
ACHIEVING EXCELLENCE IN GOVERNANCE

How do professional associations

How do professional associations in the design field implement these goals?

Each association has a chief elected officer and a chief executive officer. The former is most often referred to as the president and the latter as the executive vice president. The boards of the associations range in size from about a dozen to nearly fifty. An executive committee of officers helps to establish the governance policies and priorities of each association. The executive vice president usually supervises a staff of specialists in areas ranging from communications to government affairs. The staff size varies considerably depending on the association. In addition to the board of directors, each of the associations has committees, councils, task forces, and/or professional interest areas in such categories as:

1. Residential Interior Design
2. Large Firm Roundtables
3. Hotel and Hospitality Interiors
4. Corporate Interiors
5. Health Care Design
6. Store Planning and Merchandising Design
7. Higher Education and Institutional Interiors
8. Religious and Ecclesiastical Interiors
9. Codes and Standards
10. Forms and Documents
11. Education
12. Industrial and Furniture Design

Many of the design associations have city, provincial, and state chapters. Some of these organizations are full of energy and are driving the regional progress of the interior design profession. In New York City, for instance, the initiatives of the IIDA have brought attention to the role that interior design professionals play in the success of the tourist, hospitality, and retail econ-

omy. The IIDA Leadership Forum is often sold out weeks in advance, due primarily to the in-depth and relevant subjects that shape the quality of urban life in New York City.

The ASID, AIA, IIDA, and others have monthly chapter meetings in each of the major cities in the United States. Often, these meetings focus on professional issues that qualify for continuing education units. Each of the professional organizations both offers and requires of their members continuing education at set levels annually. The associations' web sites describe qualifications for membership and for maintaining membership, and provide information on each chapter, with phone numbers and key coordinator information.

CHOOSING TO BE INVOLVED

In some countries

only one association is available for a professional to join. Often, however, there are choices. Designers often ask themselves if membership is worth it, and whether they should get involved. According to Greenway Consulting's research in *Design Intelligence*, eight factors are most often cited as reasons why designers choose not to get involved in a design association:

1. Bureaucracy and red tape
2. Lack of vision
3. Not open to innovation and creativity
4. Poor meetings and flat programs
5. Lack of volunteer appreciation
6. Too much politics with a lack of open spirit
7. Poor management
8. A "pay your dues" mentality

Associations admit that they go through patterns, degrees, and cycles of success in serving their membership. Today, there are also generational issues