

2021  
BEST  
THING  
EVER

# IIDA

OHIO/KENTUCKY  
chapter

## GET CONNECTED EVENT



# WHAT WAS THE PROBLEM?

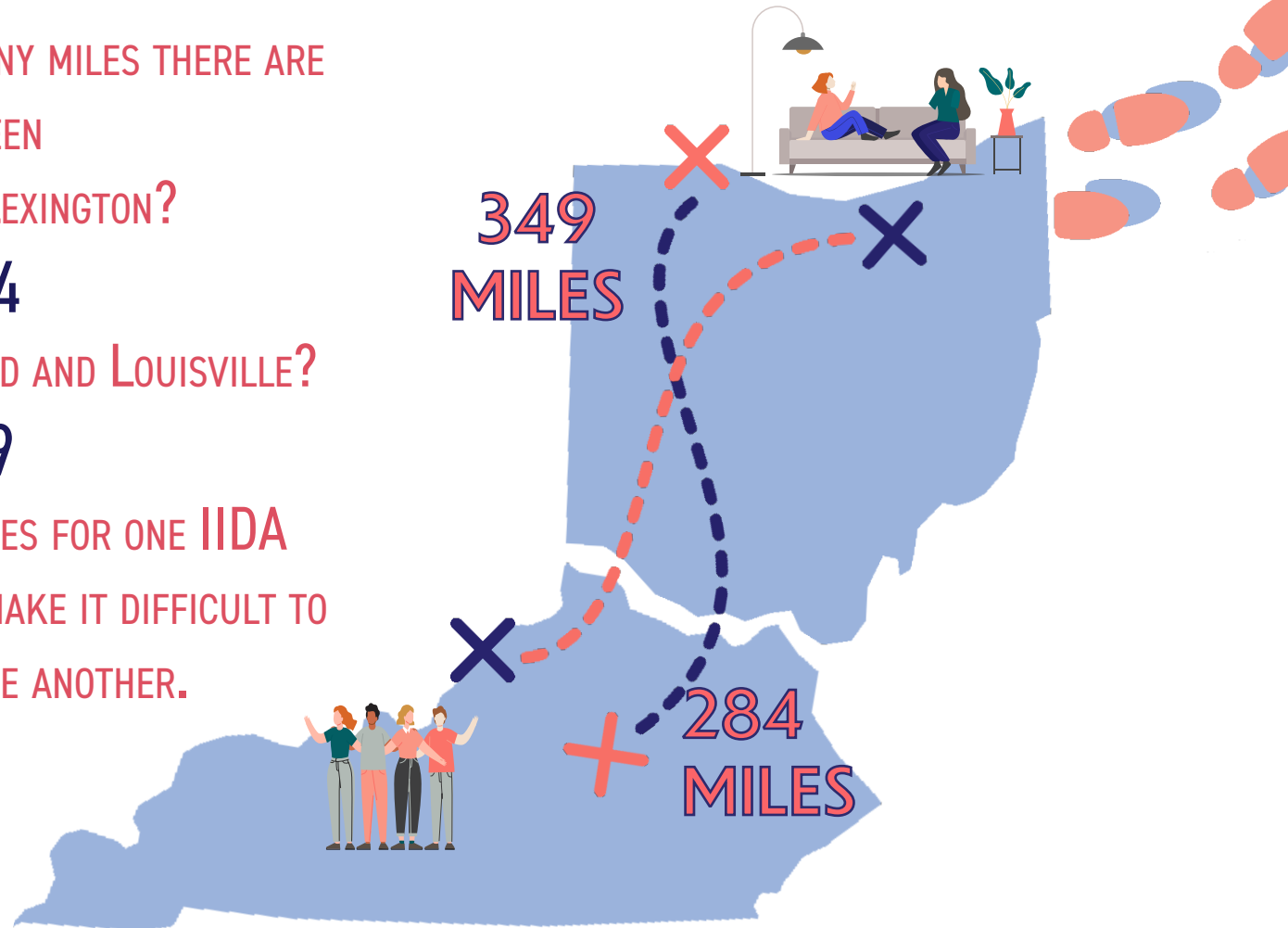
DO YOU KNOW HOW MANY MILES THERE ARE  
BETWEEN  
TOLEDO AND LEXINGTON?

284

HOW ABOUT CLEVELAND AND LOUISVILLE?

349

THAT IS A LOT OF MILES FOR ONE IIDA  
CHAPTER, WHICH CAN MAKE IT DIFFICULT TO  
CONNECT TO ONE ANOTHER.



'WE CURRENTLY HAVE OVER 60 VOLUNTEERS BETWEEN OUR CHAPTER BOARD AND CITY CENTER COMMITTEES. ACROSS OUR MANY MILES WE HAVE COUNTLESS WAYS FOR MEMBERS TO GET CONNECTED BUT FIGURING OUT THE RIGHT FIRST STEP CAN BE INTIMIDATING AND CONFUSING. WE WANTED TO FIGURE OUT A WAY FOR MEMBERS TO LEARN MORE ABOUT OUR CHAPTER, CONNECT WITH ONE ANOTHER WITHIN THEIR CITY CENTER AND ACROSS THE CHAPTER, AS WELL AS OFFER OPPORTUNITIES TO GET MORE INVOLVED.'



## OUR BRIGHT IDEA

"IIDA IS YOUR COMMUNITY. YOUR MEMBERSHIP IN IIDA HELPS TO SHAPE WHAT OUR COMMUNITY LOOKS LIKE, AND GIVES YOU THE OPPORTUNITY TO BUILD THE FUTURE OF DESIGN."



WE WERE LARGELY INSPIRED BY THIS QUOTE FROM HQ. HOW CAN WE IMPACT OUR COMMUNITIES, NOT ONLY AS IIDA MEMBERS, BUT AS A COMPREHENSIVE DESIGN COMMUNITY?



WE PLANTED A SEED



WE NURTURED OUR SEED



OUR SEED BLOSSOMED INTO SOMETHING BEAUTIFUL

### 2018 SEED MONEY

REMEMBER WHEN HQ STARTED THE CATALYST GRANT PROGRAM AND GAVE EACH CHAPTER \$1,000 TO DO SOMETHING GREAT WITH? WE DECIDED TO ENGAGE OUR DESIGN COMMUNITY THROUGH A GRAPHICS COMPETITION, USING THE MONEY AS THE PRIZE!

### 2019 GRAPHIC COMPETITION

CONTINUING OUR GRAPHICS COMPETITION, THIS YEAR'S OBJECTIVE WAS TO DESIGN GRAPHICS FOR OUR FUTURE CHAPTER-WIDE GET CONNECTED EVENT AND GENERAL MEMBERSHIP PROMOTION INFORMATION.

### 2020 GET CONNECTED EVENTS

BUILDING ON THE SUCCESS OF THE COLUMBUS CITY CENTER'S "HOW TO GET INVOLVED EVENT" IN 2019, WE SHARED BEST PRACTICES, FOCUSED ON CONNECTIVITY OF OUR MEMBERS, AND IMPLEMENTED THIS EVENT CHAPTER WIDE! EACH EVENT WAS TAILORED TO THE CULTURE OF THE LOCAL CITY CENTER.

# GRAPHICS

## COMPETITION OBJECTIVE: OUR CALL TO ACTION

THE IIDA OHIO KENTUCKY CHAPTER IS OVER 600 MEMBERS STRONG AND ALWAYS GROWING! WE NEED YOUR HELP DESIGNING A COHESIVE GRAPHICS PACKAGE THAT SHARES THE BENEFITS OF BEING AN IIDA MEMBER AND HELPS US ATTRACT NEW MEMBERS. THE WINNING DESIGN PACKAGE WILL NOT ONLY BE USED FOR ALL 2020 MEMBERSHIP MARKETING MATERIALS, BUT ALSO ADAPTED INTO ADDITIONAL GRAPHICS!

WE HOSTED A GRAPHICS COMPETITION TO OUR ENTIRE CHAPTER. THE CALL FOR SUBMISSIONS WERE POSTED IN OUR NEWSLETTERS, AND BLASTED ON SOCIAL MEDIA. THE GOAL WAS TO HAVE GROUPS OR INDIVIDUALS GET TO FLEX THEIR DESIGN STYLE AND SUBMIT A COHESIVE PACKAGE. WE ALSO USED THIS AS A WAY TO ADD TO OUR MEMBERSHIP. IN ORDER TO SUBMIT, ONE MUST BE AN IIDA MEMBER. \$1,000 WAS THE PRIZE TO THE WINNERS!

WE PUT TOGETHER A ROBUST PACKAGE, OUTLINING A MAIN OBJECTIVE, GRAPHIC REQUIREMENTS & BRANDING GUIDELINES. WE GAVE INFORMATION ON MEMBER BENEFITS, AND GENERAL EVENT DESCRIPTIONS.

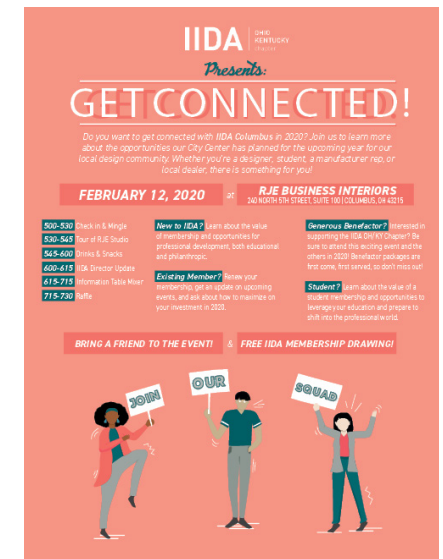
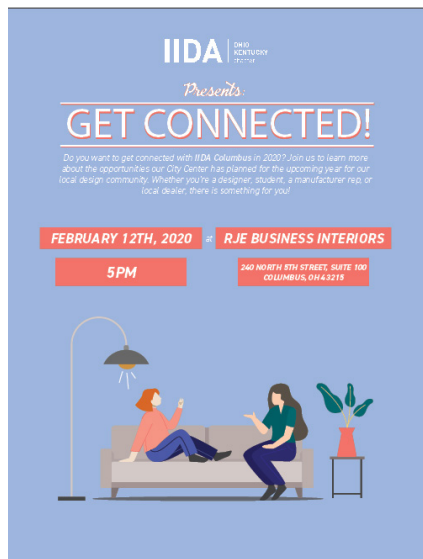
## DEADLINES

8/1/2019 - COMPETITION OPENS

10/1/2019 - SUBMISSION DEADLINE, JUDGING BEGINS

11/1/2019 - WINNER ANNOUNCED & PRIZE AWARDED!

WINNING SUBMISSIONS!



# WHAT IS A 'GET CONNECTED' EVENT?



HOSTED BY EACH OF THE FIVE CITY CENTERS, THE GET CONNECTED EVENTS OCCURRED THE SECOND WEEK OF FEBRUARY WITH SOME OF THE EVENTS ACTUALLY OCCURRING THE SAME NIGHT, SO THOUGH WE WERE ALL MILES AWAY, WE WERE VERY CONNECTED.

THE GET CONNECTED EVENT IS A TIME THAT MEMBERS AND NON MEMBERS ARE WELCOMED TO COME TO A FREE EVENT WHERE THEY CAN LEARN MORE ABOUT IIDA AND WHAT IS HAPPENING IN THEIR CITY CENTER AND THROUGHOUT THE OHIO KENTUCKY CHAPTER. THERE WAS ALSO THE OPPORTUNITY TO WIN A FREE MEMBERSHIP SIMPLY BY ATTENDING. THIS YEAR ALL FIVE CITY CENTERS GAVE AWAY A FREE MEMBERSHIP TO ONE OF THEIR LOCAL ATTENDEES.



INTERESTED INDIVIDUALS WOULD ROTATE IN GROUPS SPEED-DATING STYLE AROUND THE SPACE TO THE DIFFERENT ACTIVITY STATIONS WHERE THEY COULD SIGN UP TO HELP WITH EVENTS OR LEARN ABOUT MEMBERSHIPS AND PROGRAMMING. THEY COULD ALSO TAKE THIS TIME TO SIGN UP FOR AN IIDA MEMBERSHIP, OR SIGN UP FOR NEWSLETTERS!

THESE EVENTS WERE VERY SUCCESSFUL AND ARE PART OF ONE OF MANY STEPS THAT OUR CHAPTER HAS TAKEN TO UNIFY OUR CITY CENTERS AND GAIN STRENGTH FOR OUR CHAPTER AS A WHOLE. THEY ARE A WAY THAT DESIGN COMMUNITY MEMBERS CAN BECOME MORE CONNECTED TO OTHERS IN THE INDUSTRY, THEIR IIDA CITY CENTERS AND IN TURN MORE CONNECTED TO IIDA OHKY.



# CITY CENTER HIGHLIGHTS

"THE GET CONNECTED EVENT WAS A REALLY GREAT EVENT. I WAS ABLE TO TALK TO MEMBERS MORE IN-DEPTH ABOUT WHAT OUR CITY CENTER BOARD DOES BEHIND THE SCENES. THAT FACE-TO-FACE TIME WITHIN A CASUAL SETTING HELPED BREAK THE ICE AND I WAS ABLE TO HAVE A DEEPER CONVERSATION. SINCE THIS WAS CATERED TO HOW PEOPLE CAN GET THE MOST OUT OF THEIR MEMBERSHIP, IT WAS THE PERFECT TIME TO ALSO GRAB THEIR FEEDBACK ON WHAT THEY ARE LOOKING FOR FROM US. I THINK IT'S A GREAT EVENT THAT CAN HELP US STAY RELEVANT WITHIN OUR COMMUNITIES AND ENSURE WE'RE PROVIDING OUR MEMBERS WITH WHAT TRULY BENEFITS THEM TO BE A PART OF THE ORGANIZATION."

- SARA WELCH, MEMBERSHIP

OHIO HOUSE REPRESENTATIVE AND INTERIOR DESIGN BILL SPONSOR (HB504) ROSE BRIDE SWEENEY ATTENDED.

IT WAS GOOD FOR THE DESIGN COMMUNITY TO GET TO MEET HER AND SEE THAT THESE REPRESENTATIVES ARE ABSOLUTELY APPROACHABLE AND ACTUALLY LOOKING FOR OUR INPUT AND INTERACTION.



## CLEVELAND AKRON

# CINCINNATI DAYTON



AMY SCHLACHTER WON A FREE MEMBERSHIP AT THE EVENT. SHE IS A RECENT GRAD AND WAS NOT A MEMBER PREVIOUSLY.

"THE IIDA GET CONNECTED EVENT WAS A HIGHLIGHT OF MY 2020, MAINLY DUE TO THE PRIVILEGE OF WINNING THE FREE MEMBERSHIP GIVEN OUT AT THE EVENT! IT WAS GREAT GETTING TOGETHER WITH OTHER IIDA MEMBERS IN A CASUAL SETTING DURING A TIME WHEN I WAS REALLY WANTING TO JOIN IIDA BUT JUST NEEDED A LITTLE PUSH TO MAKE THE COMMITMENT. AFTER RECEIVING THE FREE MEMBERSHIP, IT ENERGIZED ME TO ATTEND MORE EVENTS AND WANT TO GET INVOLVED MORE, EVEN IF IT RESULTED IN WINNING LAST PLACE AT THE IIDA 2020 ANNUAL GUTTERBALL TOURNAMENT! THESE EVENTS ENCOURAGED ME TO RENEW MY MEMBERSHIP, AND I AM REALLY LOOKING FORWARD TO IN-PERSON EVENTS TO START UP AGAIN."

HEATHER HEMMER & KAYLA KERCHER ATTENDED. BOTH BECAME NEW MEMBERS AND ARE NOW FILLING BOTH OF OUR MEMBERSHIP COORDINATOR POSITIONS IN OUR CITY CENTER. BOTH ARE ASSOCIATE MEMBERS THAT ARE RECENT GRADS.

# CITY CENTER HIGHLIGHTS

"IT IS VERY OUT OF MY COMFORT ZONE TO JUST ATTEND EVENTS WHEN I DON'T KNOW ANYONE SO IT WOULD HAVE BEEN DIFFICULT FOR ME TO JUST ATTEND AN IIDA EVENT OUT OF THE BLUE BECAUSE I DIDN'T REALLY KNOW ANYONE IN MY NEW CITY CENTER. HAVING AN EVENT THAT WAS ADVERTISED FOR POTENTIAL NEW MEMBERS WAS REALLY GREAT BECAUSE IT WAS AN OPPORTUNITY FOR ME TO GO AND GET TO KNOW THE IIDA GROUP AND HOPEFULLY NOT BE THE ONLY NEW PERSON THERE. IT TURNED OUT TO BE A GREAT EVENT, I FELT SO WELCOMED BY THE GROUP AND BECAUSE THEY SPENT TIME TALKING ABOUT HOW TO GET INVOLVED I WAS INSPIRED TO JOIN THE BOARD AND HELP SUPPORT THE STUDENT RELATIONS ASPECT."

-Tiffany Senn

TIFFANY SENN ATTENDED THE EVENT, AFTER KNOWING OF IIDA DURING HER TIME IN TOLEDO AS A BOWLING GREEN STUDENT. SHE WAS BRAND NEW TO THE AREA HAVING JUST MOVED WITH HER HUSBAND FOR CHICAGO. SHE WORKS REMOTELY FROM HER CHICAGO OFFICE AND WANTED TO MAKE SURE SHE WAS CONNECTED WITH THE IIDA. SHE SIGNED UP TO BE INVOLVED IN DIFFERENT EVENTS PLANNED FOR 2020 (THAT DIDN'T HAPPEN). BUT ALSO NOTED INTEREST IN OUR CITY CENTER COMMITTEE. SHE JOINED IN JULY AND IS CURRENTLY OUR CO-STUDENT RELATIONS COORDINATOR. SHE'S CRUSHING IT AND WE'RE HOPING TO SEE BIG THINGS FROM HER.



TOLEDO





# CITY CENTER HIGHLIGHTS

"I ATTENDED THE IIDA GET CONNECTED EVENT IN 2020 AND SO ENJOYED MY TIME AT THE EVENT. IN FACT, I CREATED SOME RELATIONSHIPS THAT NIGHT THAT I HAVE CONTINUED TO GROW INTO 2021. IT WAS A VERY WELL-ORCHESTRATED EVENT AND I HAD A WONDERFUL TIME LEARNING MORE ABOUT IIDA."  
-MEGAN PADGETT



MEGAN WON A FREE MEMBERSHIP AT THE EVENT!



## LOUISVILLE LEXINGTON



## COLUMBUS

HUNTER MILLER WON A MEMBERSHIP FROM GET CONNECTED AND IS NOW ON OUR CITY CENTER TEAM. (HE WASN'T A MEMBER PREVIOUSLY).



"I STARTED OUT WITH IIDA AS A STUDENT MEMBER WHEN I WAS IN COLLEGE. THIS WAS MY FIRST INTERACTION WITH THE ORGANIZATION AND I REALLY ENJOYED THE NETWORKING ASPECT, AS MUCH AS THE EDUCATIONAL EVENTS I ATTENDED. DURING MY INTERNSHIPS, I ATTENDED SEVERAL EVENTS AT A VARIETY OF CHAPTERS, INCLUDING DESIGN AWARDS AND WAS INSPIRED BY THE LOCAL DESIGN COMMUNITY AND THE WORK THAT WAS BEING DONE AROUND THE INDUSTRY. ONCE I MOVED TO COLUMBUS AND BEGAN MY NEW CHAPTER IN THIS EXCITING CITY, OUR CURRENT Co-DIRECTOR INVITED ME TO ATTEND EVENTS. I HAVE ALWAYS LOVED MEETING NEW PEOPLE AND CONNECTING WITH FELLOW DESIGNERS. ATTENDING THESE EVENTS, HELPED GROUND ME IN THE LOCAL DESIGN COMMUNITY. THE EVENT HELPED BREAK DOWN THE VARIOUS OPPORTUNITIES AND ROLES WITHIN OUR LOCAL CITY CENTER AND STRUCK A CHORD WITH ME. I WAS LUCKY ENOUGH TO RECEIVE THE MEMBERSHIP FOR A YEAR DURING THE END OF THE EVENT RAFFLE, AND SHORTLY AFTER DECIDED TO APPLY FOR A POSITION WITHIN THE PHILANTHROPY TEAM. WORKING WITH MY Co-LEADER HAS BEEN SO MUCH FUN AND REWARDING! (DESPITE HAVING ONLY MET VIRTUALLY!) I AM SO EXCITED TO BE A PART OF A WELCOMING AND HARDWORKING TEAM OF DESIGNERS AND PROFESSIONALS IN OUR COLUMBUS DESIGN COMMUNITY. IIDA HAS HELPED ME FOSTER THESE RELATIONSHIPS AND GROW MY LEADERSHIP SKILLS AND EXTEND A HELPING HAND TO OUR COMMUNITY. I LOOK FORWARD TO EVERY MEETING AND CAN'T WAIT TO SEE WHAT WE DO NEXT!"





# FINANCIALS

MOSTLY SPENT ON VENUE,  
FOOD & DRINK!

| LOCATION              | TOTAL SPEND  |
|-----------------------|--|
| CINCINNATI DAYTON     | \$0.00      |
| CLEVELAND AKRON       | \$485.99   |
| LOUISVILLE LEXINGTON  | \$150  |
| COLUMBUS              | \$476.76   |
| TOLEDO                | \$285.53   |
| TOTAL                 | \$1,398.28   |
| CHAPTER               | \$1530.25 (ONE MEMBERSHIP PER CITY CENTER)   |
| GRAND TOTAL           | \$2,928.53   |
| INVESTMENT PER MEMBER | ~\$4-\$5  |

# ... AND THEN THE WORLD STOPPED

WE HAD NO IDEA IN FEBRUARY OF 2020, JUST HOW IMPORTANT IT WOULD BECOME TO 'GET CONNECTED' TO ONE ANOTHER. OUR GET CONNECTED EVENTS WERE THE LAST BIG EVENTS THAT HAPPENED IN OHIO & KENTUCKY BEFORE WE WERE SHUTDOWN BY COVID-19. MANY OF OUR PEERS WERE LAID OFF, FURLOUGHED, AND HAD TO GET USED TO A NEW NORMAL. AT THAT POINT, WE TRIED TO BECOME A RESOURCE ABOUT UP TO DATE INFORMATION ON THIS GLOBAL PANDEMIC.

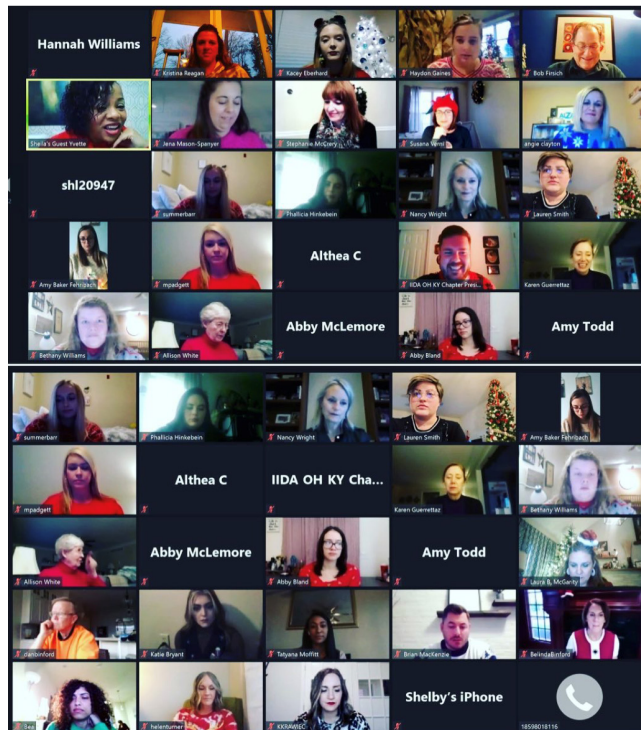


COMING TOGETHER IN OUR CITY CENTERS AND WORKING IN UNISON TO PLAN AND EXECUTE THESE COMMON EVENTS SERVED AS A SPRINGBOARD FOR US ALL TO WORK TOGETHER AS A CHAPTER THROUGHOUT 2020; TO PLAN VIRTUAL PROGRAMMING CONTENT, SUPPORT TO ONE ANOTHER AND MAINTAIN OUR VIBRANT IIDA COMMUNITY.

# OUR COMMUNITY 'GOT CONNECTED'



2020 WAS NOT WHAT WE EXPECTED WITH A GLOBAL PANDEMIC AND SOCIAL UNREST, BUT WE GOT CONNECTED, AND ARE STAYING CONNECTED - EVEN IF IT LOOKS A LITTLE DIFFERENT THESE DAYS!



## AND WE'RE STAYING CONNECTED!

