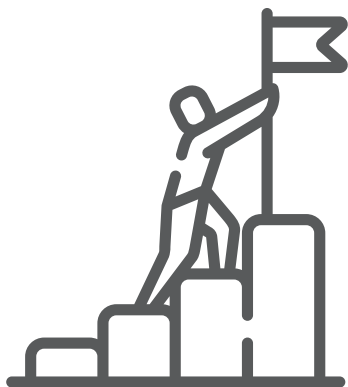




Association  
of Registered  
Interior Designers  
of Ontario

# STRATEGIC PLAN 2020/2021

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# BACKGROUND

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This plan is in follow up to the 2019/2020 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 2020 to March 2021.

This plan was formulated during a full day workshop November 22, 2019 and was attended by:

Lucia De Biasio, President	Sharon Portelli, Executive Director/Registrar
David Gibbons, President-elect	Irma Kemp, Executive Assistant
Sheri Crawford, Past-President	Maya Vnukovsky, Membership Coordinator
Daniel Long, VP, Finance	Ali Moenck, Communications Coordinator
Jordan Fang, Intern Director	Jose Tanabe, Regulatory Coordinator
Adrian Berry, Director	Sandra Noble, Manager, Membership
Jennifer King, Director	
Chantal Philippe, Director	
Dolores Pian, Director	
Tatiana Soldatova, Director	
Roberta Diachok, GTA	

Board members, staff and Chapter leaders who where unable to participate were:

Jennifer Warling, Director  
Karin Crawford, Secretary  
Lynn Ferron, EOC  
Penny Fobler-Cressy, SOC  
Lesley Mason, WOC  
Harrison Zhang, Manager, Accounting



# THE FOUR STRATEGIC PILLARS

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



It is important to note that all 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 interest of the public continues along with the goal of demonstrating *value* to its members.

## SMART PRINCIPLES

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 Specific, Measurable, Attainable, Results-based and Time-based.

# COMMUNICATION

## STRATEGIC GOAL

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ARIDO members are 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 which influences all other Pillars in the Strategic Plan. Effective and consistent communication is critical to ARIDO's continued success.

This will be accomplished by:

1. Maintaining and enhancing an existing Communications Plan that:
  - a. works to raise average viewership of monthly video Updates from 87 views per month (on average) to 250 per month, a 63% increase;
  - b. incorporates testing in select email marketing campaigns, where appropriate, to tailor communications based on initial responses from members;
  - c. increases member awareness of what ARIDO offers now regarding benefits, services, support tools, continuing education opportunities and events;
  - d. keeps all members informed of the joint work with the OAA towards regulation of the profession;
  - e. provides frequent, clear and friendly reminders to ARIDO members encouraging their membership compliance requirements (PD, insurance);
  - f. is used to leverage all member categories (Students, Interns, Registered, Retired/Life) for contributions and focusing on the diversity of practice of our members;
  - g. will use a variety of tools and channels for internal audiences. Tools and channels may include email, ARIDO website, social media, videos, podcasts, smartphone app, traditional media, chapters, regional member events, infographics, television programming, trade shows, streaming events, member discussion board, media kit, etc.

# MEMBERSHIP

## STRATEGIC GOAL

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ARIDO has a robust and value-based recruitment and retention program leading to a 5% increase in membership by March 2021.



## ACTIONS

Maintaining and attracting members is imperative to ARIDO's functionality and goals, as a larger membership base allows for a stronger organization. The ARIDO Board and staff agree that ARIDO should provide value to its members and the profession. Useful, high-quality programs and engagement opportunities are key to retaining and attracting new members.

This will be accomplished by:

1. Continuing to offer and develop value-added member programs such as:
  - a. The Intern Competencies Review System (ICRS) program for non-traditional and foreign trained interior design practitioners as entry into the ARIDO Intern path;
  - b. a new non-traditional and foreign-trained assessment for those who will need to become qualified to transition into the profession through the ARIDO and OAA Direct Regulation model;
  - c. a launch of the new supervised work experience requirement;
  - d. investigating new provincial based membership benefits and services:
    - i. Discount programs for products and service available to all members;
    - ii. Small business support services, i.e. HR support, legal support, financial management, marketing, business development;
  - e. the Best Practices series of tools that support the needs of the profession in the following areas:
    - i. RFP Guide for interior design services for residential and corporate sectors;
    - ii. Interior Design Career Path Guide for various audiences including students, interns, internationally trained and seasoned practitioners (ie. NCIDQ exam info and next steps, NCIDQ study prep courses, portfolio guidelines etc.);
    - iii. Non-design resource tools to assist in running a practice (finances, marketing, HR);
    - iv. Building Code Reference Guide;
    - v. practice support through a Practice Advisory Committee.
2. Continuously exploring and maintaining a proactive and innovative member engagement process to:
  - a. leverage Chapters and build grass-roots initiatives in all regions;
  - b. make the Mentorship Program available through a virtual platform and expand the offering to students;
  - c. increase engagement with students who are currently enrolled in an ARIDO-recognized education program;
  - d. leverage the Career Xpress Committee to act as ARIDO Ambassadors from within the interior design programs;
  - e. increase engagement with the faculty and Educator members of ARIDO recognized education programs and leverage them to be a conduit between ARIDO and Student members.
3. Providing frequent, clear and friendly reminders to ARIDO members encouraging their Professional Development reporting and compliance with the program.

# PROFESSIONALIZATION

## STRATEGIC GOAL

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ARIDO will continue to work with the Ontario Association of Architects (OAA) and lobby with Ontario Government to obtain its approval of the Direct Regulation Model.





## ACTIONS

This will be accomplished by:

1. Continuing to lobby with government for its support in moving the Direct Regulation Model forward, as presented to the Membership
2. Maintaining the ARIDO-OAA Joint Task Force and continuing the collaborative work with the OAA;
3. Continuing to release joint communications between ARIDO and the OAA on the progress of the discussions;
4. Continuing the commitment of gathering input from Interior Design professionals through a comprehensive process of:
  - a. holding regional round tables open to ARIDO members of all levels so that input is gathered in a transparent and systematic process;
  - b. reaching out to past and prospective members of ARIDO so that they too may have input into how to best bring about the professionalization of interior design in Ontario. This is to mitigate risk and eventually expand ARIDO's membership and influence.
5. Keeping relevant stakeholders informed and garner their support for regulation, where possible.

# PROVINCIAL ADVOCACY

## **STRATEGIC GOAL**

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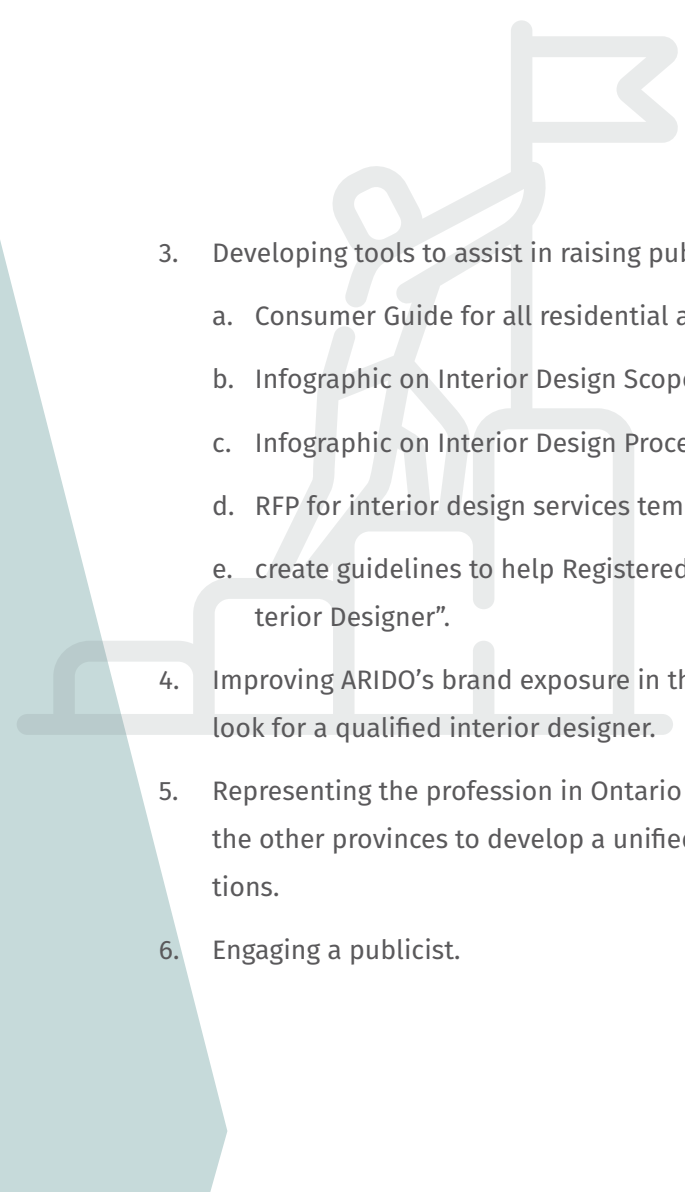
Ensure that the profession and the practice of interior design is better understood for its value, scope of work, and to create a knowledge base so the public and industry know when to engage a Registered Interior Designer.



# 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 clients or third parties who are excluding 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. leveraging our stakeholder relations and building awareness around the interior design profession (BILD, OGCA, OBOA, CDAO, industry partners, IDC);
  - e. keeping members updated regarding stakeholder relationships and partnerships;
  - f. continuing to enforce Bill Pr6 and the protected title of “Interior Designer”, including holding media and networks accountable for misuse;
  - g. holding panel presentations targeted towards educating industry stakeholders such as real estate brokers, facility managers and project management groups.
2. Raising public awareness on Interior Design and qualified practitioners in Ontario by:
  - a. continuing an assertive campaign that includes publications (residential and non-residential), media platforms, social media and BLOG//ARIDO;
  - b. having a presence at public tradeshows such as IDS Toronto and other public shows as identified by the Provincial Advocacy Committee;
  - c. using a variety of tools and channels for external audiences that may include BLOG//ARIDO, social media, infographics, tv programming, video platforms (ie YouTube) trade-shows, streaming events, marketing materials, media kit, etc.;
    - i. 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.
    - ii. grow the following of the BLOG//ARIDO social media channels by 25%;
  - d. create and grow BLOG//ARIDO bi-monthly email newsletter to a target of 500 subscribers.
  - e. educate retail companies on interior design and the protected title of Interior Designer.

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3. Developing tools to assist in raising public awareness that members and ARIDO can use:
    - a. Consumer Guide for all residential and corporate-commercial sectors;
    - b. Infographic on Interior Design Scope of Practice;
    - c. Infographic on Interior Design Process;
    - d. RFP for interior design services template – residential and corporate sectors;
    - e. create guidelines to help Registered members use and promote the protected title “Interior Designer”.
  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 and work with the other provinces to develop a unified, collective voice for the profession in all jurisdictions.
  6. Engaging a publicist.

## NEXT STEPS

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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 13, 2020 meeting. It will then be presented at the 2020 AGM so that members are made aware of ARIDO’s plans in the next year.



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