

ARIDO Strategic Plan

March 2018-March 2019



Association
of Registered
Interior Designers
of Ontario

Background

This plan is in follow up to the 2017/2018 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 for March 2018 to March 2019.

This plan was formulated on December 2, 2017 and was attended by:

- David Gibbons (President)
- Sheri Crawford (President-Elect)
- Deanna Hayko (Past-President)
- Daniel Long (VP, Finance)
- Helena Ventrella (Secretary)
- Karin Vandenberg (Director)
- Jennifer Torok (Director)
- Chantal Philippe (Director)
- Dolores Pian (Director)
- Penny Fobler-Cressy (SOC)
- Sabrina Carinci (GTAC)
- Roberta Diachok (GTAC)
- Jennifer McBride (WOC)
- Sharon Portelli, Executive Director/Registrar

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

- Lisa Sandham (Director)
- Lizanne Dubien (EOC)

The document was reviewed by all who attended, along with those who could not be there. Staff input was included, and the final document was approved by the Board of Management on March 19, 2018.

The Four Strategic Pillars



Communication

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



Membership



Professional Development



Professionalization

It is important to note that all of the above Pillars continue to be inter-related, and all are considered to be critical to ARIDO's success.

In addition, ARIDO's mandate of regulating the interior design profession in Ontario for the betterment of the profession and in the best interests of the public continues along with the goal of demonstrating *value* to its members. Without a clear value proposition, existing members will leave, new ones will not join, and the association simply will cease to exist.

The Board of Management is there to provide strategic direction and not be involved with 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:

Maintain an effective, ongoing communication program from March 2018 to March 2019 so that internal and external stakeholders understand why ARIDO exists and the value it offers.



Actions:

The ARIDO Board and staff agree that communication continues to be a key priority that influences the Membership, Professional Development and Professionalization Pillars. Effective and consistent communication is critical to ARIDO's continued success.

This will be accomplished by:



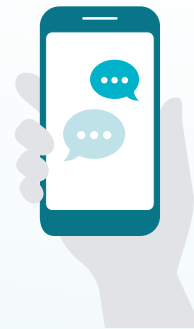
1.

Maintaining the work of the Communications Committee who will continue to advise the Communication Specialist, Board and Staff;



2.

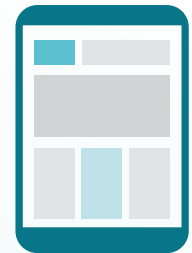
Maintaining a Communications Plan that maintains or increases the frequency and effectiveness of communiqués to the Membership, as required (monthly communiqués), and with external stakeholders;



3.

The Communications Plan will be used to:

- a) Leverage all member categories (Students, Interns, Registered members, Life/Retired) for contributions and focusing on the diversity of practice of our members;
- b) Raise awareness to the public on Interior Design and qualified practitioners in Ontario through a more assertive campaign that includes social media and the launch of the ARIDO Blog; **Target date: May 1, 2018 launch.**
- c) Improve ARIDO's brand exposure in the public realm;



4.

The Communications Plan should also use a variety of tools and channels for both internal and external audiences. Tools and channels may include email, ARIDO website, social media, smartphone app, traditional media, chapters, regional member events, infographics, tv programming, tradeshows, streaming events, member discussion board, media kit, etc.

Membership Pillar

Strategic Goal:

To continue to have an ongoing membership recruitment and retention program that further engages current and prospective members, leading to a net 2.5% growth by March 31, 2019. This growth would be greater than membership growth rates achieved within the 2017/2018 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. The Best Practices series of tools. The next release of tools will be public awareness tools that members and ARIDO can use in the following areas:
 - i. Consumer Guide for all Residential and Corporate-Commercial sectors;
 - ii. Interior Design Scope of Practice.
 - iii. Interior Design Process.
 - iv. RFP for interior design services template – Residential and Corporate Sector.
 - v. Residential based interior design contracts.

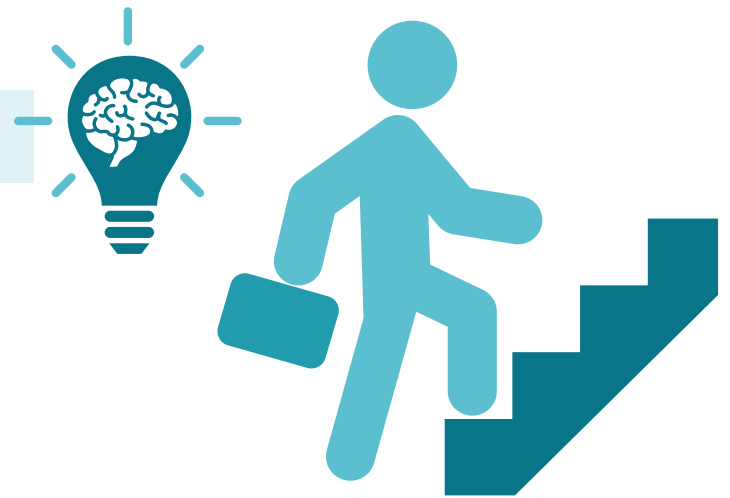


2.

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. Launch the Intern Mentorship Program.
- d. Investigate new membership options (tiered membership, firm memberships, etc.) and benefits (discount programs, new services, etc.).

Professional Development Pillar

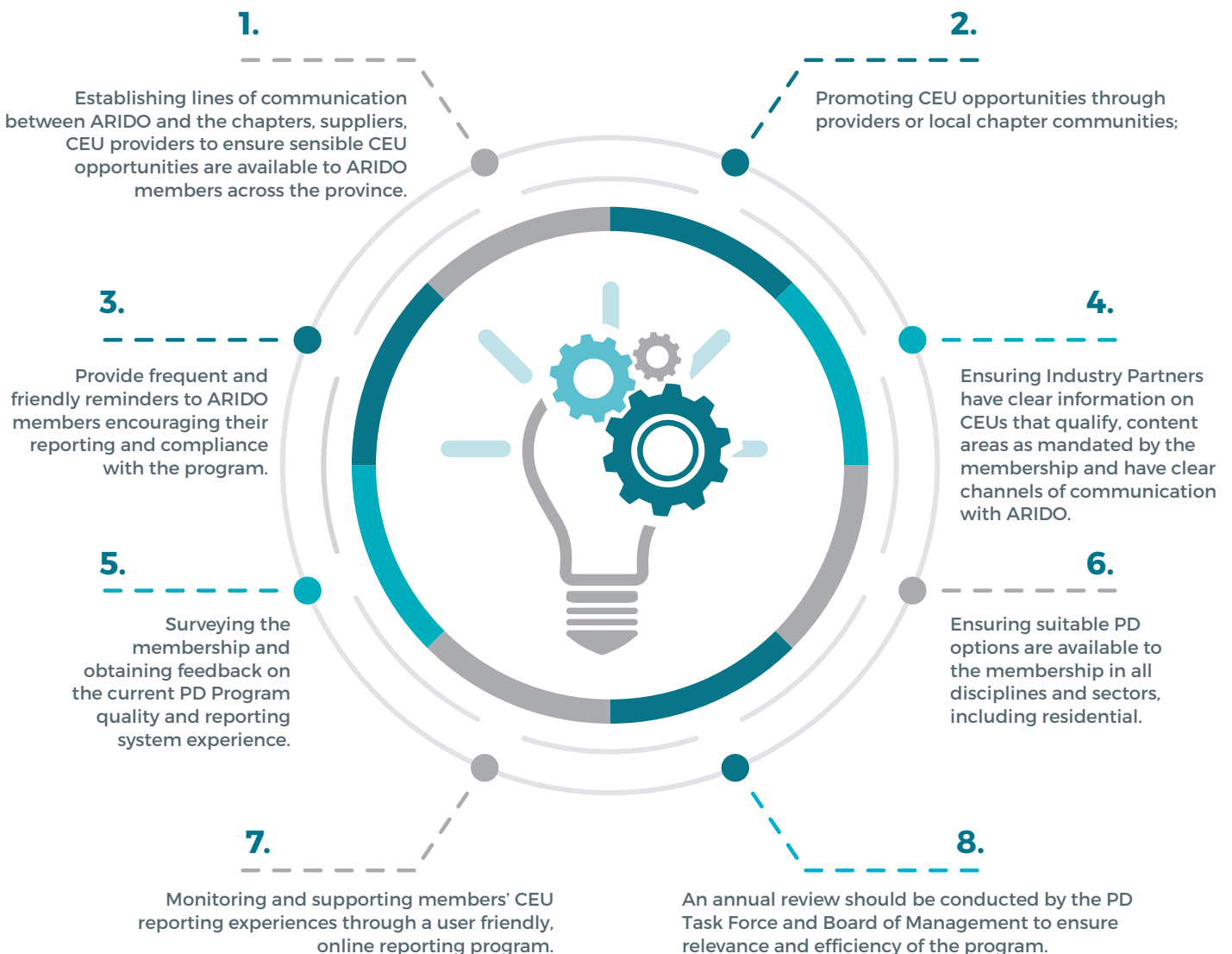


Strategic Goal:

By June 30, 2019, have a successful and effective Professional Development program in which ARIDO ensures its members understand their obligations, provides the support they require, and have the tools for reporting, leading to greater program compliance.

Actions:

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



Professionalization Pillar

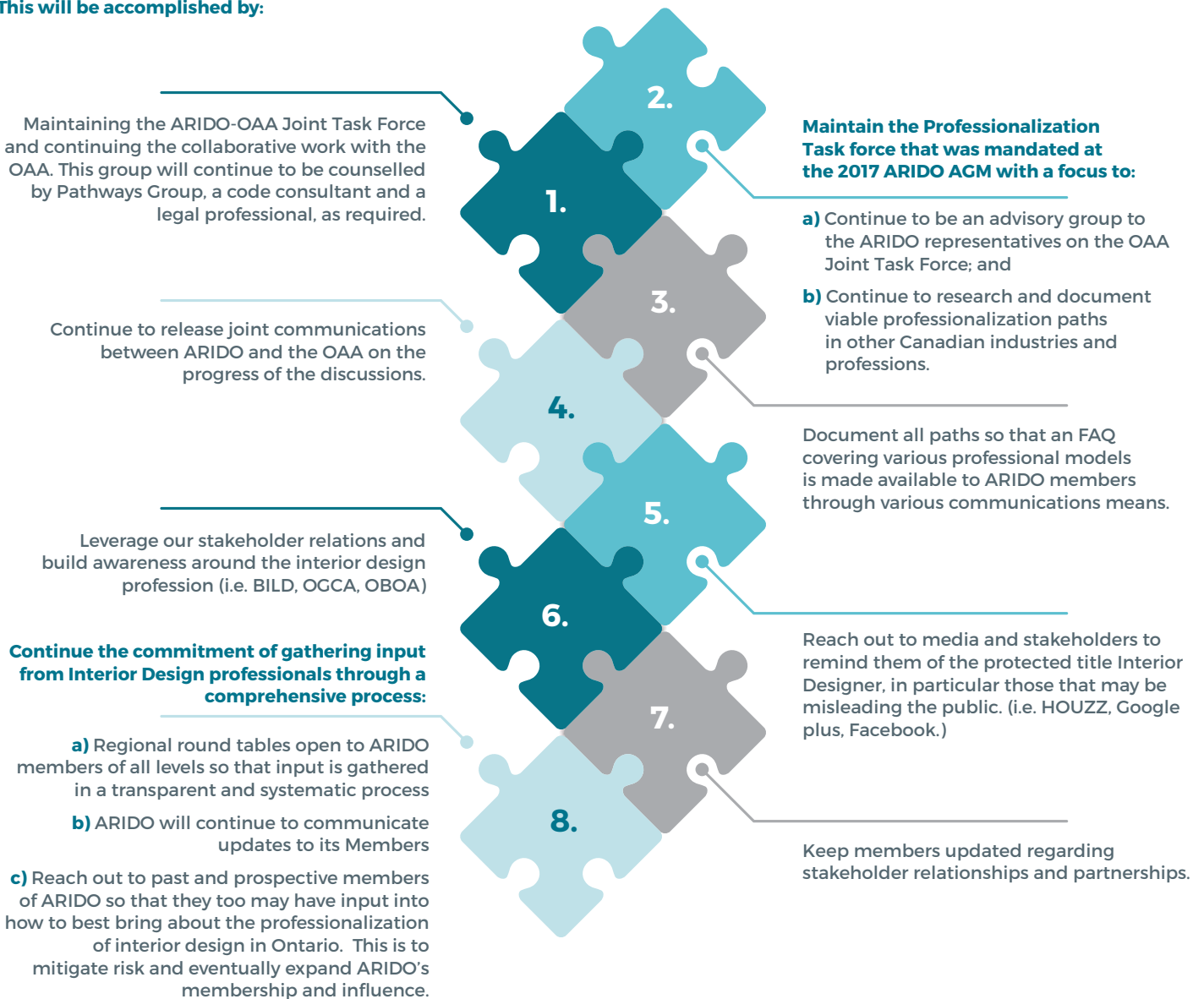


Strategic Goal:

That the Interior Design profession and scope of practice are recognized in Ontario for the important role they play in the construction and design industry, and that those who are qualified and committed to professionalism can practice the scope of work in the Province.

Actions:

This will be accomplished by:



Next Steps

This document 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 March 19th meeting. It will then be presented at the 2018 AGM so that members are made aware of ARIDO's plans in the next year.



Association
of Registered
Interior Designers
of Ontario

Suite C536 – 43 Hanna Ave.
Toronto, Ontario M6K 1X1

T. 416.921.2127
T.F. 800.334.1180
e. info@arido.ca

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