

AT BALL STATE UNIVERSITY

**IIDA Campus Center
Changemaker Award 2021**

IIDA | INDIANA
chapter

Mission and Event Planning



Above is a picture of our group before we started transforming our rooms!



Mission: Our chapter of IDA set out to renovate two rooms in Second Harvest Food Bank's auxiliary warehouse. In doing so, Second Harvest will be able to better market its space to potential buyers and leasees. Not only did our members gain important hands-on experience in the field, but they were also able to contribute to a worthy cause. Improving this space for Second Harvest will allow them to bring in additional revenue, thus being able to serve the Muncie community in a greater capacity.

Planning and Goals: From the very beginning, our IDA team was directly involved with the staff at Second Harvest to make our one-day design challenge a reality. It was established that participants in the event would be split into two teams and given eight hours, with a provided budget of \$250 per team in order to transform your given space. The executive board of IDA toured the facility prior to the day of the challenge, in order to scope out which two spaces would be renovated. From there, it was up to the discretion of each individual team to decide the intended purpose of each space. All team members worked as a group in dividing up labor and tasks for the day, ensuring everyone played an equal role. We also partnered with the local Habitat for Humanity branch who supplied us with furniture free of charge for our spaces. To measure the success of our event, we had two members of the Second Harvest Food Bank Staff judge each space. Awards were given for the team with the best design and the team that most efficiently used their budget.



Marketing and Membership



The graphic above was created by our IDA Vice President, Jacquie Baker, to promote the Design Challenge on our IDA Social Media Platforms.

Marketing and Communications: To prompt members to volunteer for this interactive experience, an email was sent out describing the program in detail and asking for members to sign up using a Google Form. In total, thirteen members signed up to participate in our One Day Design Challenge. From there, our program was promoted to the Ball State University and Muncie community at large utilizing both our IIDA Campus Center and the Second Harvest Food Bank of East Central Indiana's Instagram accounts (@ballstateida and @curehungereci, respectively). Graphics were created and shared by our Vice President, Jacquie Baker, and the Second Harvest Food Bank of East Central Indiana team. We utilized the proven success of our Instagram page to continue to engage with the local design community of our peers, the design community in Indianapolis and Fort Wayne, and the supportive community of product representatives. From this, we were able to secure donations for our prize bags from Interface, Dan Binford & Associates, and the R. Wayne Estopinal College of Architecture and Planning's Department of Construction Management and Interior Design. Partnering with Second Harvest for our social media promotion allowed us the opportunity to reach Muncie residents outside of the Ball State University neighborhood, in turn promoting our academic program, organization, and the mission of Second Harvest. The proven social media success of this event has prompted the Second Harvest team to promise our IIDA Campus Center the opportunity to renovate again in the fall if the building has not been bought and/or leased.

Membership: This event was attended by 13 members of our IDA chapter. An initial inquiry describing the project mission and timeline was sent out in advance to gauge member interest. Following that initial inquiry, it was then asked who would like to physically attend and participate in the event. All 13 members in attendance expressed their enjoyment of the event and stated that they would be interested in doing the same event or similar in the future. The event was a wonderful opportunity for underclassmen and upperclassmen who may have little interaction during the regular school week to bond over industry interests as well as on a more social level. This experience allowed all members in attendance to gain real-world insight into industry-specific concepts like space planning, budgeting, staging, and material and finish selections. Our typical events usually take place on campus within our studio, so this was a great way to get our members out in the field and active in the community.



Meeting the 2020-2021 IDA Executive Board and Changemakers!



President
Sara Rokosz | Senior



Vice President
Jacquie Baker | Senior



Secretary
Makaela Faldani | Senior



Treasurer
Abigail Sprague | Junior



Fundraising Chair
Lauren Cloonan | Junior



Membership & Outreach Chair
Isabelle Copeland | Junior



Executive Board Assistant
Therese Jirgal | Junior



Faculty Advisor
Sarah Alfaro

Changemaker: IDA President Sara Rokosz was a standout leader for this event. Ms. Rokosz initiated and maintained correspondence and organization of the event with Second Harvest staff members and our faculty sponsor Dr. Sarah Alfaro. IDA Vice President Jacquie Baker was also fundamental in arranging sponsorships and donated prize items from Interface, Dan Binford & Associates, and the R. Wayne Estopinal College of Architecture and Planning's Department of Construction Management and Interior Design. Kellie Arrowood of Second Harvest Food Bank was also incredibly helpful in the organization and execution of this event. It is because of Ms. Arrowood that we had access to such a generous budget and furniture courtesy of Habitat for Humanity.

Team 1 Room Before



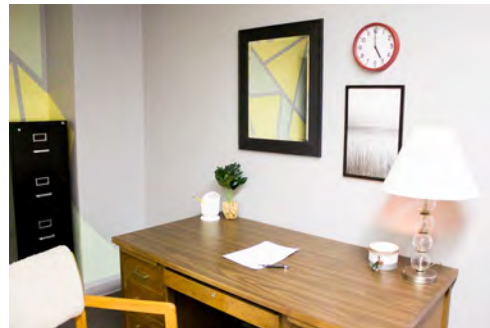
What did you enjoy about the Second Harvest One Day Design Challenge?

"I liked that we were able to work as a team and try new things altogether. It was an opportunity for us all to try new skills that we've maybe never tried before like painting, space planning a real space, etc. Although I'm a senior and will not be around to see another design day take place, I really encourage our new board to make this a tradition while they can"

Team 1 Hard at Work!



Team 1 Room After: Office Space



"I thoroughly enjoyed taking part in the Second Harvest Design Day Challenge. In my time with IDA, I feel as though we've never done anything this involved with the Muncie community, so it was great to give back in such a meaningful way and be able to see the difference we were making as we did it"

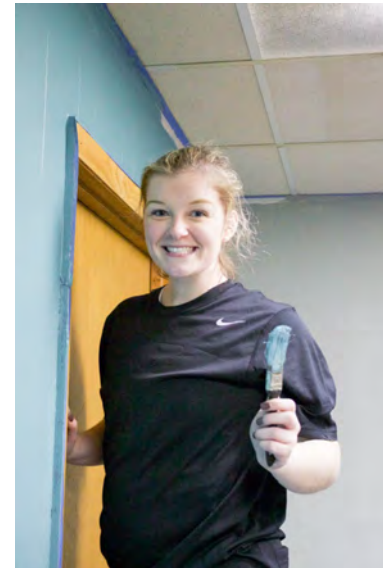
Team 2 Room Before



What was your favorite memory from the Second Harvest One Day Design Challenge?

"Perhaps one of my favorite memories from the day was when we were done at the end of the day and got to share in our enjoyment of the finished space. Our team could sit back and take in all the hard work and all we had accomplished in the last eight hours, but we could also see what the other team was up to! It was also a fun adventure shopping around Muncie with my peers for additional pieces to complete our space and really being able to bond. (Also trying to carry an open pop-up tent through Buyer's Market.)"

Team 2 Hard at Work!



Team 2 Room After: Children's Therapy/Playroom!



And the Winner is...

Winning Design: Team 1



Team Members:

Top: Lauren Cloonan,
Therese Jirgal, Megan
Knecht, Abigail Sprague

Bottom: Brianna Cox, Ethan
Lee, and Alison Pemberton



Under Budget: Team 2



Team Members:

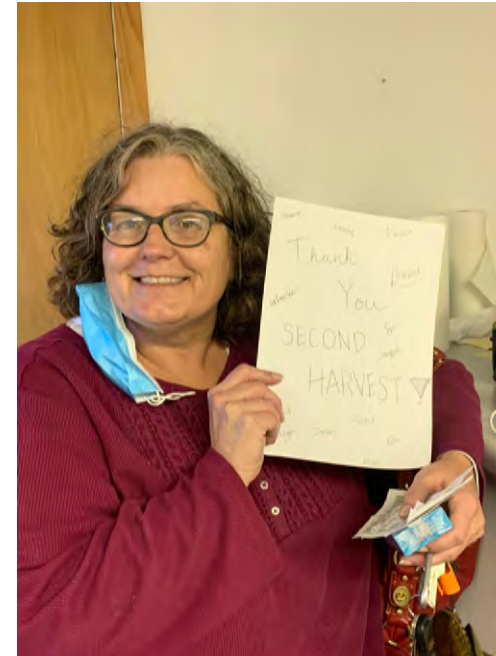
Top: Jacquie Baker, Sara Rokosz,
Dorian Fritz, Elise Matney

Bottom: Makaela Faldani and
Tiffany Campion





Thank You to Our Sponsors and Donors!



Financials: This event came at no cost to IDA. Second Harvest Food Bank provided \$250 gift cards per team to be spent on things like finishes, staging materials, and additional furniture. The Muncie branch of Habitat for Humanity kindly allowed us to select furniture for our spaces free of charge and transported them to the Second Harvest facility as well. Prizes for the winning team were provided by Interface, Dan Binford & Associates, and the R. Wayne Estopinal College of Architecture and Planning's Department of Construction Management and Interior Design. The staff at Second Harvest also provided snacks and lunch from McAllister's Deli for event volunteers.

