

2006-2007 Annual Report

2006 President's Report

Eric Wiedegreen



Eric Wiedegreen

This has been a year of renewal and change for the Interior Design Educators Council (IDEC). Chief among these changes has been the hiring of a new Executive Director, **Jeffrey Beachum** (through the Raybourn Group International.) Jeff joined IDEC in early June, after years of administrative experience in not-for-profit organizations such as the Salvation Army. Also joining our administrative team in July was **Jenni Vincent**, as Membership and Operations Assistant. The IDEC Board of Directors also changed their terms of office from the calendar year to Annual conference to Annual conference.

The past two years have seen the development and refining of a new Strategic Plan for the association. In its final refinement the four key goals are:

Goal #1 – Advancement of Interior Design Education

Goal #2 – Advancement of Membership

Goal #3 – Advancement of IDEC

Goal #4 – Advancement of The Quality of Life

Goal #5 – Advancement of Scholarship & Research

The Strategic Objectives onto which we put our initial focus were **Branding**, **Visibility**, and **Communication**. A key thrust was increasing the public face of IDEC. Toward this end we revealed a new logo, hopefully more dynamic in visual appeal

than our former long-term logo with the help of **Dave Stevens**, a graphic designer out of Indianapolis. In addition to forming the I, D, E, and C of our name, the logo has references to the “@” sign, embracing technology and communication. To date we have upgraded the IDEC business cards, stationery, membership and award certificates. You will be seeing this new corporate identity in numerous incarnations in IDEC hard copy and virtual communications (eNews and E-Record.) A task force has been chosen to begin efforts to upgrade the IDEC website (www.idec.org), a high priority for the Board. The goal of all this effort is clearly to both increase the outreach of the organization and increase membership.

On February 28, 2006 our membership stood at 629. This year on February 28 we are at 692 (a 10% increase!) In the effort to increase membership, the strategic plan has led us to reach out to constituents other than traditional full-time college faculty. Adjunct faculty (often practitioners teaching only part-time in colleges and universities around the world) have been invited into the benefits of IDEC membership with a reduced dues structure. We will also attempt to engage instructors of interior design at the secondary school level as well as seeking to increase ties to international educators and design organizations. All levels of instructors and design practitioners have a vested interest in seeing the best practices of design education nourished, and thus IDEC sees its role as fostering a greater umbrella of membership and working to meet the needs of this widened membership base. A new membership packet is being developed and new membership certificates will be distributed to all members.

Membership **beyond the boundaries of North America** will be an increasing area of development. We look toward establishing goals for the international component of IDEC such as:

1. increasing international visibility and outreach of IDEC;
2. exploring the issues and complexities related to increasing international membership;
3. increasing international membership of IDEC by 5% annually for 5 years beginning 2007;
4. exploring the feasibility of utilizing technology as a means of interaction and dialogue with international members; and
5. creating a “THIS IS IDEC” packet for distribution by IDEC members when they conduct international travel.

President-Elect Jane Kucko has taken “internationalism” as a focus for her upcoming term as President. Efforts were made this year to spread the Call for Abstracts to international sites



and next year's IDEC conference will be outside the United States. This year saw continued conversation with IFI to determine IDEC's participation in this international organization. IDEC rejoined IFI and set groundwork to increase communication with this group.

As design education requires increasing numbers of new faculty members each year (because of expanding programs and retiring faculty), IDEC will be looking to further engage the greater design community in entering the profession of design education. A white paper task force on Graduate Education (under the leadership of **John Weigand**) was commissioned to study and report on the interface of practice, education, and graduate degrees. This was the discussion topic for our Fellows Forum at the Austin conference.

Member needs are a critical component of the Strategic Plan. IDEC attempts to engage its members at multiple levels. The Annual Conference continues to see increased attendance. IDEC Regional Conferences were held in all five regions (I attended a most successful South Regional Conference.) Each region continues to hold funds specifically earmarked for regional thrusts. Efforts are being made to re-energize the Networks. These more loosely based interest groups have tremendous potential to disseminate information and provide member networking. IDEC's stance on sustainability arose out of initial Network responses.

It is important to note the establishment of a Task Force on Paper Submissions under the leadership of President-Elect **Jane Kucko**. It is critical that the rigors of scholarship be maintained while defending the "fairness" and "timeliness" of the process. **Stephanie Watson Zollinger** has been appointed the Paper Coordinator, with a two year term. She will also help provide leadership to this Paper Submission Task Force.

IDEC seeks to support its members through the furtherance of scholarship in both traditional research and publication and in creative endeavors. While IDEC continues to support and disseminate design research through refereed conference presentations and a reinvigorated *Journal of Interior Design*, it has also made a conscious effort to better support scholarship in the creative areas (the fine arts and environmental design.) A white paper task force was also commissioned (under the leadership of **Shari Park-Gates**) to revisit the value and implications of creative endeavors, especially as it relates to the Tenure and Promotion process. We hope to receive a final version of this paper later this year.

In an effort to help sponsor design related activities that might need a timely funding base, IDEC established in Fall 2005 a Topical Issues Grant program. This past September IDEC was able to help underwrite the annual *ART&DESIGN for Social Justice Symposium* (that focused this year on the issues of homelessness) held at Florida State University. The symposium brought together interior design, architecture, fine art, art education, theatre and social work faculty from across the Southeast. The issue of social justice was also the theme of our **IDEC Annual Conference** in Austin, Texas. It is the hope of the Board that the opportunities presented at this conference allowed attendees to study the issues surrounding social justice in the world and how we as designers and design educators can begin to create pockets of solution-seeking.

Fundraising and conference sponsorship development is a 12-month task to keep IDEC financially viable, as is the effort to connect IDEC with leaders in the interior design field. IDEC members are applying in ever greater numbers for any and all available grants. This was especially evident with eleven (11) applications for the Special Projects grant and four (4) applications for the Topical Issues monies from the IDEC Foundation. Over \$8,000 was raised in response to IDEC Foundation's challenge at the Scottsdale conference to raise \$5,000 for scholarships for graduate student participation at the annual conference. This year at the Austin Conference, \$5000 was raised at our Silent Auction that will again be matched by the IDEC Foundation to provide 10 \$1000 scholarships to enable graduate students to attend the annual conference in 2008.

IDEC was represented at numerous national forums this year. I represented IDEC at the **National ASID Conference**, INTERIORS 06 in Nashville, March 16-19, and moderated a "Forum" on 'Becoming a Design Educator.' In June I attended **NEOCON 2006** with Pamela Evans, Jane Kucko, Jeff Beachum and Jody Larsen (IDEC's Development Manager), working the show to gain sponsorships/trade show participation for our annual conference. While in Chicago, I represented IDEC at the **IIDA National Business Meeting**. I also sit on the **IIDA Education Task Force** with monthly conference calls linking members across the US and Canada. Pamela Evans and Jeff Beachum attended **IIDEX/NEOCON Canada** (to meet with The Canadian Voice) in Toronto in September. Pamela, Jane, Jeff and I attended the **National NCIDQ Conference** in Louisville, November 10-12, 2006, speaking for the interests of design education. Through our Communications Committee, IDEC's presence is routinely seen in articles in **I&S** (Issues & Sources Magazine.)

IDEC continues its involvement in the **Issues Forum** (representatives from ASID, IDC, IIDA, CIDA, NCIDQ and IDEC). IDEC has taken the lead in establishing a Task Force to make decisions on how we as a design community can evaluate our body of knowledge on a continuing basis. As the body of knowledge (BOK) is a moving target (inherently dynamic in character), a permanent body will eventually be set up to further this study, supported by Issues Forum members. IDEC coordinated nominations and formation of a BOK Task Force to meet to establish a permanent BOK Review Committee.

Of course all of this work could not have been accomplished without the dedication of an excellent Board of Directors. Joining me in leadership of IDEC were :

President-Elect: **Jane Kucko**
Past-President: **Pamela Evans**
Secretary/Treasurer: **Lisa Waxman**
Director of Membership and Communication: **John Turpin**
Director of Development: **Dave Harrison**
Regional Chair Representative: **Shari Park-Gates**



2006-2007 Board of Directors

I would also like to thank the IDEC Regional Chairs, who this year have seen an increased involvement in the efforts to maintain communication and linkages to all our members.

These chairs were:

East: **Rachel Pike**
South: **Lisa Tucker**
Midwest: **Virginia North**
Southwest: **Brian Powell**
Pacific West: **Tina Johansen**

It goes without saying that an association the size of IDEC could not function without key leadership from our paid staff. Special thanks to **Jeff Beachum** (our Executive Director) and **Jenni Vincent** (our Membership and Operations Assistant) who have certainly stepped up to the plate in their first year on the job. Also thanks to **Jody Larsen** (our Development Manager.) I have greatly appreciated the continuing support and council of **Sharon Gorup** and **Terry Beyl** from the Raybourn Group International (our management firm.)

Interior Design Educators Council looks to continuing service to its members, fostering quality design education and advancing the practice of interior design. I have thoroughly enjoyed my year (plus) as your president and look forward to serving our association as Past-President in the coming year.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Eric A. Wiedegreen".

Eric A. Wiedegreen, IDEC/IIDA/Allied ASID
2006-2007 National President

EXECUTIVE DIRECTOR'S REPORT

Jeffrey Beachum



"Mr. Beachum, we were wondering if you would be interested in interviewing for a position as the Executive Director of The Interior Design Educators Council." At the time, this call was almost laughable. I knew very little about the life and responsibilities of a collegiate-level educator beyond what I put my own college professors through back in the dark ages. Not surprisingly, I probably knew even less about Interior Design. However, I love people and am transfixed by organizations and organizational behavior. It was worth a conversation, anyway!

Nearly a year later, I can report that becoming the Staff Leader for IDEC has already proven to be an interesting, exciting, and satisfying journey thus far. From spending my first four days on the job at NeoCon 2006 with the executive team from IDEC, to daily interaction with members from around the globe, the first year has been outstanding.

As your Executive Director, I have had the privilege to participate in, and represent you at, NeoCon 2006, The National High School Guidance Counselor Conference, The Issues Forum (ASID, IIDA, IDC, CIDA, NCIDQ, and IDEC), IIDEX/NeoCon Canada, and the NCIDQ Annual Meetings.

I have found that the most rewarding aspect of helping to lead IDEC is the opportunity to create and build relationships with members and friends of IDEC. I have been able to engage with your Board of Directors, the leadership from our Issue Forum partners, leaders and participants in the profession, the Journal of Interior Design Board, the IDEC Foundation Board, the IDEC Academy, IDCEC, the Regional Chairs, various task force', committees, and workgroups.

While discovering the program and systems that IDEC is blessed with, there is always the sense that there is something new just around the corner. The new IDEC logo

was unveiled, a new communication piece, the eNEWS was launched in an effort to engage membership and protect the environment at the same time, and a task force was created for the planning and implementation of a new and improved web site that is scheduled to go online in the fall of 2007.

From our perspective at Raybourn Group International, the future and vision for IDEC is very exciting. We look forward to helping the association perform increasing amounts of research about and for educators in the profession of Interior Design. We will vigorously encourage more educators to take advantage of the many benefits of associating with IDEC. We will encourage more members to engage and grow as leaders within the association and within the interior design profession. We will be diligent in helping the JID capture a global market by going electronic, allowing for maximum impact. We will help the IDEC leadership strengthen it's reach with friends and colleagues across the globe as well as across the profession and industry.

You can be confident that our team at Raybourn Group International and I are with you every step of the way!

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey Beachum", with a long, sweeping horizontal line extending to the right.

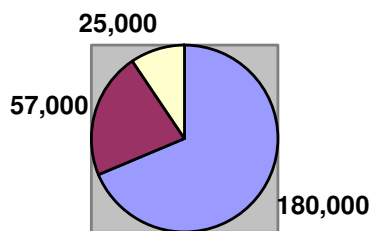
Jeffrey Beachum
Executive Director

TREASURER'S REPORT

Lisa Waxman

The March 31 year-end financial report indicated IDEC continued to be financially strong. This positive financial situation can be attributed to many things including steady renewal dues, an increase in dues from new members, as well as an increase in subscriptions to JID, and efficient use of the website. Our year-end profit for 2006-2007 will be approximately \$43,500. The rainy day fund continued to grow, and currently totals \$262,000 (see graphic of Rainy Day Fund distribution). IDEC's net assets as of March 31st total \$457,250.

Distribution of IDEC "Rainy Day" Fund



■ CD's
■ Smith Barney
■ Polsky Endowment

IDEC continued to address the need for travel by our presidents and board members. IDEC board members represented IDEC at a number of national and international events. It is our goal to continue to strategically place our leaders where they can best represent interior design education. Therefore, the 2007 budget will show an increase in travel allocations. In addition, our new contract with Raybourn Group, our management organization, will include an increase in the management fee. It will be important for IDEC to continue to grow in membership, as well as maintaining our existing membership to sustain these increases.

I will step down as Secretary/Treasurer this month. Lynn Chalmers, University of Manitoba, will take over in this role. I thank the IDEC membership for this opportunity.

IDEC ACADEMY REPORT

Jill Pable

The IDEC Academy enjoyed a productive year and continued its mission to build a cadre of quality continuing education courses for educators and practitioners. New this year at the Austin Conference was "Teaching Tidbits: Successful Teaching Strategies for Interior Design" facilitated by Denise Guerin and "Designing for Homelessness: The Interiors Workshop" facilitated by Lynn Chalmers and endnote speaker Sam Davis. Both events were very nearly sold out. These courses are in addition to the already established learning opportunities available through the IDEC website at www.idec.org/resource center/.

The Academy Board welcomes Bridget May as the incoming Coordinator and Patrick Redko, who is working to facilitate the review of IDEC Academy courses. This rounds out the board membership which includes Kathy Ankerson, Holly Cline and Jill Pable.

In addition to facilitating and promoting quality education, the IDEC Academy has also assumed responsibility for the request for proposal process for future annual IDEC conference workshops and continuing education events. Please note that proposals are due by September 15th to assure review and inclusion in conference promotional literature. Details are listed at the IDEC website under "IDEC Academy".

A task force, composed of Kathy Ankerson, Holly Cline, and Bridget May, is considering future directions and activities for IDEC Academy. The group held productive discussions in Austin and is continuing these via email and conference calls.

IDEC FOUNDATION REPORT

Denise Guerin

We have made good progress in the growth of our funds and have many people to thank for their contributions. The distinguished list of donors was published in our Annual Report, which was distributed at the conference in Austin, March 2007.

Two new initiatives were begun this year: the Graduate Scholars and the Fellows Fund. The Foundation was able to provide \$1000 to ten graduate students to fund their trip to the 2007 IDEC Annual Conference. The funding of these Graduate Scholars was provided by \$5000 from the



Polsky/Fixtures/Furniture Fund and \$5000 match from many IDEC members and friends who contributed at the 2006 IDEC Annual Conference. Thank you for supporting new members of the interior design education profession!

The second initiative, the Fellows Fund, was started by a \$1000 challenge to all IDEC Fellows to contribute a similar amount to the fund within the year. This is also a great opportunity for members to honor a Fellow's contribution by contributing to this fund in his/her name!

Finally, we ask all members to think about the Foundation as you contemplate your annual gift planning, as well as your estate planning. One of the Foundation's largest accounts was established by Anna Brightman to support the *Journal of Interior Design* as a beneficiary of her estate. Her dedication to scholarship has helped many educators become scholars through her estate's financial support of the *Journal of Interior Design*.

Please join us in thanking all of our donors when you see them...and consider beginning or continuing your support of interior design education by contributing to the Foundation.

JOURNAL OF INTERIOR DESIGN REPORT

Nancy B
lossom



In April 2007, Janine King completed her service as a member of the JID Board of Directors. I would like to express the appreciation of JID and IDEC for her service and contributions to the organization. Joining the board in May for a three year term is Jennifer Webb, Ph.D. Jennifer is an Associate Professor at the University of Arkansas and has served as a member of the JID Review Board.

In September, 2006, the JID Board developed a strategic plan for moving the JID to an electronic publishing format. The objectives of this plan are

- To enhance scholarship benefits to membership
- To enhance and increase access to the journal
- To support the values of IDEC as an organization dedicated to sustainability

- To enhance the audience both as submitters and readers
- To increase international participation.

Since that time, work groups within the board have considered issues such as impact on content, editorial process and image as well as, have researched and received proposals from diverse publication venues. In the next six months, the board will actively pursue a proposal submitted by Blackwell publishing with the intent of presenting a contract proposal to the IDEC board in the summer. If an agreement is reached, the transition to a fully electronic publication process will begin in the fall. (A fully electronic process, does NOT eliminate the paper journal for members). For members reference, the electronic issues of JID 30.3 and 31.3 are archived and available via the IDEC website. 33.3 is in final editing for electronic publication by the end of May.



At the March 2006 IDEC Conference, the JID Board once again sponsored a conference workshop on writing strategies, a reviewers workshop and the annual members workshop. Initiatives adopted by the JID Board in March 2007 are the sponsorship of a history symposium to run in concert with the 2008 IDEC Annual Conference in Montreal and the development of a scholarship of teaching venue for IDEC members.

IDEC REGIONAL CHAIRS REPORT

Shari Park-Gates

Idec members elected three new Regional Chairs this year. The new Southwest Regional Chair is Cynthia Mohr, replacing Brian Powell who is now the Regional Chair Representative to the Board of Directors. The Midwest Region has elected Migette Kaup as Chair, stepping down from that position is Virginia North. Ellen Fisher will chair the East Region and Rachel Pike will retire from that position.

In the fall of 2006 all regions had their own Regional Conferences. Kean University hosted the East Regional Conference and the Pacific West Regional Conference was hosted by Art Institute of California-Orange County. The Midwest Conference theme was Design Ethics Education to Practice and it was hosted by Kansas State University. Fifteen people participated. Because the Midwest Conference was held in conjunction with the Kansas State ID Student Symposium, hosted by the ID Advisory Board, all attendees were also able to take advantage hearing the keynote speaker, Shashi Caan.



Sashi Cann (center) with Kansas State students at Midwest Regional Meeting

Global Perspectives was the theme of the Southwest Regional Conference and it was hosted by University of Oklahoma.



IDEC Members at the 2006 Southwest Regional Conference

Forming Foundations in Teaching Research and Outreach was the focus of the South Regional Conference and hosted by The University of Carolina at Greensboro. The South Region voted to support scholarships to graduate students to both regional and international scholarships and to help fund the Regional Chair's travel.

The Student Competition this year was written and coordinated by Tina Johansen and the topic was "Social Justice." For the first time we had international students submit entries. Lisa Tucker has authored the student competition for 2007-2008 and the topic is affordable housing. Because the 2008 Annual Conference will be held in Montreal, the competition will be executed using the metric system.

Lisa Tucker was elected the Regional Chair Representative elect and will join the IDEC Board of Directors following the 2008 conference.

IDEC ANNUAL CONFERENCE AWARDS

Shari Park-Gates

Regional chairs awarded the IDEC award of Excellence:

Best presentations and the IDEC award of Excellence: Members Choice best presentation at the international conference in Austin.

The IDEC Award of Excellence - Paper/Presentation:

Infusing Third Place Theory Into A Studio Environment: A Qualitative Inquiry

Stephanie Clemons, Colorado State University, Lisa Waxman, Florida State University, Nicole Conis, David McKelfresh & James Banning, Colorado State University

The IDEC Award of Excellence – Poster: The Online

Learning Community in Interior Design Education

Marlo Ransdell, University of Florida

The IDEC Award of Excellence - Teaching Forum Smart

and Sardonic: An Artist's Work Helps Students Rethink Design Process

Tom Peterson, Darrin Brooks, Steve Mansfield & Victoria Rowe, Utah State University

The IDEC Award of Excellence- Member's Choice Best

Presentation: Sexism, Femininity, and the Language of Interior Design

Carl Matthews, University of Texas at Austin & Caroline Hill, Texas State University, San Marcos

2007 CREATIVE SCHOLARSHIP AWARD WINNERS

Visual Arts - Best in Show

Arrived Perfect

Tad Gloeckler, University of Georgia



Arrived Perfect, Tad Gloeckler (above)

Visual Arts - 1st Place

Entry Table series

Tim Cozzens, Columbia College Chicago

Visual Arts - 2nd Place

Renoir's Lunch

Maura Schaffer, Purdue University

Interior Design - Merit of Distinction

Homeless Shelter

Jill Pable, Florida State University



Homeless Shelter Intake Center, Jill Pable (above)

Interior Design - 1st Place

Silo Cafe

Jinbae Park, Miami University

Interior Design - 2nd Place

Mobius Kids

Nancy Clark Brown, Washington State University

2007 STUDENT DESIGN COMPETITION WINNERS

FIRST PLACE

Ashley Couture
Emily Myers
Micky Nguyen

*Faculty - Tina H. Johansen
Washington State University*

SECOND PLACE

Catherine Siemon
Haley Russell
Belle Murphy

*Faculty - Candy Carmel-Giffilen
University of Florida*

THIRD PLACE

Kate Lagoy
Megaan Pelaar

*Faculty - Adair Bowen
Baylor University*

HONORABLE MENTION

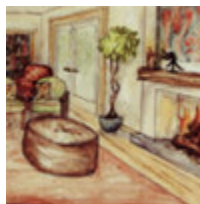
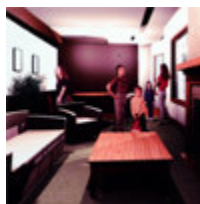
Christine Nacareno
Chaderique Menard

*Faculty - Jennifer Malia
Lawrence Tech University*

HONORABLE MENTION

Heather Bryan
April Compton

*Faculty - Lisa Tucker
Radford University*



NEW IDEC FELLOWS INDUCTED

Three new fellows were selected by the IDEC Council of Fellows and inducted at the 2007 conference in Austin. These new fellows include Betsy Gabb, University of Nebraska, Josette Rabun, University of Tennessee-Knoxville, and Lisa Waxman, Florida State University.



Fellows with new inductees Betsy Gabb, Josette Rabun, and Lisa Waxman at the 2007 annual IDEC conference in Austin, Texas

2007 IDEC BOARD OF DIRECTORS

Jane Kucko, President
Eric Wiedegreen, Past-President
John Turpin, President-Elect
Lynn Chalmers, Secretary/Treasurer
Dave Harrison, Director-of-Development
Shari Park-Gates, Director of Membership
Brian Powell, Regional Chair Representative