



Interior Design Educators Council

2009-2010 Annual Report



Letter from Jill Pable, IDEC Past President



It is my distinct pleasure to address the members of the Interior Design Educators Council as your Past President and present to you this Annual Report for the 2009-2010 year. This document provides the occasion to reflect on our organization's activities in the context of its mission and strategic plan and also provide a fiscal accounting of our standing.

I am pleased to tell you that IDEC is thriving, a fact due in no small part to the strength and commitment of IDEC's very nexus—its many volunteers. Indeed, all of us are moved to action and united by our support for our students, our colleagues, and ultimately our profession, taking action that collectively contributes to our commitment to the future of interior design. It is no small matter that our endeavors ultimately lead to the creation of environments that shelter others in the fullest sense of the word.

2009-2010 was a time of economic tumult in the United States (and less so for Canada, thankfully). The 2009 IDEC member survey confirmed that some interior design programs were forced to freeze in-progress hires and saw their budgets cut a little-- or a lot. It is tempting in times of turmoil for organizations to lay low, remain inert, and wait for the sun to come out again.

In great contrast, the 2009-2010 year for IDEC was decidedly the other alternative-- an opportunity to retool, rethink and recharge in anticipation of the return of better times. It was a productive time for many groups of IDEC volunteers including those engaged with membership, the Regions, the Journal of Interior Design, the IDEC Academy and numerous others. As the details within the finances and activities of this Annual Report will describe, our organization continues to grow and thrive. It is my wish to extend my personal thanks to all that gave their time and talent, for IDEC would be nothing without your efforts.

I am also honored to have been a part of a dynamic team in the IDEC Board of Directors that thoughtfully confronted challenges, engaged in productive and collaborative dialogue and took decisive action. It is my special honor to acknowledge those I was privileged to work closely with this year on the Board of Directors. John Turpin, 2009-2010 Past President offered his wisdom of experience freely, and I was the repeated beneficiary of his guidance.

President-Elect Denise Guerin certainly needs no introduction, and her efforts with Bylaws changes and multiple other tasks too many to count is most appreciated. It will be exciting to see where her leadership takes

us this year. Lynn Chalmers was a faithful and ever-present mindful presence on the Board as our Secretary-Treasurer. Hers was a voice of vision and needed reflection on all things financial that kept the keel in the water. Migette Kaup, our Regional Chair Representative, was a veritable energy source this year, and it was a pleasure to watch the great progress she and the Regional Chairs made on multiple significant projects and documents.

I also wish to offer a special thanks to all the Board's Directors. The many initiatives they undertook moved us forward. What's more, their patience and flexibility was remarkable when the volunteer reorganization plan literally changed their job description overnight in the middle of their terms.

Director Scott Ageloff both effectively managed grants and projects as well as served as liaison to the new Teaching Collaborative. Brian Powell undertook significant membership initiatives this year and was then instrumental in kicking off the new Service Collaborative.

Lisa Tucker was very busy, proposing significant action in rebranding and utterly re-envisioning IDEC's communications, then serving as liaison to the Scholarship Collaborative. It has been a remarkably productive year on many, many fronts, and I

offer my sincere gratitude to all.

Any list of appreciation would be incomplete without acknowledging the significant contribution that the staff of the Raybourn Group continues to bring to IDEC. Jeff Beachum, our tireless Executive Director is an exceptional professional, and his energy, vision and commitment to IDEC represents a critical element in our success. Likewise, IDEC staff members Christine Saricos, Andrea Cowan and Patty Warren were the grease in the wheels of our progress.

My representation of IDEC to other organizations this year has shown me how very unique and rare our organization is. It was a revelation to me this year that IDEC is very likely the largest organization in the world dedicated to interior design education and research as measured by size of membership. I believe IDEC is rare in others ways as well-- in our camaraderie, productivity, and passion in our collective commitment to an envisioned future. These are things worth recognizing and celebrating.

I thank all of you for the distinct opportunity to serve you as your President in 2009-2010. The gains I have personally realized in being a small part of such a wonderful organization moving toward its future have far surpassed what I have been able to give. Here's to continued progress.

Warmest regards,



Jill Pable,

IDEC Past-President, 2010-2011

2010- 2011 IDEC Board

Denise Guerin, Ph.D.
President

Lisa Waxman, Ph.D.
President-Elect

Lynn Chalmers
Secretary/Treasurer

Scott Ageloff
Director

Lisa Tucker, Ph.D.
Director

Brian Powell
Director

Ellen Fisher
Regional Chair Representative

IDEC Strategic Plan

The IDEC Board of Directors developed the Strategic Plan originally in 2005 and has revisited and updated its contents since that time. It is a document intended to be flexible, yet maintain the focus and direction of the organization. The 2009-2010 review of the strategic plan saw the addition of the objective of “support and further the understanding of quality teaching and learning techniques in interior design education” to the Strategic Direction “Advancement of Interior Design Education”.

It is important to note that IDEC carries on necessary and significant work every year that supports the Strategic Plan in an ongoing fashion, such as the annual and regional conferences, the Journal of Interior Design, competitions, awards, and similar initiatives. Identified below are new initiatives, or existing ones that made significant progress or changes in 2009-2010, categorized by the Strategic Plan’s four primary objectives.

Advancement of Interior Design Education

- The Interior Design Education Video Competition enjoyed its first successful year. This partnership initiative with NCIDQ and CIDA awarded its winners a total of \$2000 and began spreading the

message about quality interior design on YouTube with short videos. The YouTube Channel <http://www.youtube.com/user/HSWInteriorDesign> now showcases ten different videos that compellingly and accurately communicate what we do to the public. As of January 2011, the videos have been viewed over 4,400 times.

- The IDEC Academy hosted three courses for educators and practitioners at the annual conference entitled “Becoming an Interior Design Educator”, “Interior Design Course and Project Preparation” and “Interior Design Studio Teaching and Learning” funded by IDEC and ASID. The courses will also be offered as webinars in the future.
- The IDEC Fellows established a standardized color for interior design graduation regalia to be used at college commencements.
- The Graduate Network updated the IDEC list of graduate programs, providing prospective graduate students a centralized source of information on their options.
- The Membership Committee contributed to the recruitment of future educators in their creation of Interior Design Educator Stories, a collection of narratives that describes IDEC members’ reasons for entering education.

- The Sustaining Interior Design Education (SIDE) Committee completed the white paper “The Path from Practitioner to Professor” designed to assist new educators in beginning a career in academia. SIDE members continued to provide mentoring to potential educators through the IDEA line, and partnered with IDEC Academy on the annual conference session “Tenure as Scholarship”. The Believe Brochure was disseminated to practitioners interested in education across North America.
- The continuing education course “Becoming an Interior Design Educator” was presented to over 100 practitioners who were potentially interested in an academic career at venues including IIDEX and Neocon.
- IDEC assisted in the funding of interior design professionals that recommended standards for high school interior design education and examination for the American Association of Family and Consumer Sciences.

Advancement of Scholarship

- The Journal of Interior Design made progress in its goal of global scope readership and author diversity. It

expanded its issues from three annual issues to four, and offered a successful Writer’s Workshop event at the annual conference. Significant goals for the future were identified, including increasing the length of each issue and undertaking promotion of the JID brand to others.

- The Modern Interiors Symposium offered at the annual conference attracted scholars from New Zealand, Africa, Belgium, Australia, the United States, and the United Kingdom, bringing international visibility to IDEC.
- The Creative Scholarship Showcase provided enhanced presentation of Creative Scholarship Competition works at the annual conference.
- The conference proposal review procedures were reviewed and updated to bring further clarity to the peer review process.

Advancement of Membership

- A comprehensive reorganization plan of IDEC volunteer groups was developed, approved and enacted by the IDEC Board. This initiative is further detailed within this Annual Report.
- Engagement with exterior groups was expanded in 2009-2010. IDEC was

represented at events for each of the following organizations, some for the first time:

- National Academy of Environmental Design (NAED)
- U.S. Design Policy Initiative
- Association of Collegiate Schools of Architecture (ACSA)
- International Design Education Association (IDEA)
- American Association of Family and Consumer Sciences (AAFCS)
- International Federation of Interior Architects/Interior Designers (IFI)
 - The IDEC President attended the 2009 World Congress in Dubai and participated in the planning and execution of the IFI Thinktanks Initiative, a global-scope undertaking that seeks to reposition interior design on the world stage and clarify new criteria for the discipline in practice, education and research. Over twenty institutions with IDEC members hosted IFI Thinktank events in 2010.
- The IDEC Bylaws were updated by member vote that enabled cost savings by moving IDEC’s domicile to Indiana. Bylaws changes also permit online

voting, thus better enabling all members to participate regardless of conference attendance. The IDEC Board also reviewed and updated the IDEC Policies & Procedures document to better reflect and detail current procedures.

- New awards for teaching excellence, educator of distinction, community service, book & media award, partners in education award were developed and enacted.
- The first IDEC Webinar was offered on the topic of legislation in partnership with ASID.
- Economic and environmental scan of members were completed that helped the IDEC Board to understand members' identities, priorities and concerns.
- The IDEC membership categories were updated to better accommodate potential members. A new Institutional Membership category was initiated that has boosted IDEC membership.
- The Regional Chairs Manual and Regional Conference Policy Manual was completed by the Regional Chairs and the Regional Chair Representative providing needed guidance on procedures.
- Audiocasts and narrated online presentations were offered by the President on topics including the annual conference,

the IDEC Academy, the Journal of Interior Design, and the new volunteer reorganization plan.

- New critical issues panels were provided at the annual conference that facilitated discussion on topics including tenure, scholarship and practice, legislation and examination.
- Several enhancements were added to the 2010 annual conference:
 - A newcomer's brochure was developed and made available for new attendees to acquaint them with the culture of IDEC.
 - The Awards of Excellence that require member vote was accomplished online, easing the process for everyone.
 - Twitter was a new presence at the annual conference and provided a new communication avenue for attendees.
 - Task forces on conference procedures and events and conference proposal review were undertaken to evolve the 2011 conference to the next level.

Advancement of IDEC

- IDEC Board members developed, reviewed and approved a new approach to its communications. This includes an expansion of volunteer leadership who will

manage social network, conference and newsletter communications. A new vision for the newsletter was developed and began publication in 2010. Additionally, a rebranding initiative is underway designed to refresh the look of IDEC and bring continuity to its various communications.

- IDEC continued its participation in the Issues Forum, a meeting of the executive directors and presidents of ASID, CIDA, IDC, IIDA, and NCIDQ.
- A new Finance Committee was initiated and has provided recommendations to the IDEC Board regarding allocation of funds. The Rainy Day fund (moneys that permit the operations of IDEC for one year in case of emergency) is nearing completion.
- The IDEC History Minute project began its legacy-preservation activities in anticipation of the 2012 50th anniversary of IDEC, recording audio and video segments of members.
- IDEC continued its chair leadership of the Interior Design Continuing Education Council committee, and gathered feedback from fellow members ASID, IDC, and IIDA to improve its procedures. IDEC volunteers continued their reviewing services for new and renewing continuing education courses.

The Reorganization Plan of Volunteer Groups

A major initiative undertaken by the IDEC Board of Directors in 2009-2010 was a new vision for how IDEC would accomplish its many goals. The impetus for this change was the Board's realization that the existing structure of relationships amongst IDEC members as well as those on committees, boards and other groups was helpful, but not such that it would maximize communication, collaboration and growth necessary for IDEC's continuing evolution.

IDEC is changing in positive, key ways. For example, annual net revenues have increased from \$200,000 in 2001 to \$435,000 in 2009. Membership has grown 40% within the last decade and services to members have necessarily become more complex. In light of these changes, the Board recognized some natural outcomes inherent to this situation:

1. IDEC's growing size is at odds with its volunteers' desire to stay connected and supportive of each other. A 2009 membership survey identified that 50% of IDEC's members have been with IDEC for five years or less—and 35% of its members will retire in ten years or less.
2. IDEC continues to see collaboration and input by all as a high priority. Given that many members are new, the organization needed clearer paths for all individuals

- to get involved—and to stay involved to become the new generation of leaders.
3. IDEC successfully takes action (conferences, publications, and many other things), yet these actions often occurred in isolation. A structure is needed that builds collaborative bridges amongst these activities to both increase efficiency and enhance participation.
4. Lastly, IDEC members rightfully expect effective leadership of their organization. The new growth challenges likely require a different way of governing and administrating than the current system. That is, IDEC's Board of Directors has long been a 'doing' Board, with its members not only guiding initiatives, but also doing the day to day work to make them happen. This was leaving them exhausted, and with insufficient energy to envision the future of IDEC. Instead, these volunteers need to help guide IDEC to its future and facilitate the work and ideas of IDEC's many groups—for it is within the task and topic-specialized groups where ideas are best generated and activated.

In light of these concerns, the IDEC Board developed a series of priority actions they deemed important within a new system of volunteer operations:

1. Do not increase Board of Directors size or staff size or hours
2. Development of new leadership/grassroots involvement is desirable
3. Seek ways to boost collaborative communication among issues and tasks
4. Keep IDEC volunteers' commitment to 2-5 hours per week (other than the Presidents and the Secretary/Treasurer)
5. Reassess the Board of Director's functions, allocating the actions of the Directors so that they respond to the priorities of members
6. Move operations tasks to staff where appropriate and viable
7. Evolve the Board of Directors toward being a governing board rather than a working board

What resulted from this vision is a plan focused toward reinforcing the existing values and priorities of IDEC, strengthening volunteers' ability to address IDEC's existing mission through efficiency improvements and enhancing communication. Essentially, the idea primarily addresses IDEC's existing activities, making volunteers more effective at what they are already trying to accomplish.

The reorganization plan acknowledges that the three primary values and ongoing activities of members are interior design

education, research and service. This mirrors the description of members' own professional responsibilities and embraces many of the activities IDEC is already engaged in. Building on this foundation, the reorganization idea looks at the many existing initiatives and groups of IDEC and groups similarly-minded ones together into a loose collection called a collaborative. The IDEC teaching, scholarship and service collaboratives are designed to increase connective dialogue both within the groups and between the groups, leading to shared proposals for action and enhanced coordination of what they are doing. Probably among the most important changes in the overall reorganization plan is the creation of new volunteer positions that coordinate amongst the groups of the teaching, scholarship and service collaboratives. The responsibility of these coordinators is to build dialogue, motivate groups to action, and help with proposal writing, and otherwise solve logistics problems for the groups under their responsibility.

This plan is also an opportunity to address and acknowledge service as a historical, yet not-officially-recognized part of IDEC's significant activities. This inclusion is in line with the idea espoused by a growing number of IDEC member educators and researchers that interior designers must acknowledge

and grow their social responsibility to their public. In so doing, they build validity for the existence of their profession through societal contribution. There are many ways service might be activated in IDEC to this end (service to students? To members? To practitioners or the public?), and time will tell how IDEC volunteers will interpret this aspect of our organization's mission.

After much analysis by the IDEC Board, the new plan for volunteer groups shown below was proposed and approved in March of 2010. It is a living document, and in fact has already been changed in minor ways at the time of this writing in January 2011. It is hoped this new plan will maximize our collective efforts to move our mission forward.

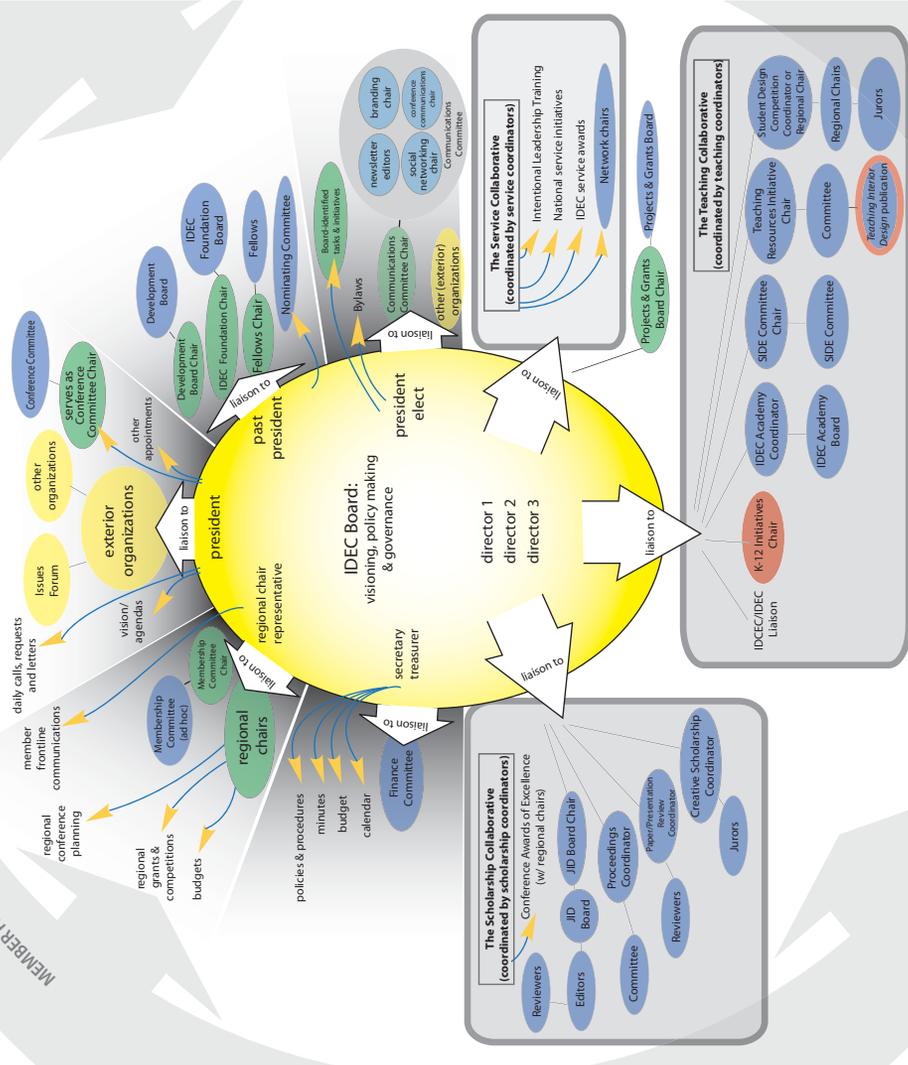
IDEC MISSION

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

Organization of volunteer groups

Approved March 2010

MEMBER PARTICIPATION THROUGH PROPOSAL SUBMITTAL, OPEN CALL FOR APPOINTMENTS, NETWORKS, OTHER.



LEGEND

- Person or group of persons charged with facilitating tasks and programs
- An activity that is taken on or managed directly
- Board members interface with persons or groups and serve as a messenger and/or filter for their activities, but do not get involved in day-to-day facilitation of these activities. The board member presents the groups' proposals to the Board on their behalf.
- Serves as an advisor and facilitator to groups in their collaborative. Brings groups together for coordination and seeks cross-connections amongst activities. Coordinators cannot veto any action or proposal.



= position or initiative currently under review

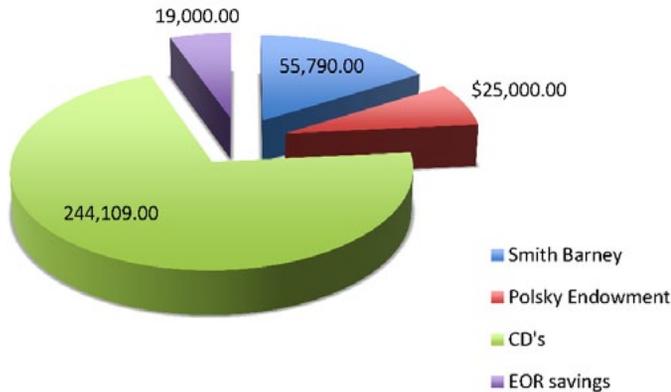
Financial Report 2009 -2010

Submitted by Lynn Chalmers, Secretary/
Treasurer

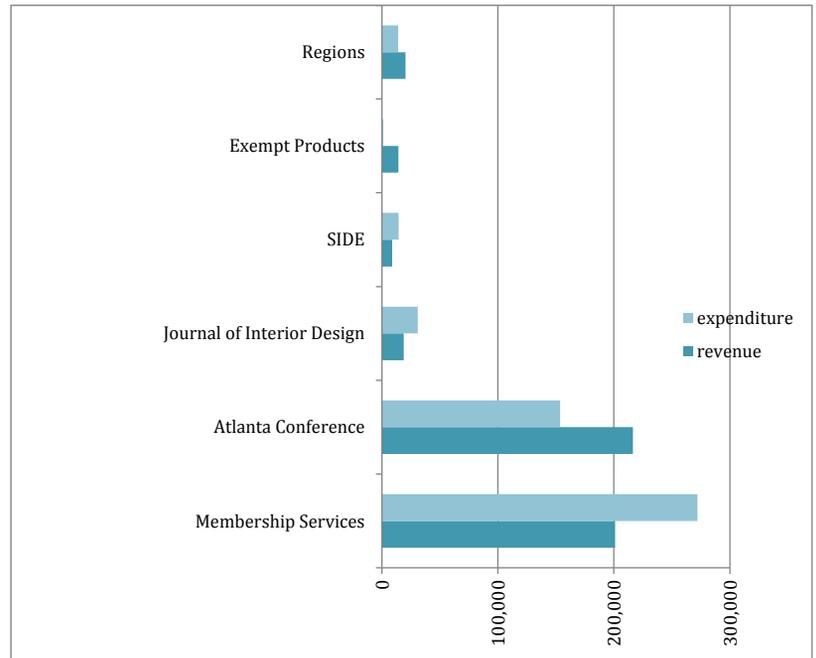
Overall financial performance was good for the 2009-2010 fiscal year. In a difficult year financially for the whole of North America IDEC was able to conclude the year ahead of budget. We had planned to draw on \$20,000 from reserves to accomplish our Strategic Initiatives but instead used only \$12,600.

The Finance Committee established the Emergency Operating reserve fund policy in 2009 to secure 'the rainy day fund' and we were able to meet our goal of maintaining a reserve fund that has cash or cash equivalents totaling not less than 80% of all the organizations expenses in the annual operating budget.

Emergency Operating Reserve Fund



Combined Operations 2009-2010



The organization has savings and investments of \$454,073 but interest of \$5,100 on our investments reflected the low interest rates.

Our membership renewals were ahead of budget by \$16,484 and reflect continued membership growth.

Net revenue from the Atlanta Conference was \$62,734 and we once again have to thank Raybourn for careful financial management to accomplish this outcome.

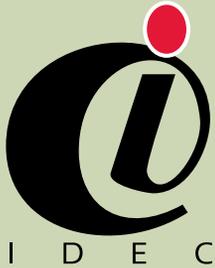
Strategic Initiatives:

- Changes to the organizational model to involve more of the grass roots membership incurred some additional travel costs.
- We changed the domicile of IDEC from New York to Indiana that involved incurring legal consultants fees.
- A new category for Institutional membership was introduced.
- We expanded our connection to

international organizations.

- Development of three additional courses for the IDEC Academy.
- We instituted a Presidents Planning retreat to replace the CEO Symposium.
- We signed a new expanded contract with Raybourn to meet membership growth.

	Membership						
	YE 2006	YE 2007	YE 2008	YE 2009	YE 2010	Total Members 3.8.11	2010 Did Not Renew
Professional Members	400	448	523	596	604	543	120
Associate Members	159	160	117	67	74	53	30
Retired Members	8	9	11	17	11	18	2
Graduate Members	42	42	52	61	54	46	17
Educator Affiliate Members	35	32	38			0	0
Institutional Affililate Members					20	68	4
Industry Affiliate Members	2	2	3	2	4	7	1
Inactive Members		0	1			0	
Honorary/Fellows	42	46	46	47	52	50	0
	688	739	791	790	819	785	174



IDEC Core Values

- We believe in the value of an accredited, formalized interior design education.
- We believe the preparation of an interior designer includes learning through formalized education, scholarship, and service.
- We believe the foundation of interior design education is grounded in ethics and encompasses environmental, cultural, social and global issues.
- We believe in an open dialogue and collaboration among colleagues.
- We believe a successful interior design education depends upon the participation of diverse groups of people.

2009-2010 Appointments

- Rick Navarro, member, ASID Education in Training Council
- Irina Solovyova, Communications Committee Chair
- Tim Cozzens and Maura Schaffer, Creative Scholarship Coordinators
- Carolyn Gibbs, eRecord editor
- Linda Nussbaumer, IDCEC (Interior Design Continuing Education Council) chair and IDEC Liaison to IDCEC
- Diana Ingham, Membership Committee Chair
- Julie Stewart-Pollack, IDEC liaison to NAED (National Academy of Environmental Design)
- Suzanne Scott, NAED Research Committee
- Doug Seidler, 2010 IDEC National Conference Proceedings Coordinator
- Martin Hylton, chair of the Projects and Grants Board

Annual Report 2009-2010: Appendix of Volunteer Reports

(Click here to view appendix document)

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