IIDA Ohio Kentucky is a large IIDA Chapter with a wingspan of approximately 680 miles, 5 City Centers, encompassing 12 campus centers, with strong membership totaling over 600 members.

We have the opportunity through professional development programming to engage leadership in our design community

TO DO

- TARGET FIRM LEADERSHIP
- CREATE PEER TO PEER NETWORK
- GENERATE KNOWLEDGE & EXCITEMENT FOR IIDA
- INCREASE MEMBERSHIP
target large firms and senior leaders and designers

buy-in from the ‘top’ to increase membership

high level discussions about issues facing the design industry

chapter goal of involvement of large firms & 1,000 members

As a Chapter, we successfully involve young professionals and student members. We offer programming such as local firm tours for students, NCIDQ prep workshops for emerging designers, networking opportunities to begin building a database of industry contacts, and more. We do not offer programming tailored towards senior level interior designers. At some point along the path to firm leadership, interior design professionals become less involved with IIDA.

Identify the Problem - What is the reason for lack of senior level IIDA member engagement?

- limited time & priority on personal life/family
- younger overall membership

- lack of beneficial higher level programming
- lack of business development-focused programming

WHAT WE CAN CHANGE!

Ohio and Kentucky are home to several large A&D firms in our mid-sized market with only a few IIDA members, typically not engaged with our IIDA Chapter. Often an IIDA membership at these firms exists as a means to submit projects for design awards. Connecting a strong leadership core to IIDA allows our Chapter to immerse a wider range of experienced designers with IIDA.

16% - Average percent of IIDA members at A&D firms with 10+ interior designers

Average IIDA Professional Member attendance at 2019 professional development events*

*Our Professional Member attendance at professional development events was analyzed in 2019 for our Catalyst Grant application

25%
In August 2021, the International Interior Design Association (IIDA) Ohio Kentucky Chapter’s Thrive Round-Table Event brought firm leaders together in-person and virtually to discuss the pertinent issues facing the profession and region, and the role IIDA can play in providing more support for leaders, staff, and firms. This traveling leadership roundtable series strategically invited local City Center firm leadership; a firm owner (typically not an IIDA member) and the interior design director (typically an IIDA member) to a lunch or dinner and discuss with their peers a higher level topic affecting our industry.

Moderated by Cheryl Durst, Executive Vice President and Chief Executive Officer of IIDA, the event took place over the course of three days across five cities within our Chapter: Toledo, Cleveland, Columbus, Cincinnati, and Louisville. Topics focused on the impact of the COVID-19 pandemic on the workplace, client relationships, and community, as well as strategies for positive change and the future of the industry.

Discussions brought to light experiences and challenges unique to each city, as well as those ubiquitous among all. Discussions also provided insight on how firms have been evaluating and approaching equity, diversity, and inclusion not only in the workplace, but also in the professional field. Members shared with each other revelatory moments they faced at home and in their career, the ways in which they have personally and professionally navigated the pandemic, and how their respective organizations have, and continue to, evolve in its wake.

Having all City Centers focus their discussions around the same subject allowed our Chapter to identify key trends in our local markets and understand how leadership is approaching various issues in each respective design community.

To share these insights, all discussions were digitally sound recorded by IIDA. A hired editor was able to listen to the recordings and write a summary report, capturing macro level trends and key differences or similarities across the five City Centers.
5 LEADERSHIP ROUNDTABLES IN 3 DAYS

Our goal was to connect with 70% of firm leadership in Ohio and Kentucky who employ more than 10 interior designers and mail Roundtable Reports to IIDA Ohio Kentucky Professional Members. A list of 25 large size firms were identified during catalyst grant research and all were invited to attend our event. 72% of the contacted firms were able to participate. Reports were printed and mailed to all roundtable attendees and location hosts. With the recent change of IIDA voting members and inclusivity, the committee decided to include a digital version of the report on our website for all members to access.

Personal communication was crucial to making this event a success, we built trust to tackle sensitive topics with respect

Another important factor allowing us to successfully execute this program was personally curated communications regarding the event. We knew that this event would be focused on micro level conversations in each city center, so we specifically focused on personal emails and individual invitations. We also knew that these conversations would likely center around sensitive topics, so having Cheryl Durst as our moderator was critical for our inaugural year of this program.

A major driving force toward the success of THRIVE was receiving a Catalyst Grant to fund the program. To fund the event in the future, sponsorship opportunities will be provided in our Chapter Benefactor Package.

Financial Breakdown

- **VENUE**
  - hosted by OHKY Benefactor: $0
- **FOOD**: $2000
- **THANK YOU GIFTS**: $1500
- **PRINTING**
  - printing of reports + postage: $350
- **PROFESSIONAL SERVICES**
  - report editor: $1000
  - TOTAL: $4850
- **FLIGHT + BAGGAGE**
  - from Chicago to Toledo/Louisville to Chicago: $400
- **CAR RENTAL**: 4 day total + valet at hotel: $450
- **HOTEL ROOMS**
  - night #1 in Cleveland, #2 in Cincinnati: $1050
- **PER DIEM EXPENSES**
  - for 3 days: $50
  - TOTAL: $1950

**TOTAL OVERALL COST**: -$6800

2022 Chapter Award Submission | IIDA Ohio Kentucky Chapter

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HOW?
“The Thrive roundtable event was really just what we all needed! For many of us, it was the first in-person event or meeting we had attended since the beginning of the pandemic. So having this opportunity to come together with our industry colleagues to discuss our challenges, frustrations, realizations, and pandemic-era triumphs allowed us to recognize that we all struggled at times and had to reinvent and rethink so many aspects and approaches to our daily lives, but through this we all still experienced personal and professional growth through the process, and, as interior designers and cultural leaders, have continued to keep ourselves and our industry moving forward. I thank IIDA Ohio Kentucky Chapter for planning this inspiring event and allowing us to see that even in the toughest of times, we are in this together, supporting each other, and are always capable of elevating our clients, our community, and ourselves.”

-Jamie Tschirne, Buehrer Group Architecture and Engineering, Inc
Toledo THRIVE Attendee

“Really enjoyed the Cleveland THRIVE Event, to reconnect with both local colleagues and our national leadership, as we together formulate a path forward into new realities in a post-pandemic design world.”

-Dave Robar, Vocon
Cleveland/Akron THRIVE Attendee

“Last August I had the opportunity to participate in the Thrive Roundtable Event here in Cleveland, Ohio. We had a robust roundtable discussion focusing on a range of topics like recruiting & retaining talent, equity, diversity & inclusion, and life at your firm during the covid-19 pandemic. What a great way to connect with local design leaders as well as our moderator Cheryl Durst.”

-Richard Dillon, Vocon
Cleveland/Akron THRIVE Attendee

- changing working environment
- diversity, equity and inclusion
- clients’ changing needs

Toledo
Day #1 - lunch

Cleveland Akron
Day #1 - dinner
DAY #2

COLUMBUS & CINCINNATI / DAYTON

“I really enjoyed meeting Cheryl Durst—she’s been a force in the industry for so many years and I really appreciated her coming to a smaller market to meet with the design community.”

- Beth Latto, GBBN
  Cincinnati/Dayton THRIVE Attendee

“The Thrive event was the first in-person event that I had attended in quite a while. It was wonderful to share stories with other leaders from around our area. Of course, Cheryl was an incredible moderator and inspired great conversation. The group was transparent in sharing the positive impacts of the pandemic as well as the struggles that they faced personally and as a firm. I found it reassuring to hear that other designers and firms have had similar experiences throughout the pandemic. On the surface, being forced to stop and slow down seems negative, but it may have been just what we all needed to bring ourselves back to living in the present. Crazy schedules, deadlines and never-ending obligations in personal and professional life leave very little time to think and feel. As designers, our strength lies in empathy. It is hard to be empathetic when you are barreling through life at light speed. I really enjoyed hearing how different firms are actively engaging in DEI initiatives. Again, being able to be vulnerable and share shortcomings was reassuring. We could all deliver a canned speech on how perfectly we are addressing diversity, but no one did that. Everyone is trying but recognized that we have a long way to go. I am just glad that we are all gaining awareness and moving in the right direction. I would definitely attend another session like this. We don’t often have the opportunity to get so many incredible perspectives in one room.”

- Jill Woods, Trinity:NAC
  Columbus THRIVE Attendee

HOT TOPICS

-focus on mental health
-trust and empathy
-recruiting new talent
LOUISVILLE / LEXINGTON

“[During IIDA’s THRIVE event] I felt supported and inspired for the profession. The Thrive event is great and I do hope you continue its efforts. It’s funny that when I was super involved with IIDA, I wondered why there wasn’t more participation from senior leadership. Now that I’m older and in that position, I can see how our focus shifts to running the business, being good mentors, and sometimes just trying to survive the pandemic all while balancing family as well. It’s nice to know others are going through the same challenges.”

- Stephanie McCrery, Reese Design Collaborative
Louisville/Lexington THRIVE Attendee

“I thought the event was very nice, well planned and a great tribute to designers. It’s so nice to see what everyone else is doing. I would definitely want to attend this again!”

-Mary Lee O’Bryan, Design Studio, LLC
Louisville/Lexington THRIVE Attendee

HOT TOPICS

- workplace flexibility
- evolving communication

Louisville Lexington
Day #3 - lunch
In February 2022, we mailed a THRIVE publication to all 5 venue hosts, 68 roundtable attendees, and over 80 chapter and city center volunteers*

Since THRIVE was an invite-only event, we found it extremely important to share the discussion insights with our greater membership. Each diverse roundtable discussion was digitally sound recorded by IIDA and provided to a hired copy editor. We felt that writing a professional publication was outside of our expertise, and chose to invest in an editor to listen to all recordings and provide us with a summary report. Our VP of Public Relations combined the written copy and photos from the event into a graphical report which we were able to later distribute to all attendees and our membership at large.

150 MAILED PUBLICATIONS
*See THRIVE Report: https://www.iidaohky.org/post/recap-thrive-leadership-roundtable

43% Percentage of our IIDA Ohio Kentucky Membership that read THRIVE report digitally or physically

80% Firms that support IIDA involvement by paying employee memberships in full

90% Firms that THRIVE Attendees represent who are addressing DEI

72% THRIVE Attendees that desire more DEI Programming from IIDA

72% THRIVE Attendees that desire more leadership connections

In order to gather more data from our THRIVE attendees in an anonymous way, we requested that each attendee complete a digital survey directly following each roundtable discussion. This allowed us to directly hear from this specific group of senior leadership in our design community and gain insights into desired programming, DEI initiatives, and their overall view of IIDA.

Here’s what we learned:
**NOW WHAT?**

**THEY ASKED, WE ANSWERED!**

Through our discussions with senior leadership that attended THRIVE and analyzing survey responses, we have strategically planned our 2022 programming to help achieve our chapter goal of engaging our senior level membership!

Our 2022 programming includes the following:
- Annual Meeting to address the ‘state of the organization’
- (2) Friday Forums specifically centered on Diversity, Equity and Inclusion
- IIDA OHKY’s first ever Chapter-Wide Design Awards
- A second annual THRIVE Roundtable

THRIVE captured 68 individual senior level attendees who represented 45 firms in total

Through THRIVE communications, IIDA connected with 90 firms

In our first year including a firm level in our benefactor package, 8 of the invited THRIVE firms financially invested in our chapter

27% of new Associate and Professional members from November 2021 to February 2022 are employed at firms that attended THRIVE

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