



Position Description

Director at Large

The Director at Large may focus on an area of particular importance to the chapter—such as legislation, Industry Partners, or design community outreach—or serve in a general at-large capacity as needed.

All directors at large, regardless of any other responsibilities determined by the chapter, are to provide chapter members with information regarding the Society’s professional standards and code of ethics and the proper use of member appellations, and to funnel reports of ethics violations and appellation abuses that arise within the chapter to the government and public affairs department at ASID headquarters for processing.

Other duties and responsibilities include

- Serves as a voting member of the chapter board of directors
- Supports the mission, policies and programs of the Society and chapter as adopted by the Society and chapter boards of directors
- Ensures that all chapter communications are conducted in accordance with the ASID brand identity and standards
- Understand the ASID appellation guidelines, code of ethics and bylaws in order to explain proper procedure to chapter members.
- Follow procedure established by the national board for processing member appellation abuses from within the chapter.
- Forward non-member appellation abuses to ASID headquarters to be processed according to the procedure established by the board.
- Maintain confidentiality and forward all ethics complaints to ASID headquarters to be processed according to the procedure established by the board.*
- Assist the chapter president with activities, newsletter input and programs, which help to
- educate chapter members about ethics and appellations.

*Chapters should not get involved in ethics cases beyond referring them to headquarters and distributing the code of ethics.

INTERACTION WITH CHAPTER PRESIDENT AND RELATED COMMITTEES

- Work with the chapter president in the collection of ethics violations and appellations abuses.
- Ensure that other committee chairs understand the proper procedure for handling ethics and appellations complaints.
- Increase the education to the membership on ethical professional conduct and proper use of member appellations.



Position Description

Director at Large - Legislative Focus

The Director at Large with legislative responsibilities oversees all chapter legislative, codes and ethical issues. This director ensures that all chapter legislative initiatives are conducted in accordance with the Society's organizational messages, strategic direction, bylaws and policies.

ROLES AND RESPONSIBILITIES

- Serves as a voting member of the chapter board of directors
- Supports the mission, policies and programs of the Society and chapter as adopted by the Society and chapter boards of directors
- Executes chapter legislative initiatives and oversees chapter legislative activities
- Communicates with legislative staff at ASID headquarters concerning chapter's legislative activities
- Tracks state interior design legislative issues
- Ensures that chapter communicates with and supports state legislative coalition in accordance with ASID bylaws
- Supports grassroots efforts to support interior designers' right to practice through state regulation of interior design
- Communicates developments concerning legislative issues and opportunities for involvement to chapter membership
- Considers options regarding money earmarked for legislative issues
- Tracks state building code development and implementation
- Works with the chapter committee responsible for ethical issues and headquarters staff to coordinate chapter ethics and appellation issues.

KEY OBJECTIVES

Promote and protect the right of interior designers to independent professional practice. Establish and/or strengthen a coalition of all participants in the design industry within the state. (In the event that your chapter should serve more than one state, a coalition should be established in each state.) Chapters representing more than one state should appoint a separate legislative chair for each state.

SPECIFIC RESPONSIBILITIES

- Be the contact person between coalition, ASID chapter and ASID government and public affairs.
- Be an active participant representing ASID in state coalition(s), if one exists.
- Receive and transmit information between coalition, ASID chapter and government and public affairs on a timely basis.
- Work for the needs of the state in other ways as determined by the ASID chapter president. For example, attending state building codes meetings and hearings.

- Coordinate coalition and/or committee activities with others within the chapter, especially public service, education and public relations (e.g., providing newsletter input).
- Serve as liaison to ASID Government and Public Affairs Department on building codes issues.

NOTES REGARDING REQUIRED APPROVAL AND WHO TO CONTACT

- Chapter approval is needed for the use of chapter funds to pursue legislation.
- All bill drafts need to be reviewed by the government and public affairs department at ASID headquarters.
- All fundraising projects must be reviewed by director of finance and administration at ASID headquarters.
- ASID legal counsel must review all contracts.

INTERACTION WITH CHAPTER PRESIDENT AND RELATED COMMITTEES

- Work to assist the chapter president in meeting chapter goals that support the needs of the state.
- Work with the chapter public affairs, education and public relations committees to combine program objectives that support Society priorities.

SPECIAL CONSIDERATIONS

The following qualities are beneficial for an at large director focusing on legislative issues:

- Experience with the legislative/political and regulatory process or an interest in learning about them
- Willingness to pursue an active legislative agenda to include: registration, lobbying for or against legislation impacting the practice of interior design, or issues involving ASID's positions
- Leadership skills to coordinate the various aspects of a legislative program – coalition development, information gathering, lobbying, grassroots mobilization, fundraising, etc.
- Familiarity with building codes or an interest to learn about the codes process
- Industry Partners chairs



Position Description

Director at Large - Industry Partner Focus

The following job description is an example of the possible responsibilities of a chapter board director at large focusing on issues related to ASID Industry Partner members.

KEY OBJECTIVES

The primary functions of this position are (1) to assist chapter leaders, most notably the chapter membership director, and the Headquarters Support Team with Industry Partner membership recruitment and retention efforts, and (2) to facilitate Industry Partner members' involvement and inclusion in all chapter activities.

SPECIFIC RESPONSIBILITIES

- Assist the chapter membership director in developing an Industry Partner membership prospect list and target those companies through direct mail, phone calls and personal visits.
- Personally invite and welcome new Industry Partners to chapter meetings and other chapter events.
- Assist the membership director by taking responsibility for the chapter Industry Partner membership retention campaign.
- Voice the particular concerns and needs of the chapter Industry Partner membership to the chapter board.
- In conjunction with the chapter's communication director, establish and maintain an appropriate communication vehicle to disseminate information from the chapter and headquarters to Industry Partner representatives.
- Assist the membership director in communicating all changes, deletions and additions reflected on the monthly Industry Partner roster to the chapter leadership and other Industry Partner leaders.



Position Description

Director at Large - ASID Design Community Outreach Focus

The following information serves as a basis for considering the responsibilities associated with a chapter board director at large focusing on ASID design community outreach responsibilities.

KEY OBJECTIVES

The primary function of this position is to assist chapter leaders by facilitating broad member outreach across design communities to coordinate their involvement and integration in all chapter activities.

SPECIFIC RESPONSIBILITIES

- Assist in implementing the Society's and the chapter's strategic plans on a local level by relating to geographic and population needs
- Provide opportunities for member networking
- Increase membership and member participation
- Provide a conduit for servicing member needs
- Provide opportunities for grassroots development of future chapter leadership
- Provide regular updates to the chapter of activities and functions

THE PHILOSOPHY OF ASID DESIGN COMMUNITIES

A design community is defined as a body of ASID members living in the same area within a chapter who are joined by their shared interest in advancing the profession of interior design through collective interaction.

The identification of design communities within a chapter's boundaries may require chapters to do additional analysis of membership rosters in order to better understand the geographic distribution of its chapter members. Once identified, chapter board members will, in many cases, need to "touch" these design communities with a visit, town hall meeting or otherwise engage with them so that the chapter board can gain a sense of what programs and services are sought by a given design community and endeavor to match programs/services with those member interests and needs. This could include the appointment by the chapter board of individuals to serve as design community leaders to help provide input to the chapter board on behalf of their design community and to coordinate the execution of programs within their communities. For larger design communities, the chapter may need to appoint a team of individuals to fulfill that purpose. These contacts within the design communities would be an appointed (i.e., non-elected), informal and somewhat fluid group of volunteers who would assist in the execution of member service delivery. Chapter boards could solicit interest forms from volunteers interested in serving on the design community team or in other capacities in order to identify interested individuals.

Once a design community's interests and needs are determined, the chapter should seek to establish contacts within the design community that correspond to the type of program/service the board wants to provide there. For example, if the chapter decides, based upon input from a design community, that it wants to put on a CEU there, the chapter board member responsible for the functional area of program development will work with a volunteer(s) within that design community to fine tune the type, location, marketing and logistics of delivering that program.

Although the chapters are responsible for making sure all members are served throughout the chapter, the concept of design communities is not just about the chapter providing programs. It can be as simple as providing resources and assistance or merely encouragement to enthusiastic members who want to get involved and create opportunities for networking and education in their areas.