



2021 STRATEGIC PLAN INTERIOR DESIGNERS OF CANADA

The IDC strategic plan was updated in early 2021 with input from members, the Board of Directors, the Chief Executive Officer, and staff.

Vision

IDC is the national voice for interior design in Canada.

Mission

To advocate for, advance, support, and promote interior designers and the profession, nationally and internationally.

Values

IDC upholds integrity, innovation, sustainability, inclusion, and the belief in an ethical, accountable and positive future for members, partners and stakeholders.

Strategic Goals

IDC's strategic goals represent the major directions for IDC in 2021.

1 Build the profile of interior design

- Advocate for interior design on a global scale
- Advocate for, and implement interdisciplinary program ventures
- Educate the public about the value of interior design professionals

2 Demonstrate the value of interior design

- Promote the profession and award-winning Canadian interior designers
- Strengthen partnerships across related professions, nationally and globally
- Position IDC as the interior design knowledge and research centre in Canada

3 Engage membership and provincial associations

- Provide a platform for meaningful member engagement
- Communicate frequently with provincial associations
- Build and promote shared initiatives and goals

4 Foster growth for a more diverse membership

- Promote diversity and inclusion in the profession
- Provide professional development for members
- Encourage member participation and innovation

Strategic Imperatives

- Demonstrate IDC value to members, stakeholders and the public.
- Expand opportunities to connect with provincial associations across the country and focusing on member engagement.
- Grow the interior design body of knowledge through promotion and research, promote the impact of design in elevating the human experience, and evaluate responsiveness to pressures and threats.
- Evolve and expand IDC's participation model and increase volunteer engagement opportunities to improve outreach initiatives.
- Dispel myths and misconceptions about the industry by increasing awareness of Canadian professional interior designers through promotion of educational videos.
- Acknowledge ongoing collective trauma experienced by IDC's community during the COVID-19 pandemic, and the resulting changes within the profession.