



Association
of Registered
Interior Designers
of Ontario

Strategic Plan 2021 / 22



BACKGROUND

This plan is in follow up to the 2020/21 Strategic Plan which focused on a road map 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 2021 to March 2022.

This plan was formulated during a full day workshop on November 13, 2020 and was attended by:

- David Gibbons, President
 - Nadia Kuhni, President-elect
 - Lucia De Biasio, Past-President
 - Daniel Long, VP Finance
 - Jennifer Warling, Secretary
 - Jordan Fang, Intern Director
 - Adrian Berry, Director
 - Jennifer King, Director
 - Karin Crawford, Director
 - Golnar Raissi-Dehkordi, Director
 - Tatiana Soldatova, Director
 - Neal Prabhu, Educator Director
 - Sheri Crawford, BOG Chair
 - Sharon Portelli, Executive Director/
Registrar
 - Naji Mourani, GTAC
 - Karin Sergi-Barron, SOC
 - Juanita Dielschneider, EOC
 - Irma Kemp, Executive Assistant
 - Maya Vnukovsky, Membership Coordinator
 - Ali Moenck, Communications Coordinator
 - Jose Tanabe, Regulatory Coordinator
 - Sandra Noble, Manager, Membership
 - Harrison Zhang, Manager, Accounting
- Board members, staff and Chapter leaders who were unable to participate were:
- Darryl Balaski, Director
 - Lesley Mason, WOC

STRATEGIC PILLARS

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

- Communication
- Membership
- Professionalization
- Provincial Advocacy; and
- Equity, Diversity, Accessibility, and Advancement

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. With the addition of the Equity, Diversity, Accessibility, and Advancement Pillar, it is important that ARIDO ensures the spirit of this pillar is carried out through all other pillars.

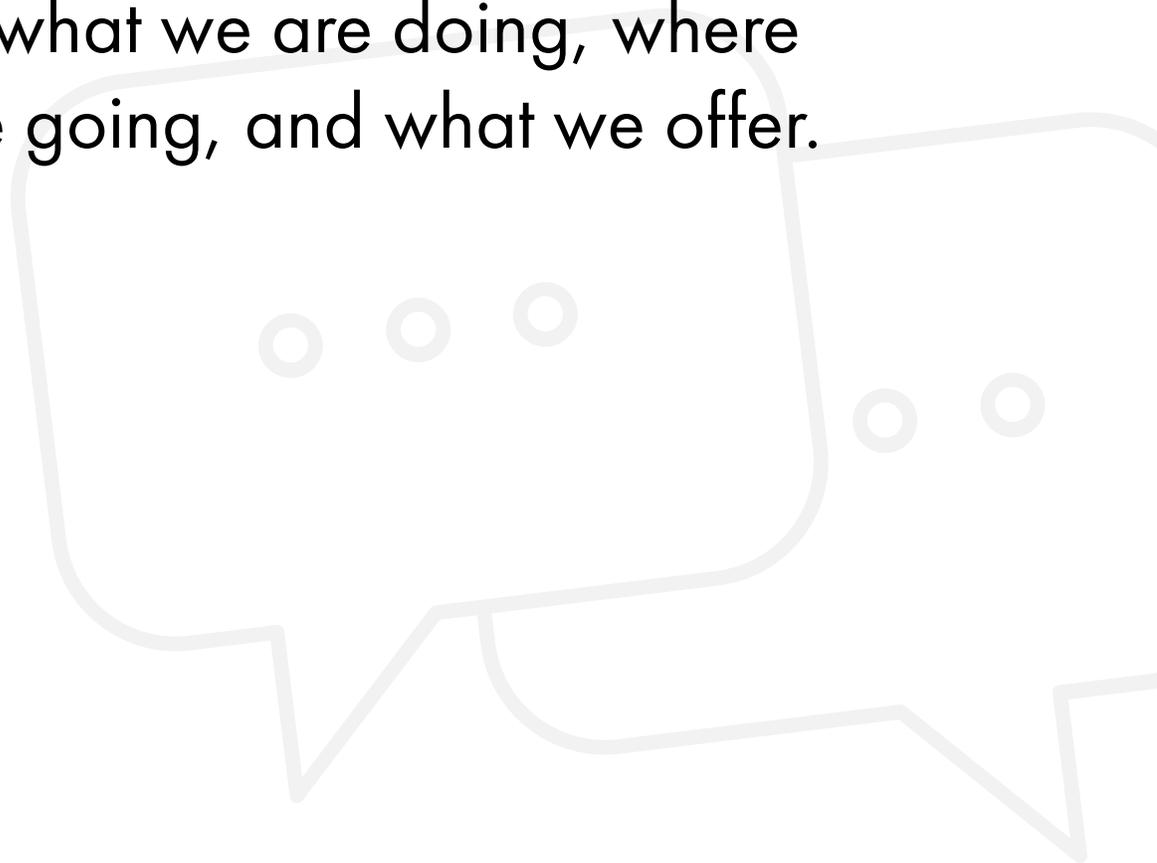
Lastly, ARIDO's mandate of regulating the interior design profession in Ontario for the betterment of the profession and in the best interest of the public continues, along with the goal of demonstrating value to its members.

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

Communications

Strategic Goal:

ARIDO members are informed about what we are doing, where we are going, and what we offer.



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:

1. **Maintaining and enhancing an existing Communications Plan that:**
 - a. **increases member awareness of:**
 - i. **what ARIDO offers now regarding benefits, services, support tools, continuing education opportunities and events;**
 - ii. **the initiatives ARIDO carries out on behalf of the profession i.e. Cease and desist letters, responding to RFPs that prohibit members from bidding.**
 - iii. **the individuals within the organization working on their behalf such as Committees, Board and staff.**
 - b. **keeps all members informed of the joint work with the OAA towards regulation of the profession;**
 - c. **provides frequent, clear and friendly reminders to ARIDO members encouraging their membership compliance requirements (PD, insurance);**
 - d. **is used to leverage all member categories (Students, Interns, Registered, Life and Retired) for contributions and focusing on the diversity of practice of our members;**
 - e. **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, TV programming, trade shows, streaming events, member discussion board, media kit, etc.**

- f. **incorporates testing in select email marketing campaigns, where appropriate, to tailor communications based on initial responses from members;**
- 2. **Facilitates two-way communication between the organization and the members, and the members with each other.**
- 3. **Obtains feedback from members on the needs of the membership and informs ARIDO of issues facing the profession;**



Membership

Strategic Goal:

ARIDO has a robust and value-based recruitment and retention program leading to a 2.5% increase in membership by March 2022.



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 (i.e. NCIDQ exam info and next steps, NCIDQ study prep courses, portfolio guidelines, etc.);**
 - iii. **Non-design resource tools to assist in running a practice (finance, marketing, HR);**
 - iv. **Building Code Reference Guide;**
 - v. **Guide to ethics and practice standards related to the practice of interior design.**
 - f. **Practice support through a Practice Advisory Committee.**
 - g. **Webinars and presentations on practice related matters, i.e. OBC, HR, financial management, succession planning**
2. **Continuously exploring and maintaining a proactive and innovative member engagement process to:**
- a. **leverage Chapters and build grass-roots initiatives in all regions to engage local members;**
 - b. **grow the online Mentorship Program and expand career path support in the following areas:**
 - i. **expand the offering to students;**
 - ii. **help students find co-op placements;**
 - iii. **provide NCIDQ prep support**
 - iv. **sponsors for Interns requiring a sponsor for their supervised experience requirement**
 - v. **peer to peer mentoring related to practice support**
 - 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;**

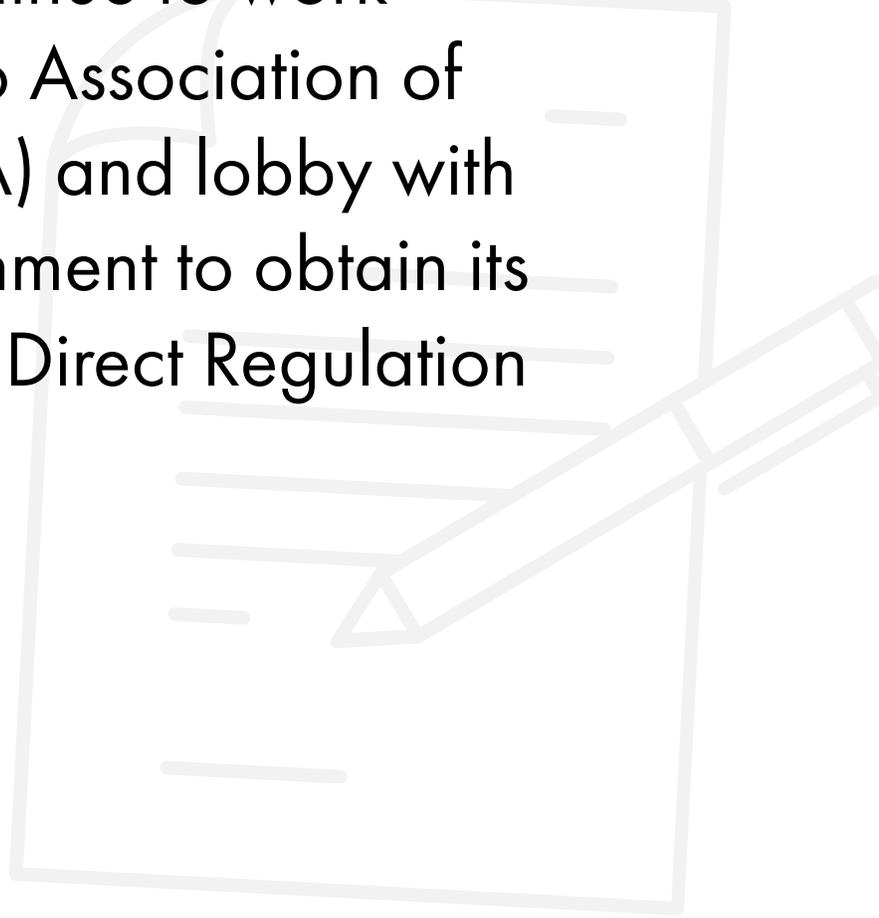
- e. **increase engagement with the faculty and Educator members of ARIDO-recognized education programs and leverage them to be a conduit between ARIDO and Student members.**
- 3. **Providing frequent, clear and friendly reminders to ARIDO members encouraging their Professional Development reporting and compliance with the program;**
- 4. **Create career path resources and toolkit, in various forms, to educate and assist members reach the goal of Registered membership (i.e. videos, infographics, NCIDQ exam prep module).**



Professionalization

Strategic Goal:

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. Maintaining the ARIDO-OAA Joint Task Force and continuing the collaborative work with the OAA on the development of the Direct Regulation Model;**
- 2. Continue to lobby with government for support in moving the Direct Regulation Model forward, as presented to the Membership;**
- 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;**
- 6. Develop a series of resources to assist in educating and engaging ARIDO members, provincial government and external stakeholders, i.e. infographics, case studies, ethics best practices tools;**
- 7. Begin exploring strategies around ARIDO's role as a partner in the future model.**

Provincial Advocacy

Strategic Goal:

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 commercial), media platforms, social media and BLOG//ARIDO;**

- b. having a presence at public tradeshow 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 (i.e. YouTube) tradeshow, streaming events, marketing materials, media kit, podcasts, radio 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%;
 - iii. create and grow BLOG//ARIDO bi-monthly email newsletter to a target of 500 subscribers.
 - d. educate retail companies on interior design and the protected title of Interior Designer.
3. Developing tools and resources, in various forms, to assist in raising public awareness that members and ARIDO can use. Tools and resources should target different external stakeholders such as consumer, provincial government, municipalities and industry stakeholders:
- a. Consumer Guide for all residential and corporate-commercial sectors;
 - b. Infographic on Interior Design Scope of Practice;
 - c. RFP for interior design services template – residential and corporate sectors;
 - d. Career path to “qualified”, ie 3 E’s, showcase students and interns.

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. **Identify internal and external resources required to support ARIDO in meeting its goals. Launch province wide Interior Design Week, via head office and Chapters;**
7. **Collaborate, where possible, with other organizations to promote the value of interior designers, ie. IDC, OAA, OHBA;**
8. **Refine and standardize ARIDO's visual identity and messaging to ensure consistency across all ARIDO communications.**



Equity, Diversity, Accessibility, and Advancement Pillar

Strategic Goal:

We are committed to building an association that advances equity, diversity, and inclusion in the interior design profession and valuing each of our members, their qualifications, and their right to practice Interior Design in Ontario.

EQUITY, DIVERSITY, ACCESSIBILITY, AND ADVANCEMENT

This work includes addressing the under-representation, within the interior design profession, of individuals who identify as:

- Black, Indigenous or People of Colour
- Individuals with disabilities
- Individuals who identify as LGBTQ2S+
- Individuals with diverse gender identities and gender expressions
- New Canadians or Permanent Residents

We intend this to be an integrated component of all pillars within this plan and across the association. This will be accomplished by hiring an organization that specializes in Equity, Diversity, Accessibility, and Inclusion to support and guide ARIDO in meeting this mandate, and who would work with the Equity, Diversity, Accessibility, and Advancement Committee to:

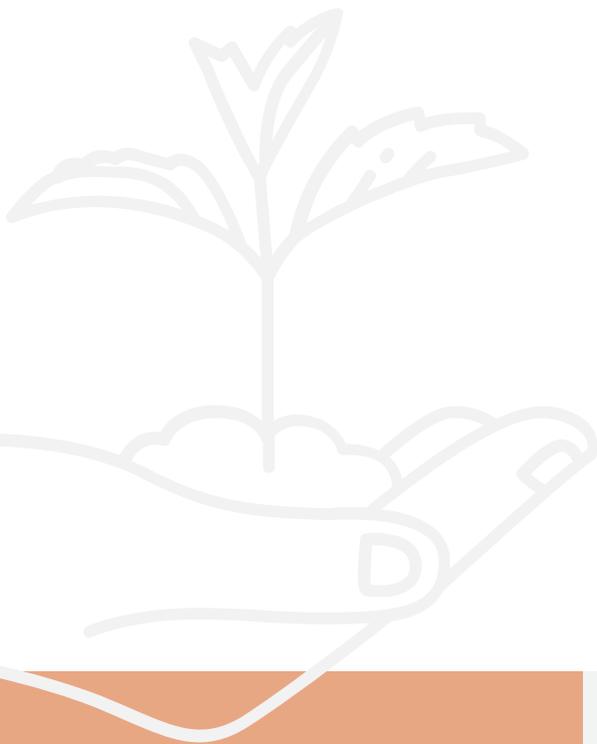
1. Develop a needs assessment that will identify short and long-term goals and strategies as it relates to the Committee's mandate;
2. Engage the membership for confidential feedback into personal or professional experiences that will provide insights in order to address barriers to accessibility, equity, diversity, and inclusion;
3. Compile member insights and overall results through a published report to the membership;
4. Audit ARIDO's current policies, procedures and programs to identify areas of improvement;
5. Develop and implement policies, procedures and programs for accessibility, equity, diversity, and inclusion in areas of:
 - a. awareness,
 - b. education, and
 - c. outreach.

NEXT STEPS

This 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 March 8, 2021 meeting.

It will then be presented at the 2021 AGM so that members are made aware of ARIDO's plans in the next year.





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