



IDC-Oregon Mid Year Report 2011-2012 Board year

Initiatives and Success

IDC-Oregon has hit the ground running since the 2011-2012 board changed over in July 2011. Our accomplishments include:

1. Board and volunteers: Job descriptions have been developed for each board position in order to clarify the roles and responsibilities, identify the time commitment and member benefits, and define communication processes. It has since been determined that a policies and procedures document would be a useful addition to the job descriptions and that is under development.
2. Strategic direction:
 - IDC-Oregon is focused on building support for the proposed legislation through:
 - a) Brown bag and roundtable presentations with firms offering interior design services,
 - b) Legislator meet and greets with member constituents,
 - c) Presentations and guest speaker opportunities at Oregon post-secondary schools,
 - d) Vendor and speaking opportunities at local interior design conferences, and
 - e) Outreach meetings with affiliated organizations.
 - We are actively building support for the proposed legislation, through letters of support and donations, and have begun identifying individuals for testimony:
 - a) Firms and independent designers in support: FFA, GBD, BOORA, SERA, CIDA, Ankrom Moisan, Green Building Services, Myhre Group, Think Work Interiors, IDEA, Bainbridge, Suzio Design, Synthesis, Hills Design Group, Toni King and Associates
 - b) Universities: Art Institute of Portland, Marylhurst University, Oregon State University, University of Oregon
 - c) Associations and organizations: IIDA, ASID
 - d) Other organizations TBD: YGH Architects, Beyond Toxics, NW ADA.
 - Continued development to focus our messaging included the creation of a Grassroots Advocacy Kit for regional and super volunteers and a messaging package to train the board and committee members.
 - This years PR campaign has kicked off with letters to legislators and letters to the editors. The campaign has also focused on grassroots activism and education on how to get involved and the legislative process. Other opportunities focused on:
 - a) Consumer protection
 - b) Sustainability
 - c) Business opportunities



IDC-Oregon Mid Year Report 2011-2012 Board year

3. Website: Our new website launched last fall and we continue to see a great response from our members and our supporters. You can donate online, renew membership, stay updated on events and progress, obtain templates for letter writing, and link to our blog. Some reorganization, such as moving events and letter writing templates to the home page has continued to show positive results.
4. Blog and Social Media: Two blogs has proven to be a bit much to manage so we will be moving to one. We have been utilizing all of our social medial sites extensively through daily posts and updates. Our facebook “likes” are just over 70 and we now have 38 twitter followers.
5. Communication: In addition to the daily social media posts, we have successfully implemented weekly email blasts to inform our membership of legislative actions they can take.
6. Events: Are annual members meeting was a huge success attended by over 30 individuals, which allowed us to raise about \$700 through the silent auction and donations. We’ve added CEU opportunities to our calendar of events which have raised approximately \$500. We have completed one Town Hall tailored to contractors and look forward to our second Town Hall tailored to residential and independent designers.
7. Fundraising: We have raised over \$1,700 this since the 2012 board changed over, through sponsorships, donations, events, and fundraisers.
8. Membership: We began the board year with 250 members and have lost a few here and there, which we believe is due to economic issues.
9. Legislation:
 - Roundtables: As we approach the legislative session we’ll look to schedule a roundtable ORA and HBA as well as IDPC and NKBA.
 - Letter writing: We sent many letters to legislators to communicate our message and voice support. Thank you for sending letters!
 - Legislator Meet and Greets: We’ve successfully held 4 legislator meet and greets with IDC-Oregon members and constituents.
 - Bill Submittal: This year we have chosen to submit the proposed legislation as a committee bill. We have officially obtained a bill draft request by Senator Chip Shields and Senator Larry George, chair and vice chair of Senate General Government, Consumer and Small Business Protection.
 - Capitol Day: Planning has begun for this year’s event and our goal is to double attendance.

Update on targeted areas for improvement

IDC-Oregon has identified the following areas for improvement.

1. Communication:

Interior Design Collaborative – Oregon

P.O. Box 581 • Portland, OR 97207
503-467-4741 • idc-oregon.org





IDC-Oregon Mid Year Report 2011-2012 Board year

- We must engage further with ASID Oregon's membership.
 - a) One liaison position on the IDC-Oregon board has been filled and we'll continue to work on filling the other seats.
 - b) We are working on a survey of the membership.
 - c) IDC-Oregon was an informal presenter at and held a vendor table at the ASID conference on the mountain.
 - d) We will present a proposal of support before the New Year to garner additional support and benefits.
 - We must engage further with NWSID. So far we have had no response from the board and unsubstantiated rumors point to fear from their membership as the reason. We continue to reach out.
 - a) Additional contact with the organization has not been completed. IDC-Oregon will continue to reach out to individual members we have personal relationships with to engage the NWISD membership.
 - We must engage further with architecture firms to combat AIA opposition.
 - a) IDC-Oregon has visited a number of firms for presentations and added additional firms to our list of outreach.
 - We must engage contractors, building examiners, fire marshals, and other building professionals for support.
 - a) We held our first Town Hall tailored specifically to contractors and have attended an ORA event to connect with contractors through networking.
 - b) IDC-Oregon attended a meeting with Beyond Toxics and NW ADA to obtain additional support outside of the interior design profession.
 - We must engage our clients. Legislators want to hear from end users.
 - a) At least one client has written a letter of support. Additional outreach is needed.
2. Membership:
- Our professional designer membership is still low. We must push membership during firm roundtables.
 - a) Firm and professional membership has been requested, however we continuously told that cash is low and opportunities for support are minimal.
 - We must get members to renew their memberships. Renewal rate is currently low.
 - a) A number of phone banks have occurred and continue to be scheduled. Our success rate continues to be low. However, on average, our calls are successful when we are able to make contact.
3. Involvement:
- We need more active participation from our membership.
 - a) Advocacy packets have been developed, however the packet dissemination and use has not been great. We have made it easier for members to contact legislators but we must continue to refine these efforts.



IDC-Oregon Mid Year Report 2011-2012 Board year

- We need committee members to volunteer to help with committee work, phone banking, and fundraising.
- b) We have a full board which is helping to pick up the pieces; however, committee volunteers are still needed to keep consistency.
- 4. Finance:
 - We need to raise \$25,000. Some of this will be through grants, but the vast majority will be membership fees, donations, and sponsorships.
 - We have renegotiated our contract with the lobbyist but back owe \$11,000 for the 2011 session.

Strategic Plan

Third Quarter 2011

- Educational forum with ASID and IIDA – *IIDA forum is complete; ASID will be covered in the December Town Hall.*
- Schedule roundtable discussions and firm presentations – *This is an on-going effort; to date we have met with 4 firms.*
- Research to substantiate bill – *Complete, we have updated the draft bill, voted on the changes, and submitted to legislature.*
- Begin connections with legislators- *This is an on-going effort; we've meet with 4 legislators and are working on scheduling 4 more.*
- Consumer report on Interior Design - *This is an on-going effort; a format and structure have been put in place and research continues.*
- Research state board options - *This is an on-going effort; we need to now work with the state to understand additional options.*
- Educational forum 1 – September, Evidence based design with the Mohawk Group - *Complete*
- Bill work sessions - August/September - *Complete*
- Legislative Meet and Greets - Begin planning in August, schedule throughout September, October, and early November - *This is an on-going effort; we've meet with 4 legislators and are working on scheduling 4 more.*
- Disseminate marketing materials - August/September and ongoing – *Complete and ongoing.*
- Town Hall 1 – October - *Complete*

Fourth Quarter 2011

- Petitions - research usefulness – *In process.*
- Advertising – *This is on hold until we have funds available. We continue to utilize free sources of advertising.*



IDC-Oregon Mid Year Report 2011-2012 Board year

- Connect with and poll the IDC membership - Lobbyist to help, begin immediately – *In process.*
- Identify expert witnesses – *In process.*
- Continue firm presentations – *Complete and ongoing.*
- Student presentations – *Complete and ongoing.*
- Legislative Meet and Greets - Begin planning in August, schedule throughout September, October, and early November – *Complete and ongoing.*
- Educational forum 2 – ~~October~~, November, GreenGuard & indoor environmental quality – *Complete*
- Educational forum 3 – ~~November~~, Reschedule to January
- Educational forum 4 – ~~December~~, Reschedule to January
- Submit bill to legislature – December – *Complete*

Next steps

1. Research and Consumer Report Completion
2. Coalition building – increasing our number of allies
3. Relationship building – Legislature
4. Membership outreach

What Can You Do?

1. Have you renewed your membership?
2. Volunteer! Host an event, recruit supporters and members, phone banking
3. Donate. Overhead is very low, so 85% of your donations go directly to lobbying expenses.
4. Relationship building - Legislature