



# 2019

## IDEC Annual Report

2018-2019 Fiscal Year

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## Our Message

The mission of the Interior Design Educators Council, Inc. is the advancement of interior design education, scholarship, and service.

## Our Vision

- Advancing responsible design thinking through education, scholarship, and service.
- Advancing interior design professional's body of knowledge.
- Participating in leadership discussions and actions that affect the entire design community.
- Being the primary source of innovative interior design teaching resources.
- Being the leading venue for the publication, presentation, and dissemination of interior design scholarship.
- Preparing members for leadership roles in their academic institutions, communities, and the interior design profession at large.
- Providing support for the professional development of interior design educators at all professional levels.
- Engaging interior design educators in service to the organization and to the greater community.

## Strategic Plan

1. Diversify support for IDEC's Mission and Vision
2. Maintain the highest level of integrity in the review process
3. Curate robust resources for interior design educators
4. Build consistent and robust resources for IDEC leadership development and success
5. Elevate and amplify the value of interior design

Dear IDEC Members and Friends,

I have been blessed serving you and the Interior Design Educator Council during my 2018 – 2019 Presidency. The experiences I gained and the extended friendships developing from the numerous interactions I had with many of you are a gift. Thank you.

We did face some challenges, 2018 -2019 was a year of transitions. In fall 2019 Leslie Monahan left Kellen, our association management company, to pursue new career opportunities and Lori Baker-Cummings came on board as Executive Director. With her, IDEC moved day-to-day operations to the Kellen office in Washington DC. Joining the team are Anna Kruskop and Kirsten Lew.

Many associations, including IDEC, experience a shift in membership make up. The generation of millennials has different expectations, value hierarchies, and on-demand needs. The Board of Directors charged the membership committee to develop a comprehensive analysis and strategic suggestions looking into the challenges of maintaining members, recruit new ones, and communicate the IDEC values and IDEC benefits to members effectively. I heard some of your concerns about IDEC's financial health. The Board of Directors, current and past, have been working hard to keep IDEC's financial muscle. I can assure you we have been and we are "in the black" and financially sound. Our membership dues and the revenue from the Annual North American Meeting are our main renewal streams. The Board of Directors, together with the Kellen executive team, is working on diversified income streams, strategies for long term partner and sponsorships so that we can continue to provide IDEC membership benefits.

During my service as IDEC President, it was always the first priority to find the best ways for positioning the Interior Design Educator Council for a prosperous and "healthy" future. This includes our values and sensibilities for diversity and awareness of "different," the personal touch within the association, which I believe we need to keep celebrating through outreach and inclusion.

While our October regional conferences experienced an outstanding attendance and volunteer participation, the annual North American Meeting in Charlotte had lower than expected attendance.

I like to send a heartfelt thank you to all the volunteers helping in the committees and taskforces to prepare regional and annual meetings and the many abstract and creative scholarship reviewers for helping to get us together as educators and scholars. It is your commitment and your involvement that makes IDEC successful, vibrant, and relevant.

I left Charlotte stimulated by the high-level quality observed in the presentations and was inspired in more ways than I could have imagined by our warm-hearted keynote speaker Julieanna Preston.

I left smiling, and content because of old friendships strengthened and new friendships made. Our network happy hour, the designer career pathway panel sponsored by ASID and the community service charrette left me uplifted and encouraged. We explored some of the game changers and the peripheries interior designers can influence.

But I also left our host city with a heavy heart. Inclusivity is what we strive for at IDEC, but as some of our members were unable to travel to North Carolina perhaps due to bans on non-essential funded travel to the state, we were unable to provide the conference experience to all.

This travel ban, unfortunately, went into effect during the same week the conference location was announced during the 2018 event, and due to contractual obligations, we were unable to make a location change. However, neither the rest of the IDEC board nor I take this issue lightly, and our values at IDEC remain steadfast to be inclusive and to strive for diversity. After all, this is the one thing we all have in common; we are all different.

We will continue to find ways to make our advocacy for diversity and inclusivity visible, whether it be through our teaching or through our support and service work within the IDEC community.

At the same time as preparing the IDEC annual report, the Board of Directors and the Executive Director are preparing for IDEC 2020 –Past-Present-Future- in Tulsa Oklahoma March 5 – 7.

Jane Kucko, past IDEC President, accepted the role as conference host, and we will be treated with some exciting sites and local venues while “Living on Tulsa Time.”

The attached document will provide you with the State of IDEC, including updates on the Association's finances, our membership make up and member numbers, and concludes with the IDEC 2019 conference awards.

Please contact the Board of Directors and share your concerns, or your Kudos and ask questions. Contact information is given at the end of the document or on our IDEC website under the *About IDEC* button. Familiarize yourself with our strategic plan and see how you can contribute to reaching our goals.

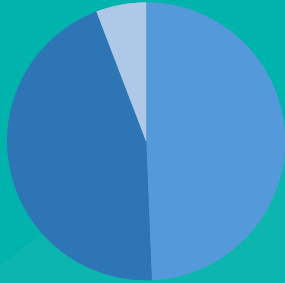
It has been a true gift to serve as your President over the past year. Have a wonderful rest of the summer!



A handwritten signature in white ink, appearing to read "Hapi Wachter".

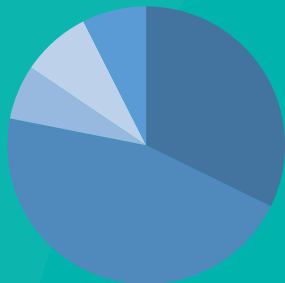
Hapi Wachter  
IDEC President 2018-2019

# Financial Highlights



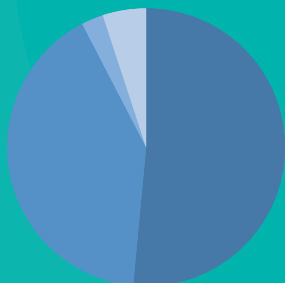
## 2018 -19 YTD Assets

- Total Cash = \$265,209
- Total Investments / Savings = \$240,812
- Other = \$31,247



## Revenue (May 2019)

- Member Services = \$122,488
- Annual Meeting = \$174,181
- Products = \$24,085
- Regions = \$28,347
- JID = \$30,739

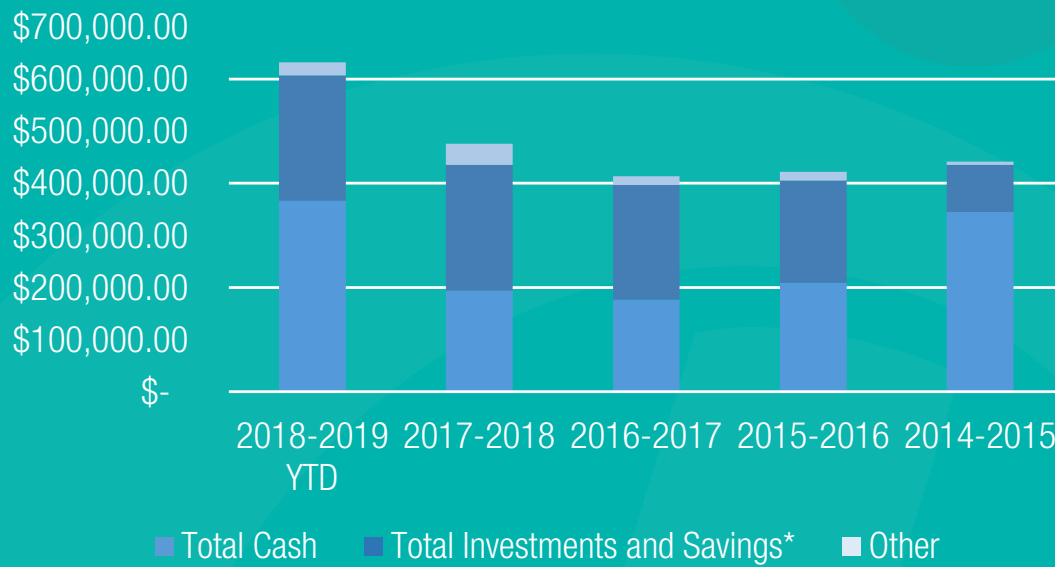


## Expenses (May 2019)

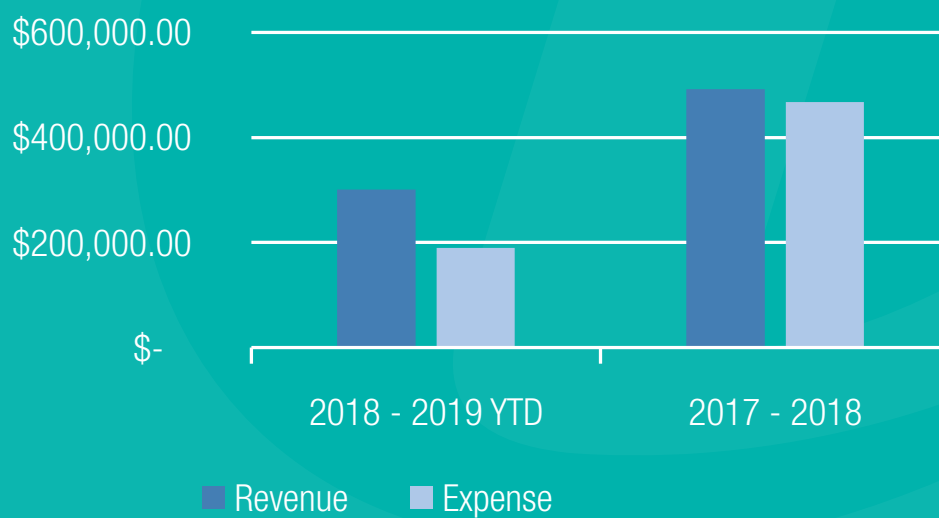
- Member Services = \$161,972
- Annual Meeting = \$128,664
- Regions = \$15,883
- JID = \$8,041

# Financial Highlights

## IDEC Assets

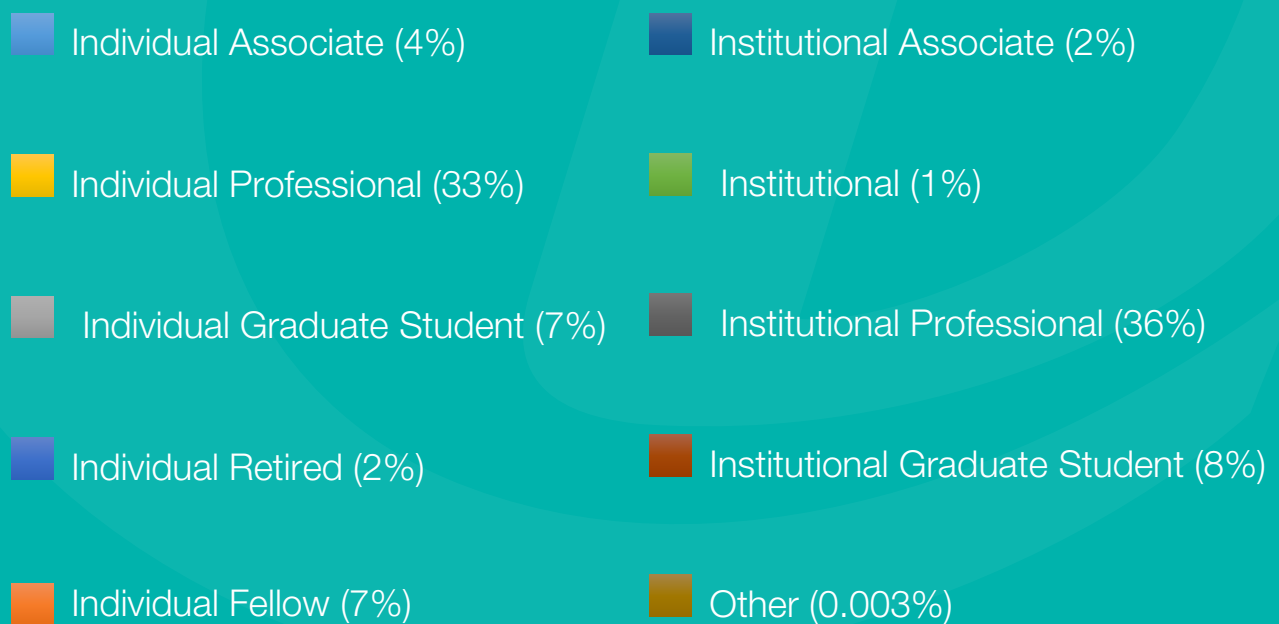
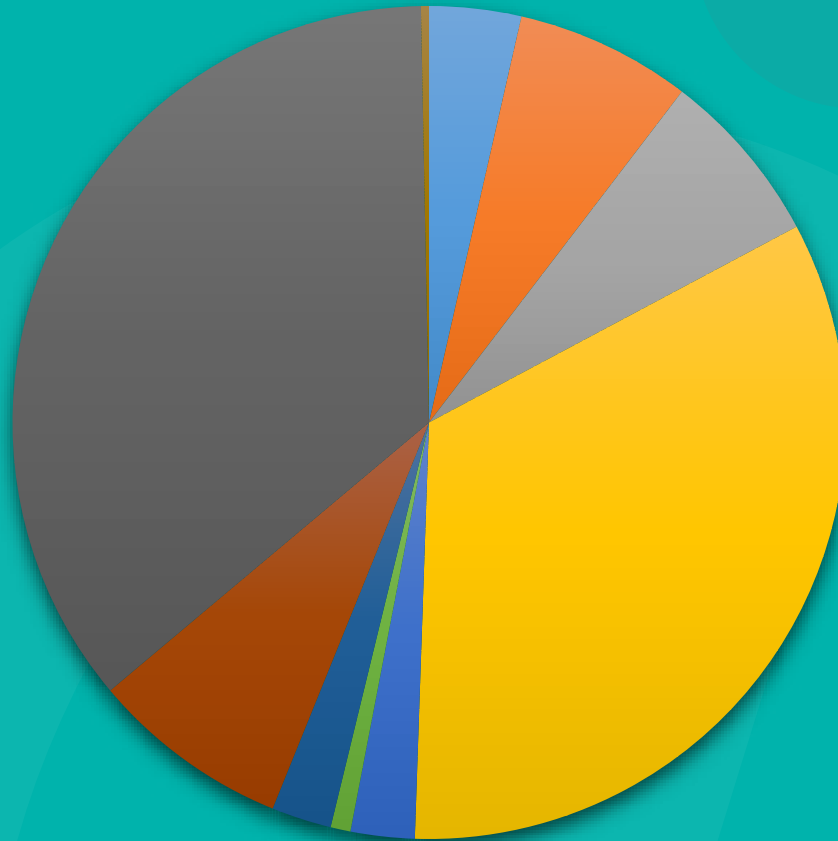


## IDEC Expenses



## Membership by the Numbers: 2019

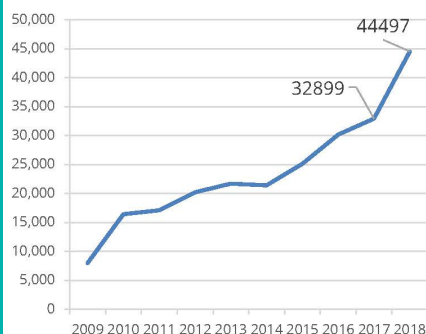
Total Members: 651





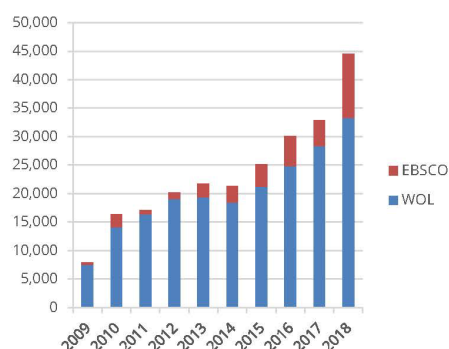
## Readership

### Article Downloads Trend



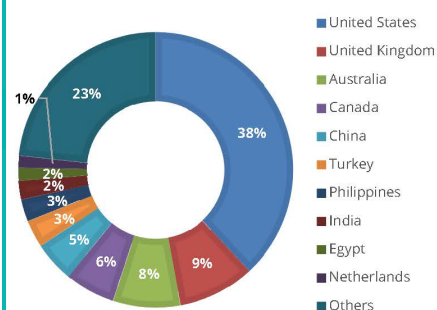
This chart shows the increase in the number of full-text article downloads for your journal in the period 2009 to 2018. The total includes usage on Wiley Online Library, EBSCO, and other third-party databases. Downloads via Wiley Online Library increased by 17.4% in 2018.

### Article Downloads by Source



This chart shows the origin of full-text downloads of your journal across Wiley Online Library and other major third-party providers.

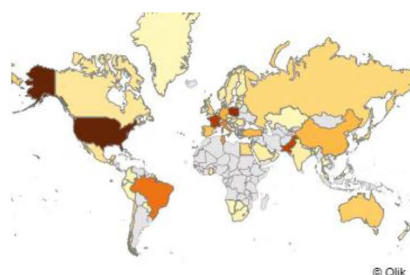
### Top 10 Downloading Countries



This chart shows the top 10 countries from which articles in your journal were downloaded via Wiley Online Library in 2018, and the percentage each country contributed to total usage. All other countries are combined under "Others."

## Circulation

### Global Reach



In 2018, 5,577 institutions offered access to the latest content in your journal via either a Wiley license or a traditional (title-by-title) subscription. On this map, darker shading shows where circulation is most concentrated. Countries shaded in gray may be covered by philanthropic initiatives.

In 2018, our philanthropic initiatives extended low-cost or free access to current content to 7,939 developing world institutions.

### Reach by Region

Region	2016	2017	2018
Australia & NZ	166	166	166
Canada	79	80	71
China	181	189	202
Europe	1,373	1,808	2,339
Japan	77	75	88
Rest of World	1,536	1,950	1,962
UK	106	109	117
USA	604	614	632
<b>Grand Total</b>	<b>4,122</b>	<b>4,991</b>	<b>5,577</b>

This table shows the number of institutions, by region, with access to the latest content in your journal via either a Wiley license or a traditional (title-by-title) subscription.

### Reach by Access Type

Sales Model	2016	2017	2018
<b>Institutions with access via the Wiley license</b>	<b>4,032</b>	<b>4,920</b>	<b>5,509</b>
New "All Journals" license	941	1,787	2,571
Other licenses	3,091	3,133	2,938
<b>Institutions with access via traditional subscriptions</b>	<b>90</b>	<b>71</b>	<b>68</b>
Online	25	19	17
Print and online	65	52	51
Print	0	0	0
<b>Total</b>	<b>4,122</b>	<b>4,991</b>	<b>5,577</b>

In 2018, 5,509 institutions offered access to your journal via a Wiley license, often through a consortium. Of these institutions, 2,571 had access via the "All Journals" license model, offered to mature library customers since 2016. This includes 36 institutions that offered access via a "Read and Publish" license. In addition, 68 individual institutions offered access via traditional (online, print and online, or print) subscriptions.

The background of the page is a teal-colored geometric pattern. It consists of a grid of squares, each of which is further divided into four triangles by diagonal lines, creating a complex, interlocking pattern of smaller triangles.

# 2019

## IDEC Achievements and Awards

## Service Awards

### Community Service Award

MSU-DNR Partnership for Sustainable Park Planning and Design – Suk-Kyung Kim and Linda Nubani, Michigan State University

### Presidential Award

Susan Ray-Degges, North Dakota State University

## Teaching Awards

### Arnold P. Friedman Educator of Distinction Award

Lisa Waxman, Florida State University

### Teaching Excellence Award

Milagros Zingoni, Arizona State University

### IIDA Diversity Award

Vibhavri Jani, Kansas State University

## Scholarship Awards

### Book Award

*Interiors Beyond Architecture*

Debroah Schneiderman, Pratt University and Amy Campos, California College of Arts

### Media Award

*The Jack Larsen Oral History Project*

Stephanie Zollinger, University of Minnesota

## Inducted IDEC Fellows for 2019

Migette Kaup, Kansas State University

Jennifer Webb, University of Arkansas

## Annual Conference Awards

### Scholastic Awards

#### Best Presentation: Scholarship of Teaching and Learning

Jill Pable, Florida State University

*Developing an Effective Statement of Philosophy Slowly, Carefully, and Authentically*

#### Best Presentation: Scholarship of Design and Research

Laura Cole, University of Missouri and Georgia Lindsay, University of Colorado Boulder

*The Green Museum as a Teach Tool for Sustainability: Design Strategies to Engage the Public in Green Building Education*

#### Best Presentation: Member's Choice

Migette Kaup, Kansas State University

*Changing the Game*

#### Best Poster

Melissa Brown, Florida State University

*Interior Design Elements in the Treatment of Patients Experiencing Psychosis for Schizophrenia*

## Creative Scholarship Awards

### Design as Art

Tad Gloeckler, University of Georgia

*ROOM – Drawer #D1 and Drawer #D7 with Frame Base*

### Design as Interior

Christoph Korner, Woodbury University

*German Pavilion 2018*

### Design as Idea

Igor Siddiqui, University of Texas at Austin

*Popform*

## Student Design Competition: National Winners

*Project: Sensory Environments: Designing  
for Independence*

### Undergraduate 1<sup>st</sup> Place

*Flourish*

Amanda Wegener and Casandra Crawford

Purdue University

Instructor: Wendy Hynes

### Undergraduate 2<sup>nd</sup> Place

*Crescendo*

Laura Blythe and Laine Hertel

Purdue University

Instructor: Wendy Hynes

### Undergraduate 3<sup>rd</sup> Place

*Junctions*

Amanda King

Yorkville University

Instructor: Penny Fobler Cressy

### Undergraduate Honorable Mention

*SIOS*

Erin Childs, Hermine Maise Leach, and Sarah Randall

Radford University

Instructor: Joan Dickinson

### Graduate Student 1<sup>st</sup> Place

*RISE*

Katherine Barrett and Gloria Hahn

University of Florida

Instructors: Nam-Kyu Park and Linda Stevenson

## Student Design Competition: Regional Winners

*Project: Sensory Environments: Designing  
for Independence*

### *East:*

*Junctions*

Amanda King

Yorkville University

Instructor: Penny Fobler Cressy

### *Growing Minds*

Kirstan Berardinelli and Amanda Lombardo

University of Massachusetts Dartmouth

Instructor: Dr. Rose Mary Botti-Salitsky

### *Fluid*

Zahra Riyaz Chowdhry, Marya Merchant, Shereen Bassiouni

American University in Dubai

Instructors: Natalia Albul and Kristin Lee

### *East Graduate:*

*Sensory Environments: Designing for Independence*

Casey Westerman

Endicott College

Instructor: Wonyeop Seok

## *Midwest:*

### *Crescendo*

Laura Blythe and Laine Hertel

Purdue University

Instructor: Wendy Hynes

### *Meraki*

Sydney Gunty and Savanna Robison

Purdue University

Instructor: Wendy Hynes

### *Flourish*

Amanda Wegener and Cassandra Crawford

Purdue University

Instructor: Wendy Hynes

## *Midwest Graduate:*

### *Coalesce*

Jessie Procyshyn and Oren Binnun

University of Manitoba

Instructors: Kelley Beaverford and Jason Kasper

## *Pacific West:*

*\*No graduate submissions, tied scores responsible for five undergraduate finalists*

### *The Collective*

Jennifer Walls, Charlotte Ayling, and Nicole Kellough

British Columbia Institute of Technology (BCIT)

Instructors: Manon Pace, Wayne DeAngelis, Sharon Hollingsworth, Kathryn Lange, and June Fong

### *Positive Outlook*

Brooke Rydalch and Tasha Urban

Utah State University

Instructor: Holly Murdock

## *Sunrise Center for Independence*

Jordan Labas, Christina Sierra, and Rene Van Den Akker

Vancouver Island University

Instructor: Penny Thibault

### *Roots*

Madison Ditton, Hanna Chidester, and Nichole Worrell

Utah State University

Instructor: Holly Murdock

### *Attain*

Hannah Weaver, Kristen Beus, and Alaina Gibson

Utah State University

Instructor: Holly Murdock

## *South:*

### *SIOS*

Erin Childs, Hermine Maisie Leach, and Sarah Randall

Radford University

Instructor: Joan Dickinson

### *True Colors*

Kasey Helmick

West Virginia University

Instructor: Ron Dulaney Jr.

### *The Rise Center*

Claire Grable, Delaney Leach, and Sydney Miller

Virginia Tech

Instructors: Elif Tural and Matt Wagner

*South Graduate:*

*RISE*

Katherine Barret and Gloria Hahn

University of Florida

Instructors: Nam-Kyu Park and Linda Stevenson

*Southwest:*

*Starlight: Center for Independent Living*

Ryan McNitt, Abigail Johnston, and Emily Gold

University of Oklahoma

Program: Interior Design

Instructor: Mia Kile

*Rise + Run*

Madeline Bechtel and Blake Warner

Colorado State University

Program: Interior Architecture and Design

Instructor: Conrad Rathmann

*Sum + Substance*

Anna Moechnig

Colorado State University

Program: Interior Architecture and Design

Instructor: Laura Malinin

*Southwest Graduate:*

*Today*

Rana Bazaid and Ashley Rose Marino

Texas Tech University

Program: Interior and Environmental Design

Instructor: Kristi Gaines

## 2019 IDEC Student Video Competition Winners

### 1<sup>st</sup> place

*IDEC Video Submission*

Alanna Frierson and Johnston B. Roberts

Florida State University

Faculty Advisor: Amy Huber

### 2<sup>nd</sup> Place

*How is Technology Changing Design*

Genevieve Bowlby

Algonquin College

Faculty Advisor: Pallavi Swaranjali

### 3<sup>rd</sup> Place

*Technology and its Effect to the Space*

Fatimah Bazaid

Faculty Advisor: Pallavi Swaranjali

# IDEC Leadership 2018 - 19

## 2018 - 19 IDEC Board of Directors

Hans-Peter (Hepi) Watcher, IDEC President, University of North Texas

Doug Seidler, IDEC Past-President, Marymount University

Susan Ray-Degges, IDEC President Elect, North Dakota State University

Rene King, Secretary/Treasurer, Columbia College

Marsha Cuddeback, IDEC Director (Teaching), Louisiana State University

Joan I. Dickinson, IDEC Director (Scholarship), Radford University

Stephanie Sickler, IDEC Director (Service), Florida State University

Sally Ann Swearingen, IDEC Director (Regions), Stephen F. Austin University

## 2018 - 19 IDEC Regions

East Region: Barbara Lowenthal, New York School of Interior Design

Midwest Region: Christine Birkentall, University of Kentucky

Pacific West Region: Kristin King, California State University

South Region: Jane Hughes, Western Carolina University

Southwest Region: Kristi Gaines, Texas Tech University

# IDEC Leadership 2019 - 20

## 2019 - 20 IDEC Board of Directors

Susan Ray-Degges, IDEC President, North Dakota State University

Hans-Peter (Hepi) Watcher, IDEC President, University of North Texas

Ellen Fisher, IDEC President Elect, New York School of Interior Design

Rene King, Secretary/Treasurer, Columbia College

Marsha Cuddeback, IDEC Director (Teaching), Louisiana State University

Joan I. Dickinson, IDEC Director (Scholarship), Radford University

Stephanie Sickler, IDEC Director (Service), Florida State University

Sally Ann Swearingen, IDEC Director (Regions), Stephen F. Austin University

## 2019 - 20 IDEC Regions

East Region: Barbara Lowenthal, New York School of Interior Design

Midwest Region: Connie Dyar, Illinois State University

Pacific West Region: Kristin King, California State University

South Region: Jane Hughes, Western Carolina University

Southwest Region: Amy Roehl, Texas Christian University



# 2020

Is Just Around the  
Corner



I D E C<sup>®</sup>