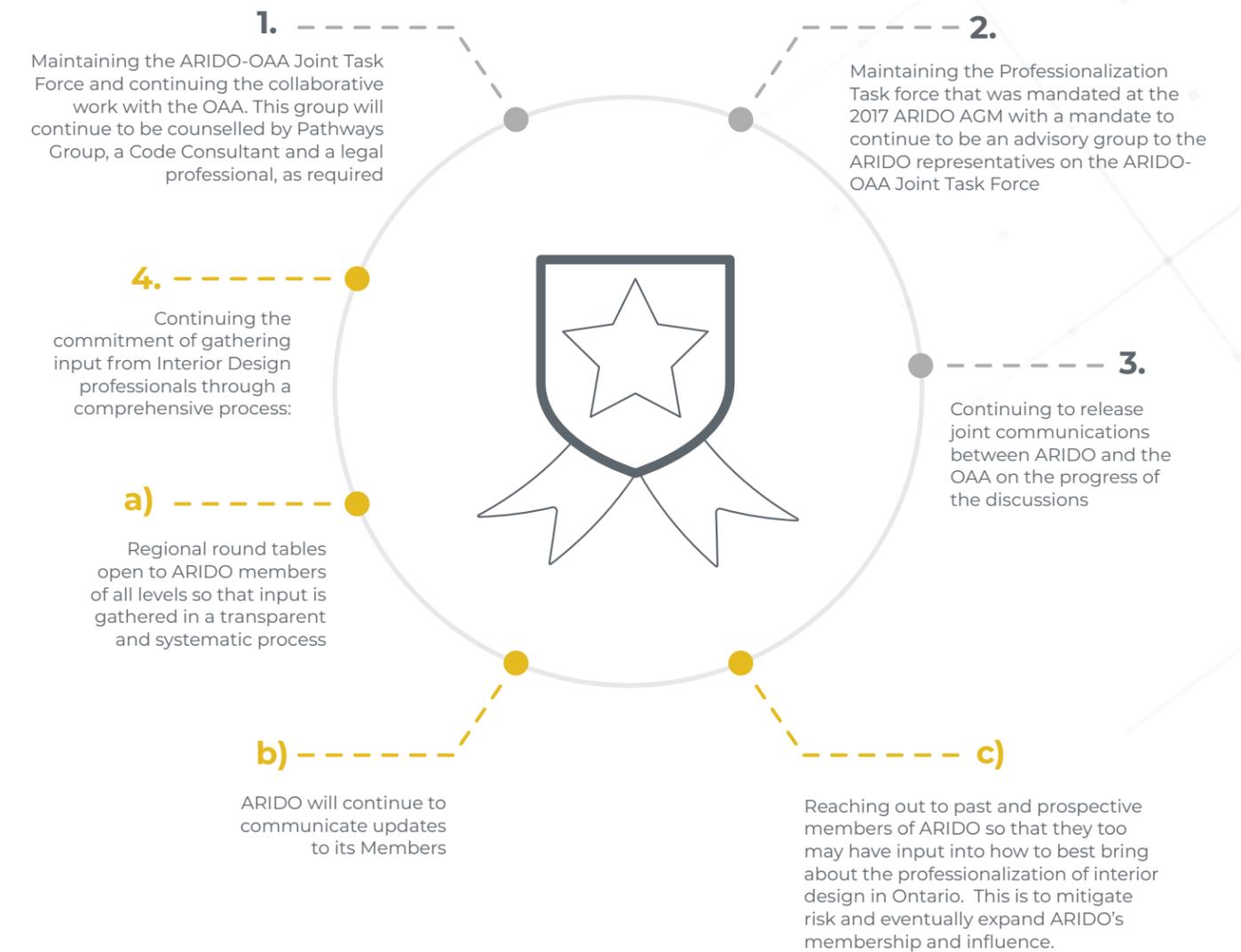


Strategic Goal:

Acting upon the June 18, 2018 member vote, ARIDO will negotiate an agreement with the Ontario Association of Architects (OAA) wherein the scope of practice for interior design is protected and regulated within the Architect's Act consistent with Model #1.

Actions:

This will be accomplished by:





PROVINCIAL ADVOCACY PILLAR



Strategic Goal:

By March 2020, the public will better understand the value and scope of interior design, and when to engage an Interior Designer.

Actions:

This will be accomplished by:



1. Continuing to advocate for the profession within the construction and design industry by:
 - a) responding to Requests for Proposals (RFPs) published by third parties which exclude interior designers from bidding on interior design projects in the province of Ontario;
 - b) reaching out to the Ontario Building Officials Association (OBOA) to partner in educating building departments on the scope that Interior Designers can practice;
 - c) advocating on behalf of the profession related to submission of permit;
 - d) reaching out to media and stakeholders to remind them of the protected title Interior Designer, in particular those that may be misleading the public. i.e., HOUZZ, Facebook etc.
 - e) leveraging our stakeholder relations and building awareness around the interior design profession (BILD, OGCA, OBOA, CDAO)
 - f) keeping members updated regarding stakeholder relationships and partnerships
 - g) continuing to enforce Bill Pr6 and the protected title of "Interior Designer".



2. Raising public awareness on interior design and qualified practitioners in Ontario by:
 - a) continuing an assertive campaign that includes publications, media platforms, social media and BLOG//ARIDO;
 - b) having a presence at public tradeshows such as IDS Toronto and other public shows as identified;
 - c) using a variety of tools and channels for external audiences that may include BLOG//ARIDO, social media, infographics, tv programming, tradeshows, streaming events, marketing materials, media kit, etc.;
 - d) continuing the ARIDO awards program to recognize excellence in interior design within Ontario;
3. Developing tools to assist raising public awareness that members and ARIDO can use:
 - i) Consumer Guide for all residential and corporate-commercial sectors
 - ii) Infographic on Interior Design Scope of Practice
 - iii) Infographic on Interior Design Process
 - iv) Template RFP for interior design services – residential and corporate Sectors



4. Improving ARIDO's brand exposure in the public realm so that the public knows where to look for a qualified Interior Designer.



5. Representing the profession in Ontario at the Provincial Presidents' table.

NEXT STEPS

The document was reviewed by all who attended, along with those who could not be there, and is the Plan that will help the Board of Management and staff work together towards the continued goal of a revitalized ARIDO. This plan was circulated to the Board for review and approved by the Board at its January 14, 2019 meeting. It will then be presented at the 2019 AGM so that members are made aware of ARIDO's plans in the next year.



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