

CAMPUS Center HANDBOOK

Leading the way for the
next generation of interior
design innovators

IIDA | THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION

**STUDENT
MEMBERSHIP**

THANK YOU FOR YOUR INTEREST IN FORMING OR RENEWING AN IIDA CAMPUS CENTER.

Your campus center serves as a valuable home base —whether in-person or virtual— and provides opportunities for networking, leadership skill development, and resume building. While your participation and membership in IIDA demonstrates your commitment to the interior design profession, your involvement in an IIDA Campus Center provides you with the unique opportunity to take on a leadership role within the Association and your career.

The following information serves as a tool to help you through the process of operating a successful IIDA Campus Center. Thank you for your hard work and dedication to elevating the educational experience for interior design students at your school. Please do not hesitate to reach out to us at students@IIDA.org for additional information.

Thank you,

Melissa Cook

Student Engagement Manager
IIDA

IIDA is the commercial interior design association with global reach. We support design professionals, industry affiliates, educators, students, firms, and their clients through our network of members across 58 countries. We advocate for advancements in education, design excellence, legislation, accreditation, leadership, and community outreach to increase the understanding and value of interior design as a profession that enhances business value and positively impacts the health and well-being of people's lives every day. For more information on IIDA, please visit www.IIDA.org





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WHAT IS AN IIDA CAMPUS CENTER?

An IIDA Campus Center provides an environment for the mutual development and exchange of knowledge within the college or university among design students, educators, and professionals.

Participation in a campus center adds value to IIDA Student membership as members are encouraged to plan and execute events related to interior design, participate in design competitions, and engage with their chapter.

In order to maintain official IIDA Campus Center status, student leaders must complete and submit an [IIDA Campus Center application](#) annually.

Applications are accepted year round. There is no application fee for campus centers.

Upon acceptance of a completed application, IIDA will work with campus center leaders to provide recruitment materials, resources, and connections to the local chapter for further guidance and funding.

WHAT ARE THE REQUIREMENTS FOR A CAMPUS CENTER TO BE CREATED AND MAINTAINED?

- 1** IIDA recommends a minimum of 7-10 active (renewed or new) IIDA Student members to apply for active campus center status.
- 2** New campus centers must complete an [IIDA Campus Center application](#) to begin official campus center status. Renewing campus centers can update their existing application with a new membership roster at the beginning of each school year.
- 3** Campus centers must select at least one faculty/non-student advisor and two students to serve as campus center leaders. IIDA membership is encouraged, but not required for faculty advisors.



Often, in addition to an IIDA Campus Center, a university may have an interior design club or host other organizations and associations. If you have a question on how to work alongside these organizations, contact us at students@IIDA.org.

WHAT IS AN IIDA CHAPTER?

Chapters are a group of IIDA members in a particular geographic area. They are governed by a local board of directors that provides information to its members about local events, networking opportunities, legislative issues, and continuing education programs.

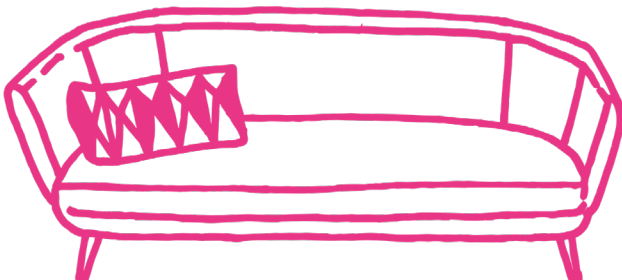
IIDA Student members are automatically members of the chapter in which they are geographically located. A chapter board acts as an umbrella group over all city centers and campus centers in its area and is responsible for administrative, governmental, legal, and financial affairs. All accounting and financial matters must go through the chapter office. It is not the role of a chapter board to plan or organize campus center programs or events, but they are available for support and guidance.

HOW SHOULD THE CAMPUS CENTER BE INVOLVED WITH THE CHAPTER?

Chapters are made aware of active campus centers within their geographic location as campus center applications are approved. Most chapters have a board member designated to represent student affairs, and chapter leaders are encouraged to reach out to campus center leaders.

Campus center leaders are strongly encouraged to reach out to the designated student affairs representative of their chapter via email. Contact information for chapter leaders is provided to the campus center in a welcome correspondence sent after campus center applications are approved.

Campus centers may organize events or programs with their chapter, and chapters are encouraged to assist in the process. The chapter board manages all funding, financial transactions, and the chapter bank account. Campus centers should not hold checking or savings accounts. All accounting, budget and event planning, and funding for specific campus center events must go through the chapter office.



IIDA BY THE NUMBERS

AS A MEMBER OF IIDA, YOU ARE A PART OF THE LARGEST INTERNATIONAL NETWORK OF COMMERCIAL INTERIOR DESIGNERS IN THE WORLD.



47
COUNTRIES



34
CHAPTERS



126
CAMPUS CENTERS



85
CITY CENTERS



24%
STUDENTS/
EDUCATORS



92%
HOLD A BACHELOR'S
DEGREE OR HIGHER



48%
DESIGNERS



27%
INDUSTRY

STRUCTURE

Campus Center leaders must be IIDA Student members. IIDA membership is encouraged, but not required, for faculty advisors. Individual campus centers may determine a board or council structure that works for them. IIDA does not mandate either structure.



Some campus centers choose to have a specific structure with clearly defined roles such as president, vice president, secretary, etc., while others choose to form committees for various events. Many campus centers choose to put both structures in place. Below is a suggested campus center board or council structure with guidelines and proposed duties for each role.

PRESIDENT

Presides over IIDA meetings. Calls special officer meetings. Appoints new positions as needed. Attends and networks at local professional chapter meetings. Represents the campus center at official functions. Maintains contact with IIDA faculty/non-student advisor, IIDA Campus Center alumni, affiliated interior design department, and IIDA Headquarters.

VICE PRESIDENT

Assumes duties of the president as needed. Plans officer orientation and campus center meetings. Coordinates membership recruitment efforts. Represents the campus center at official functions. Coordinates elections.

ADMINISTRATION CHAIR

Keeps a record of all members, activities, and events of the campus center. Keeps and distributes minutes of each meeting and agendas. Prepares campus center calendar of events. Prepares and files any required reports. Handles all official correspondence of the campus center. Collects campus center mail from faculty advisor. Represents the campus center at official functions.

FINANCE CHAIR

Keeps all financial records of campus center. Collects event fees. Prepares and submits financial reports and an annual budget to chapter. Coordinates all accounting, budgeting, event planning, and funding for specific campus center events with chapter. Coordinates fundraising drives. Represents the campus center at official functions.

Other possible positions:

MEMBERSHIP CHAIR

Plans and conducts fall and spring semester membership drives.

PUBLIC RELATIONS CHAIR

Maintains social networking outlets (website, LinkedIn, Instagram, Facebook, etc.). Networks with the student community. Notifies members of meetings.

PROFESSIONAL CHAIR

Seeks out and networks with industry professionals. Serves as the main contact between professionals and the campus center. Seeks out speakers for meetings and events. Organizes community service opportunities. Plans and directs the operation of activities, events, and fundraising efforts.

COMMUNITY SERVICE AND ACTIVITIES CHAIR

Organizes community service opportunities. Plans and directs the operation of activities, events, and fundraising efforts.



Each IIDA Campus Center must include at least one faculty/non-student advisor and two students to serve as campus center leaders.

BUDGETING

The chapter board controls all money and finances for the campus center within the chapter bank account.

Campus centers and chapter boards should work together to determine funding for specific events, accompanied by a budget and a business plan. Reach out to your chapter Vice President of Student Affairs to discuss if there is an annual budget allocated by the chapter. Campus centers cannot hold their own checking or savings accounts. Here are additional guidelines to assist you with budgeting and financial planning for your IIDA Campus Center.

ACCEPTING CASH AT AN EVENT OR PROGRAM

Please keep in mind: Cash is easily susceptible to loss or misuse. When accepting cash at an event or program, make sure to assign a person to be the cashier responsible for accepting cash and checks. At the end of the event, make sure the cashier documents the cash collected. Working with the chapter, make sure that money collected at each event is deposited to the chapter bank account no later than two business days after the event.

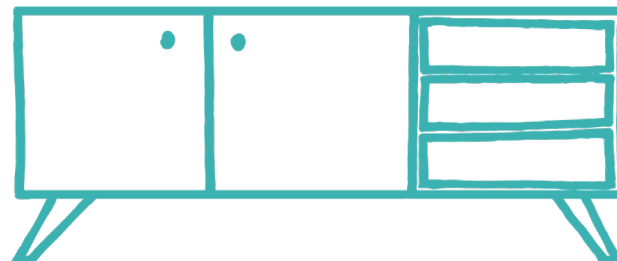
ACCEPTING CREDIT CARDS AT AN EVENT OR PROGRAM

Similar to accepting cash, when accepting credit cards at an event or program, it is important to have a designated cashier in charge of all payments. When accepting a credit card, be sure to verify the user's name and signature to another form of identification, such as a driver's license. It is possible that your chapter has a credit card processing device available, such as a Square credit card reader, to process credit card payments at your event. Work directly with your local chapter to determine the easiest and most efficient way to accept credit card payments at your next program or event.



CALENDAR

Create a calendar to help with budgeting and planning. Most campus centers have one major event during the year and smaller meetings or events each month. Not all events require money or financial support to be successful.



MEMBERSHIP

IIDA Student membership will help you launch your interior design career. Student education, mentoring programs, and relationships with your local chapter will introduce you to your local design community. Participation in IIDA student events and competitions will build your resume and help you secure additional recognition to help you stand out among your peers. Additional benefits include:

STUDENT APPELLATION

Exclusive eligibility to use the “Student IIDA” appellation after your name to demonstrate your credibility and maximize your professional exposure.

DESIGN AND ESSAY COMPETITIONS

Opportunities to gain local and international visibility, win cash, and get real-world design experience to boost your resume and reputation through the annual Student Design Competition, Wilsonart Essay Competition, and Student Design Charette.

IIDA STUDENT OF THE YEAR AWARD

Eligibility to be nominated for one of the most prestigious IIDA awards that recognizes your insight, involvement, and leadership as it has impacted your school's interior design program with a \$5,000 cash prize. Learn more.

CAMPUS CENTER AWARDS

Opportunity to be honored with your IIDA Campus Center during the Campus Center Awards, recognizing outstanding achievement in enhancing the interior design profession at the school and local level. More information on page 15.



Applications for new IIDA memberships are accepted year-round and are valid until December 31 of that year.



STUDENT MENTORING PROGRAM

Our most popular annual program, pairing students with industry professionals for a series of in-person or virtual mentoring sessions. Learn more.

CAREER CENTER

Access to the IIDA Career Center, a valuable resource that connects job seekers directly to current interior design opportunities and a free resume review.

QUAD

Subscription to QUAD, the IIDA student e-newsletter that shares the latest competitions, national events, and campus center news.

PERSPECTIVE

Online access to Perspective, our award-winning, thought-provoking leadership journal published three times a year by IIDA.

SCHOLARSHIPS

Apply for scholarships that elevate design students. Learn more

MEMBERSHIP FEES

Information on individual membership dues can be found on www.iida.org.

There is no fee for campus center applications.

PROMOTION AND NETWORKING

Promoting your campus center is key to increasing membership, driving event attendance and campus center participation, and communicating about opportunities that exist through the campus center. Here are a few ways you can promote your campus center:

MEMBERSHIP DRIVES

Fall membership drives allow new students to join IIDA beginning in August, which means they can receive up to five months of membership for free. Their official membership term begins on January 1.

Membership drives also remind current members to renew their memberships and stay connected to their local chapter and campus center.

RECOGNITION

Promote your IIDA Campus Center on your school and department websites and bulletin boards. Use your IIDA Campus Center logo ([see Page 16](#)) and link to the IIDA student page. Submit work to the annual IIDA Campus Center Awards to be recognized internationally.

EXPAND YOUR REACH

Invite students and members of the community not affiliated with design to attend events and activities.

FOCUS EFFORTS

Consider planning a program or event around a specific theme such as healthcare design. Networking, whether in-person or virtual, increases among those interested in the same type of design or subject allowing the program to be more specific. Targeted marketing can increase attendance among an otherwise untapped group of designers or students.



SOCIAL MEDIA

Leverage social media to connect with your campus center members! Create an Instagram and LinkedIn account to share news, events, and industry insights—from hot design topics to upcoming showroom tours, workshops, and lunch & learns

Follow IIDA Headquarters ([Instagram](#), [LinkedIn](#)) and your local chapter's social accounts for the latest industry trends and events—then share relevant posts to keep your audience informed.

EVENT PROMOTION AND POST-EVENT RECAPS

Promote every event you host or attend on your social channels. Plan your content in advance, considering the number of posts, content type, and call to action. Post with enough lead time—but not too far in advance—to maximize engagement.

After the event, share a recap with photos or videos. If you can't attend, ask attendees to capture and send visuals. A shared Google Drive folder makes collecting and accessing content seamless.



Follow IIDA and your chapter on social media to stay updated on events and industry news.



MEETING AND EVENT PLANNING GUIDELINES

Campus centers may organize meetings or programs with their local chapter, with other campus centers, or individually. Events may be open to the public or available only to campus center members. Campus center events and programs may be multipurpose with educational and social aspects.

Many planned events cannot function without some funding. Campus centers should consider charging a participation fee for certain events. If your events are open to all students on campus, consider offering a discounted fee for members. For example, IIDA members may be admitted to an event for \$5 that is \$10-\$15 for non-members. When planning most events, budget your costs and fees and aim to earn a profit of at least 20% above cost.



Campus center meetings and programs may fall into the following suggested formats:

- Tours of design/architecture firms or furniture/product showrooms
- Lectures/presentations
- Social events
- Panel discussions
- Webinars
- Portfolio reviews
- Video conferences

Campus center meetings and programs should serve as a catalyst for one or more of the following:

- Networking
- Education
- Design leadership
- Business
- Volunteering/service
- Fundraising
- IIDA exposure
- Membership marketing
- Professional growth



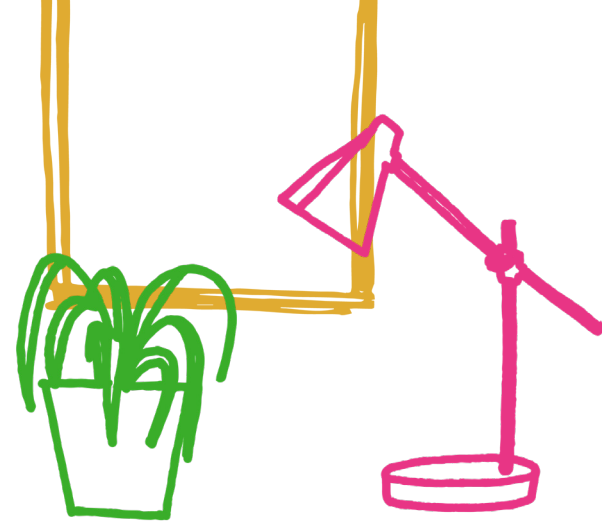
MEETING AND EVENT PLANNING GUIDELINES

EVENT TOPICS

In addition to this suggested list of meeting and program topics, consider specific subjects and themes for events. Potential focused subjects can include: technology, business practices, legislation issues, green/sustainable design, and codes impacting interior designers. View examples [here](#).

Suggested meeting and program topics:

- Meet and greet with students and professors
- Portfolio reviews with peers or professors
- Presentation of portfolios by design professors
- Mock interviews with peers and professors
- Panel discussion with design professors and professionals
- Roundtable meeting on current trends in design
- Local advocacy efforts and legislation awareness
- Demonstration from an industry representative
- Design competition or charrette
- Volunteering/community service opportunities
- Group travel to industry trade shows
- NCIDQ preparatory and study group sessions
- CAD, Adobe, Revit, or SketchUp training
- International Building Codes (IBC) and International Residential Codes (IRC) information session



EVENT VENUES

Event locations should align with the format and subject. Consider requirements like audio/visual equipment, capacity, aesthetics, convenience, parking, acoustics, sight lines, safety, etc.

Potential event venues:

- Space at your college or university (typically free)
- Local firms, showrooms, or design centers
- Public libraries
- Historic buildings or museums
- Community centers
- Retreat and hospitality spaces like hotels and restaurants



IIDA STUDENT CONFERENCES

Many IIDA Chapters hold annual student conferences, including SHIFT from IIDA Texas/Oklahoma, that bring together an array of top students, educators, and design industry professionals for a multi-day professional enrichment experience. The conference includes: project and firm tours, professional development, portfolio reviews and mock interviews conducted by working professionals, an industry expo, and a variety of other networking opportunities.

For more information, email students@IIDA.org.

MEETING AND EVENT PLANNING GUIDELINES

INVITATIONS AND PUBLICITY

The potential audience of the event will influence planning. For most campus centers and chapters, everyone in the campus center and chapter is typically invited. Specific event themes, like healthcare design, may also influence planning, an invitation list, and publicity efforts.

Possible groups to invite:

- Campus center members
- Chapters
- Other nearby campus centers
- Potential members/
other design students
- Educators/administrators
- Community and civic leaders
- Other associations

Publicize early, often, and accurately. Inexpensive ways to advertise include:

- Email
- Campus bulletin boards and newsletters
- Social media

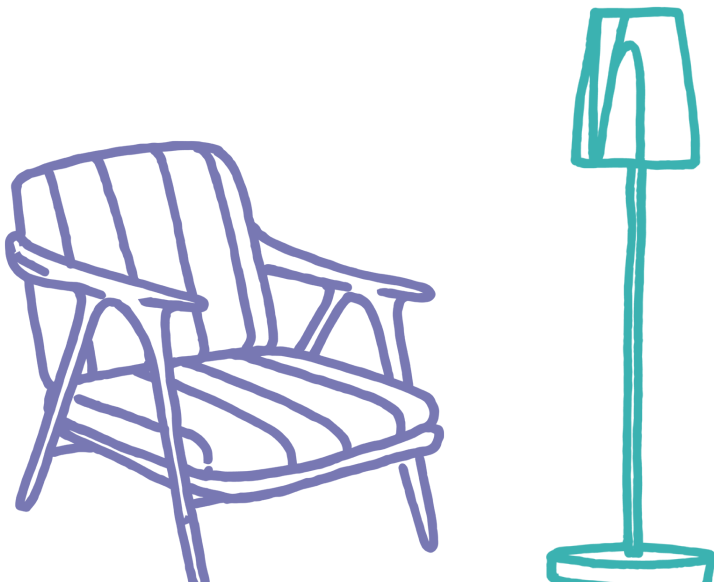


POST-EVENT PROMOTION

Capture photos and videos throughout your events for future promotion on social media, in newsletters, and online.

Share an event recap on social media the next day to thank participants for attending (and show those who did not attend what they missed!). Use a question or prompt related to a theme or takeaway from the event to keep followers engaged in the comments.

Consistently posting on social media before, during, and after your events not only strengthens your community online but drives traffic to your pages. Showcasing your events throughout the year highlights the strength of your campus center and shows prospective members why yours is worth joining.



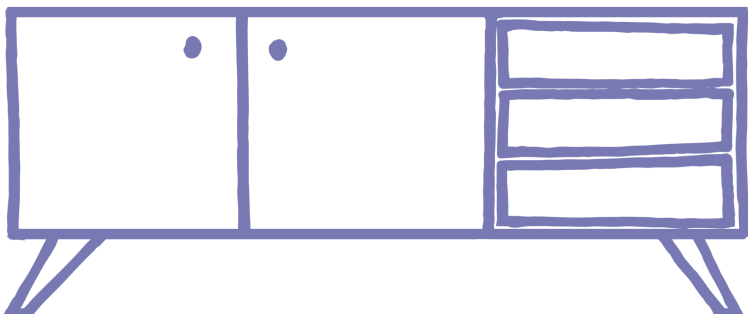
COLLABORATION AND SPONSORSHIP

Contact your chapter's vice president of student affairs for help in planning events. In addition to chapter support, consider seeking sponsorship or collaborating with other professional, civic, and/or volunteer groups. Collaboration and sponsorship increases your potential audience and IIDA exposure.

POTENTIAL COLLABORATORS AND SPONSORS:

Other Associations:

- [ACE Mentor Program of America](#)
- [American Institute of Architectural Students \(AIAS\)](#)
- [American Society of Interior Designers \(ASID\)](#)
- [Business and Institutional Furniture Manufacturers Association \(BIFMA\)](#)
- [Interior Design Educators Council \(IDEC\)](#)
- [Certification for Interior Designers \(CIDQ\)](#)
- [CoreNet Global](#)
- [International Association of Lighting Designers \(IALD\)](#)
- [International Facility Management Association \(IFMA\)](#)
- [International Federation of Interior Architects/Designers \(IFI\)](#)
- [International Furnishings and Design Association \(IFDA\)](#)
- [National Organization of Minority Architects \(NOMA\)](#)
- [Network of Executive Women in Hospitality \(NEWH\)](#)



Think local when it comes to working with volunteer groups or other associations. Try to find a collaborator that will help you make a difference in your community. Consider regularly surveying campus center members for feedback on existing events and new ideas. Inform your university of your potential event. Necessary liability and insurance should be covered by the university, not IIDA.

IIDA CAMPUS CENTER AWARDS

The annual IIDA Campus Center Awards recognize the outstanding achievements of campus centers.

These awards encourage campus centers to develop and maintain excellence in their work to enhance the interior design profession at the student and local level. Campus Center of the Year wins \$1,000, sponsored by OFS.

WHY SHOULD YOU ENTER YOUR CAMPUS CENTER?

- The chance to have your campus center win \$1,000 for Campus Center of the Year.
- Be featured in an issue of QUAD, the IIDA student e-newsletter.
- Be recognized on IIDA.org and during NeoCon in June.



Applications are free and can be found on the IIDA website. Campus center award applications typically open in the beginning of the new year.



CONTACT INFORMATION

For questions or more information, contact students@IIDA.org.

IIDA CAMPUS CENTER LOGO USAGE

Campus centers should only use the IIDA logo provided for use in invitations, flyers, and other marketing materials to promote events.

To maintain a strong brand presence on social networks, only the association logo can be used for profile images. Each chapter has been supplied up to four social media profile images. White on black, black on white, white on textured background, and the logo on a chapter supplied image.



All logos will be emailed to campus center leaders upon approval of a campus center application.



**STUDENT
MEMBERSHIP**

For further
campus center
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www.IIDA.org

IIDA | THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION

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