
INTERIOR DESIGN EDUCATOR'S COUNCIL



I D E C
2004 ANNUAL REPORT



2004 PRESIDENT'S REPORT

Anna Marshall-Baker

Welcome to the inaugural Annual Report of the Interior Design Educators Council, 2004. The IDEC Executive Board recognizes an increasing amount of information related to the business of the organization that needs to be communicated to the members, and decided an "annual report" was the appropriate venue. Although available this year at the spring 2005 conference, the report reflects the business of the organization during the previous calendar year of 2004.

The members of IDEC elected a slate of officers who contributed in very positive ways to the growth and development of the organization:

- Pamela Evans, President-Elect
- Mitzi Perritt, Past-President
- Jill Pable, Secretary/Treasurer
- Wendy Beckwith, Director at Large for Membership and Special Projects
- Ted Drab, Director at Large for Development
- John Turpin, Representative of the Regional Chairs

To these officers and Jenni Metzinger, our Executive Director, I extend a heartfelt "thank you" for your dedication to IDEC and for the grace and good humor with which you navigated issues and situations that were sometimes difficult. In addition to those who volunteered their time to serve on the Executive Board are a number of others who willingly gave their time and leadership to IDEC. Their names will appear at various places in the following report.

Financial Condition

With excellent guidance from Jill Pable and Jenni Metzinger, IDEC achieved its goal of investing \$215,000 in a "rainy day fund." This initiative was begun when then-President Hank Hildebrandt and others on the Executive Board became concerned about financial commitments that perhaps could not be met, for example, if a conference had to be cancelled. Achieving this goal and obtaining this level of financial security is an enormous accomplishment for an organization of this size, not only in terms of membership numbers, but also in terms of our annual budget.

Perhaps our most significant financial accomplishment during 2004 concerned long-term development. IDEC and the Norman and Elaine Polsky Family Supporting

Foundation entered into an agreement at the end of 2004 in which the Polsky Foundation contributed \$25,000 in matching funds to a \$25,000 investment by IDEC into a new endowed account. Interest earned on the \$50,000 IDEC/Polsky 2005 Endowed Fund may be used to support:

- costs of membership or conference registration,
- staff development and motivation,
- fund raising and public relations,
- research and education,
- members' appreciation of the benefit of personal investments,
- establishing an archive of IDEC and IDECF,
- establishing a program recognizing the value of past officers and Fellows, and,
- other purposes consistent with the tax-exempt status of the IDECF and as determined by the IDECF Board.

IDEC entered into a separate agreement with the IDEC Foundation (IDECF) regarding management of the account, disbursement of funds, and quarterly reports or statements concerning the activity of the endowed account.

The creation of this endowed account is another major accomplishment for IDEC. We are grateful to Norman Polsky whose philanthropy has been of great benefit to IDEC in the past and continues to be so. We are thankful for his interest in interior design and in IDEC, particularly, and appreciate his perseverance as we cautiously entered into this agreement. Importantly, this would not yet be accomplished without the diligence of Mitzi Perritt and Ted Drab who collected details, educated IDEC Board members, negotiated with Mr. Polsky, and drafted an agreement; and without Marjorie Kriebel and, particularly, Denise Guerin, President, of the IDEC Foundation who also were instrumental in the development of this agreement.

The "rainy day fund" and the IDEC/Polsky 2005 Endowed Fund are tremendous accomplishments for IDEC and speak not only to solvency, but to the growth and development of an organization no longer just "getting by" or "making do." The intention of the Boards of IDEC and IDECF is to strategize and achieve additional short- and long-term development goals.

Our Public Face

In addition to financial growth, IDEC made major strides regarding our public identity, “raising the bar” on our image. This happened in a number of ways.

First, our website was updated. Thanks to Jill Pable who recruited a colleague, Myung Park, at California State University in Sacramento, the website received a much needed facelift. The new site is not only easy to navigate with visible links to all services and resources of the organization, but is graphically stunning. It is a clean design that is understated and reflective of the values of IDEC regarding professionalism, education, and research. Importantly, the site also echoes the essence of the work of designers, which is *design*.

A second graphic image associated with IDEC is the Career Guide, which was also in desperate need of a facelift. Again thanks to Jill Pable who recruited another colleague at CSU, Carolyn Gibbs, to produce a graphic identity elevated with a design that is innovative, youthful, and visually appealing.

The image of IDEC is affected also by its publications. The Journal of Interior Design continues to be a major venue for refereed publications and celebrated its 30th year of publication in 2004. In addition, the electronic issue of JID or e-journal or was launched during the Annual Meeting in Pittsburgh. Earlier in the year changes in leadership at JID occurred in order to ensure that it maintains its high standards for publication. Please see the report of President-Elect and JID Board member Pamela Evans who will describe these accomplishments in further detail.

One last area to mention involves continuing education. Jill Pable and Katherine Ankerson are responsible for a proposal to create a comprehensive system of continuing education opportunities by IDEC. The IDEC Board approved the establishment of the IDEC Academy and its Board to “[facilitate] the creation of continuing education content for professional and personal well being and [aid] in the acquisition of interior design knowledge competencies.” Courses already have been approved, listed, offered, and taken, thereby delivering valuable information to learners while highlighting the abilities of the design educators in IDEC.

Collaborative Relationships

Another area in which IDEC made great strides during 2004 regards collaborative relationships with other design organizations; specifically, those in the Issues Forum. The presidents, presidents-elect, and executive directors of the major interior design organizations, ASID, IDEC, IIDA, IDC (Interior Designers of Canada), FIDER, and NCIDQ, comprise the Issues Forum. This group was formed several years ago by Stanley Abercrombie, and was re-structured during the summer of 2004 to articulate its goal to serve as a “catalyst for action to advance the profession of interior design” through common vision, structured dialogue, and collective or individual actions. The collaborative efforts of the organizations already have resulted in the development of a career website whose purpose is to inform and educate individuals interested in interior design.

A second collective effort of the Issues Forum was a letter signed by the presidents of each organization to the National Kitchen and Bath Association (NKBA) requesting clarification of their goals in education and practice, as well as their position regarding legal recognition of the interior design profession. The Executive Director of ASID received a call from NKBA the day a written reply was expected. The leadership of NKBA had been engaged in other activities and had not written a response, but is expected to do so.

IDEC did not participate this year with the other organizations on a third initiative, to fund further development of the Body of Knowledge document prepared for ARIDO (Association of Registered Interior Designers of Ontario). The other organizations were prepared to move forward more quickly than IDEC, and an amicable decision was made that they would do so without IDEC’s participation.

Membership

A full description of membership in IDEC can be found in the report of Director at Large Wendy Beckwith, but one member deserves mention here. At the Annual Conference in Pittsburgh, Paul Williams was welcomed as an Honorary Member of IDEC. Paul is an unwavering supporter of the Student Design Competition, assuring its financial security for years. He has supported IDEC in many other ways such as securing sponsorship for the opening reception at the conference in Pittsburgh, and he teaches “Carpet: Specifying It Today, Recycling It Tomorrow,” which is registered with the IDECEC. He is

also known for a stunning rendition of “Tip-Toe Through the Tulips.” We welcome him and his musical talents into IDEC with open arms.

With each successive year, each Board, each new agenda, IDEC raises the bar on itself. By all indicators, IDEC is growing in size and stature. I am privileged to be in a position to witness this on an intimate level and to work with an incredible group of people to do our part to continue to propel IDEC along its upward trajectory. Thank you for the honor to serve as your President during 2004.

2005 PRESIDENT'S REPORT

Pamela Evans

As the 2005 President of IDEC, it is my express pleasure to present the first Annual Report to the Membership. In November 2004 the Executive Board agreed that the vast amount of information and changes that occur within the organization during the year needed to reach the membership in a formal way. This publication of the IDEC Annual Report was initiated. This first issue is being published in hard copy and offered to you in your packet of conference registration materials. In the upcoming years it may be posted to the website for convenience and fiscal responsibility. Your feedback to the IDEC Executive Board will help shape the future publication of this report. Please take a minute to email us with your thoughts on this venture.

The Journal of Interior Design has made many strides in the last year. Nancy Blossom as the Chair of the JID Board and JoAnn Asher Thomson as Editor-in-Chief have put into place several changes to the journal. Explorations of several initiatives to make the publication financially stronger were put into place including CEU opportunities. At the fall JID Board meeting a task force of individuals from IDEC and practice was formed to take a fresh look at the needs of the journal. The task force was instrumental in many of the initiatives adopted by the JID Board. JID Chairman Nancy Blossom's report explores these actions in more detail.

The officers and staff of this organization have worked tirelessly to promote design education, sustain IDEC and support the membership. In the upcoming year the Executive Board looks forward to making this organization strong and addressing the needs of its members.

EXECUTIVE DIRECTOR'S REPORT

Jenni Metzinger

The Interior Design Educators Council is your professional association representing the interior design industry. IDEC is dedicated to providing a forum that unites both interior design educators and industry representatives who share mutual concerns, common goals and financial interdependence. Together we can work to improve products and services, business practices, design education and intercommunication. We have been working collectively with the membership and other allied organizations to offer many services to our members. As always, we are working to raise the general public's awareness of the profession and the organization. With that said, 2004 was a busy year!

Central Office has been extremely busy with converting IDEC to real-time online credit card processing. This new online system allows members to renew dues, post job openings, purchase exempt products, register for conferences and more right online. Credit card authorization and approval happens immediately after a user enters the information. Monies are then deposited directly into IDEC banking accounts. Staff accounting hours were cut in half with this new software, providing just one example on how IDEC is streamlining its operations.

Staff is also working on getting all the IDEC main listserves, as well as each region's listserve, in operation again. The regional listserves became inactive due to lack of use by the members. We hope to have those listserves active again by mid-March – unfortunately it is a rather slow process – but members will be notified once the process is complete.

IDEC was part of a collaborative initiative with our allied organizations, ASID, IIDA, FIDER, NCIDQ and IDC and created a career website provided much-needed accurate information regarding interior design as a career. The site shows how designers impact human behavior within the built environment and is abundant in definitions and options. If you have not done so, please visit the website at www.careersininteriordesign.com

The redesigned IDEC Career Guide is utilized by thousands of high school guidance counselors and colleges and universities across the world. The new guide has been a huge success with the sales of the revised guides in the first 6 months reaching nearly

15,000. Thank you to Carolyn Gibbs for volunteering her time and design to the new guide.

Our success is only as great as the insight and information that you as members provide your leadership and professional staff. If you have any information or recommendations for us, please email info@idec.org.

SECRETARY/TREASURER'S REPORT

Jill Pable

It is my pleasure to report that IDEC continues to operate in the black, thanks to the hard work of our many volunteers, Board members and conscientious management by the Raybourn Group. As of September 30, 2004, the total liabilities and net assets for IDEC totaled \$273,398. This figure shows a positive trend when compared to the September 2003 figure of \$217,992.

The IDEC September 2004 statement of financial condition has been reviewed by the Board and the organization's solvency remains secure. Several specific line items bear further explanation to our current status. Through careful planning and hard work of the conference committee, the 2003 IDEC International Conference in Pittsburgh exceeded its targeted profit by approximately \$30,000. This is important, as the annual conference remains one of the major yearly revenue elements for IDEC. The sale of Career Guides were bolstered by its new design and resulted in higher sales than expected. IDEC Academy continuing education fees are also beginning to show promise as a revenue generator.

Many initiatives of IDEC enhance the organization's overall financial status by close monitoring of their budgets, including JID, e-JID, and administration activities in general. Similarly, the regions have held expenses in check and continue to all operate within budgetary parameters. It is anticipated that the new online credit card systems showcased on the IDEC website will permit a reduction in staff time for processing of transactions such as conference registration and sales of IDEC products.

The positive state of IDEC financial affairs has made my responsibility as Secretary/Treasurer a distinct pleasure, and one that I will miss as I step off of the Board after my four year term of service.

NOMINATING COMMITTEE/2004 PAST PRESIDENT'S REPORT

Mitzi Perritt

The 2004 Nominating Committee consisted of Dee Ginthner, Jane Kucko, and Mitzi Perritt, Chair. The committee solicited nominations from members via the Fall 2003 Regional Meetings, the 2004 Annual Conference in Pittsburgh, and published the Call for Nominations issued to the membership.

The Nominating Committee appreciates the willingness of all nominees to serve the organization and advance the mission of IDEC. The following members were elected for service:

2004 ELECTION RESULTS:

President-Elect	Eric Wiedegreen
Director at Large	John Turpin
Secretary/Treasurer	Lisa Waxman
East Regional Chair	Rachel Pike
Midwest Regional Chair	Virginia North
Southwest Regional Chair	Brian Powell

MEMBERSHIP REPORT

Wendy Beckwith Director at Large

Membership continues to be strong in IDEC with close to 600 members. We represent 252 educational institutions and have membership represented throughout United States, Mexico, Canada, and several other countries.

IDEC membership benefits are many and include:

Annual Conference. This conference provides the opportunity for members to present research, exchange teaching methods, and experience tours and exhibits. Presentations are juried before acceptance. Business meetings are also scheduled during the annual conference.

Regional Conferences. Smaller group meetings are held annually in the five IDEC regions to encourage student, faculty, and professional interaction.

e-RECORD. The IDEC RECORD is now the eRECORD, an electronic newsletter that provides members with current information about IDEC activities and other items of interest.

Journal of Interior Design. This refereed journal is published semi-annually. Subscription fees are included in the annual membership dues. Inquiries concerning

subscriptions for non-members and institutions and the submission of papers for publication should be directed to the editor.

Juried Exhibition. The exhibition at the annual conference provides educators the opportunity to submit interior installations, conceptual interiors, and visual arts works for consideration. An award is presented to the best entry in each category.

Placement. An up-to-date listing of position openings in Interior Design education is available on the IDEC website.

Tenure and Promotion. IDEC has prepared a position paper on criteria for evaluation on Interior Design faculty for tenure and promotion in baccalaureate programs. IDEC also manages a process for external review to be used for appointment, tenure, promotion, or degree equivalency.

A complete listing of IDEC membership benefits can be found at www.idec.org under 'membership'.

2005 ANNUAL CONFERENCE REPORT

Jenni Metzinger Executive Director

The 2005 Annual Conference is underway. We are in beautiful Savannah, GA, and being hosted by the Savannah College of Arts and Design. And boy do we have a program lined up for you!

The conference is designed to offer education to promote development of individuals to be creative, think critically, resolve issues, base decisions on sound foundations of theory and research, communicate effectively, and uphold high ethical and business standards.

Keynotes William McDonough, AIA, and Janine Benyus offer a human and enlightened course of action in deliberating design. Our pre-conference workshops "Introduction to Cradle-to-Cradle", "Teachers of Lighting" and "Practice to Scholarship: Bridging the Divide" provide interactive learning opportunities. Nearly fifty paper and poster presentations give attendees additional knowledge and showcase the quality of life and human performance in the interior environment.

In addition, thank you to our continued sponsors and supporters of the conference. Without their support, the conference could not be a success. We hope you enjoy!

IDEC ACADEMY REPORT

Jill Pable IDEC Academy Coordinator

After much planning, the IDEC Academy was announced at the 2004 International Conference in Pittsburgh and launched in June 2004 with the approval of its policies and procedures by the IDEC Board.

As the foremost source for current in-depth education and research regarding interior design professional education and practice, it seems fitting that IDEC should seek to expand and disseminate important interior design knowledge. IDEC members perform interior design research that produces significant discoveries and considerable expertise. IDEC Academy seeks to make this resource available to its members, design professionals, and to the public through continuing education content.

IDEC Academy seeks to distinguish itself from the large CEU marketplace by offering only the highest quality continuing education experiences. IDEC Academy review of courses ensures that the education experience is relevant and interactive in its delivery so that learners exit with verified, meaningful knowledge.

The 2005 Board members for the IDEC Academy are:

- Jill Pable, IDEC Academy Coordinator
- Katherine Ankerson, IDEC Academy Administrator
- Eric Wiedegreen, IDEC President-Elect
- Janine King, IDEC/IDCEC liaison
- Holly Cline, chairperson, IDEC Instructional Improvement Network

While the IDEC Academy may be just out of the starting gate, this initiative already has several successes to its credit:

The new IDEC website (www.idec.org) provides a gateway to the IDEC Academy offering learners a convenient access and payment method for continuing education content:

- "*Teaching Triage: Design Instruction Solutions Now*" is the first online teaching reference developed specifically for both full-time and part-time interior design instructors. Topics range from creating syllabi to testing and classroom management.
- "*Dodging the Tomatoes: Tips for CEU Instructors*" provides insights into continuing education learning experiences with the unique adult, professional learner.
- "*Introduction to Cradle to Cradle*" is offered at the

March 2005 IDEC International Conference in Savannah. Approved by both IDCEC and IDEC Academy for four CE credit hours, this course is facilitated by GreenBlue, the non-profit educational branch of William McDonough, co-author of the noteworthy sustainability book of the same name.

Several new initiatives on the horizon promise exciting connections for design learners and expanding the influence of IDEC. These include partnering with JID to offer continuing education credit in connection with select JID articles. Also notable are possible opportunities to take the "Cradle to Cradle" CE course 'on the road' to other parts of the country through popular demand.

REGIONS REPORT

John Turpin Regional Liaison to the Board

The regions made a commitment to provide LCD Projectors to defer costs and provide current technology to our membership during the annual conference. Also at conference, Regional Chairs continued to evaluate methods for identifying Outstanding Presentations. In Pittsburgh, the top ten scoring abstracts were reviewed by IDEC members from each region without separation of category (presentation, paper, and poster). Based on the scores, three presenters received certificates for "Outstanding Presentation". Two honorable mentions were additionally awarded.

A Member's Choice Award was tested this year. Members were asked to identify the best presentations with criteria was left up to the individual. Two papers clearly separated themselves and were recognized and the membership seemed to appreciate this opportunity to participate in the selection.

Regional meetings were well attended in the South (43), Southwest (30), Pacific West (28) and Midwest (17), which is approximately 18% of the membership. The East conference was unfortunately cancelled. The regions will continue to explore the effectiveness of regional list serves.

Jean Edwards will move into the leadership position of Regional Chair Liaison for 2005. Shari Park-Gates has been elected as the Regional Chair Liaison-Elect for 2005.

Regions continue to support the Membership Committee by providing the lists of Interior Design programs in each

state. The Regional Chairs will present a database to the IDEC Board that includes an individual's area of interest/ expertise and their willingness to serve as reviewers/ jurors for conferences, student and design competitions, JID, or on various committees. This project will be in partnership with the Membership Committee and has begun moving forward in the first half of this year.

JOURNAL OF INTERIOR DESIGN REPORT

Nancy Blossom JID Chairman

In 2004, JID's Editor-in-Chief, Jo Ann Thompson published Volumes 30.1, 30.2 and 30.3. The JID continues to be the only scholarly, refereed publication exclusively dedicated to the issues related to the design of the interior environment.

Currently, the JID Board has developed an electronic archive of all articles on file, in review process, or accepted for publication. In addition, we have created a submission database that is shared by the JID Editor, graduate assistant and IDEC Central Office for the purpose of internal tracking of articles through the review process. We also have created templates for a new JID website and electronic submissions and tracking process that will allow authors to view progress of articles through the review process.

Thank you to Kathleen Gibson for her expertise and development of the e-JID. The first issue was premiered in Pittsburgh at the 2004 Annual Conference. The JID Board appointed David Mathews as e-JID Editor July 1, 2004. We also appointed a JID Task Force (Jane Kucko, Ann Whiteside-Dickson, Paul Eschelman, Dave Matthews, Eileen Jones, Perkins and Will, Chicago and Sari Graven Callison, Seattle) to work in partnership with the JID Board to initiate new ventures and projects.

We are very excited to announce that we have secured a position for JID in the Avery Index. We have also established a relationship with H.W. Wilson to include the JID in their WilsonWeb, an archived database that educators, practitioners, students and the general public can access on the internet.

We are very excited to have our first JID Writers Workshop to be presented at the 2005 IDEC International Conference, "Practice to Scholarship: Bridging the Divide". We are also working closely with the IDEC Academy to develop online CEU offerings. The

procedure for this has been developed and a pilot will be tested with an article in 30.2.

DEVELOPMENT REPORT

Theodore Drab Director at Large

The Development Board continues its efforts to increase IDEC revenues. Board members are examining strategies for realizing increased return on currently invested funds and fundraising for long-term goals.

In 2004, the Development Board and the IDEC Foundation (IDECF) officers established five funding goals:

- Goal 1: Ensure the ability to operate the IDEC Foundation independently.
- Goal 2: Ensure the ability to offer a Special Projects Grant that is a minimum of \$5,000 annually.
- Goal 3: Ensure the ability to offer \$3,000 in scholarships annually.
- Goal 4: Ensure the ability to cover operational expenses of the Journal of Interior Design.
- Goal 5: Ensure the ability to issue a scholarship fellowship to an IDEC member of \$100,000 annually (IDEC Fellowship).
- Goal 6: Ensure the ability to issue a graduate fellowship of \$50,000 annually.

In addition we requested recommendations from University/College development officers regarding individuals/organizations capable of assisting IDEC in meeting its fundraising goals.

We currently are meeting or exceeding recent success in fundraising for the annual International Conference. We have also developed a proposal for the Polsky Family Supporting Foundation (PFSF) for a grant to be awarded in 2006. \$50,000 in reserves will be realized by matching the PFSF \$25,000 with \$25,000 of IDEC FY2003 revenues. These funds will be housed in the IDECF but will be managed by IDEC. We are pleased to announce that the contract and transfer of monies have been completed.

In an effort to connect IDEC with leaders in the interior design field, and to expand the base of potential contributors of financial support, a letter from the IDEC Board will be sent to chief executives of the "Top 100 Firms" identified in *INTERIOR DESIGN* magazine. The letter will congratulate the firm on its national recognition and introduce IDEC as a national organization committed to the rigorous preparation of students for careers in the

industry. The letter will also solicit financial support, and suggest that annual giving to IDEC might become a part of the firm's policy.

IDEC FOUNDATION REPORT

Denise Guerin IDEC Foundation President

Based on a request from the IDEC Board of Directors, the IDEC Foundation (IDECF) established and presented Foundation Funding Goals for consideration in IDEC's overall funding/development plan. These goals are described in Ted Drab's report above.

The treasurer, Marjorie Kriebel, completed a review of all accounts; she also developed three documents: Service Fee Analysis, Endowment Policies, and Fund Histories to be certain we have all the current and correct information on record.

The 2004 Carole Price-Shanis Scholarship was awarded by IDECF to Mihyun Kang in the amount of \$1,500. The 2005 Carole Price-Shanis Scholarship Call for Submissions has been distributed to IDEC members. The IDECF is also pleased to announce that they will be funding the 2005 Call for Special Projects.

The IDECF Policies and Procedures have been clarified in the following areas: expenses related to a specific endowment fund are to be paid from the Unrestricted Account, e.g. postage for mailing the Price-Shanis Call, and reaffirm that principal includes initial endowment plus subsequent donations.

For 2005, we will continue to request donations from IDEC membership via 2005 annual dues statement and the list serve, review current donors to determine potential for future gifts, have the next fiscal year's dollars in place by end of the current fiscal year so an accurate budget can be approved for the next year, and revisit our fund investment. We will consider an increase in the number of Foundation Board Members to increase visibility and potential funding and whether all funds are charged an administrative fee for Foundation expenses.

