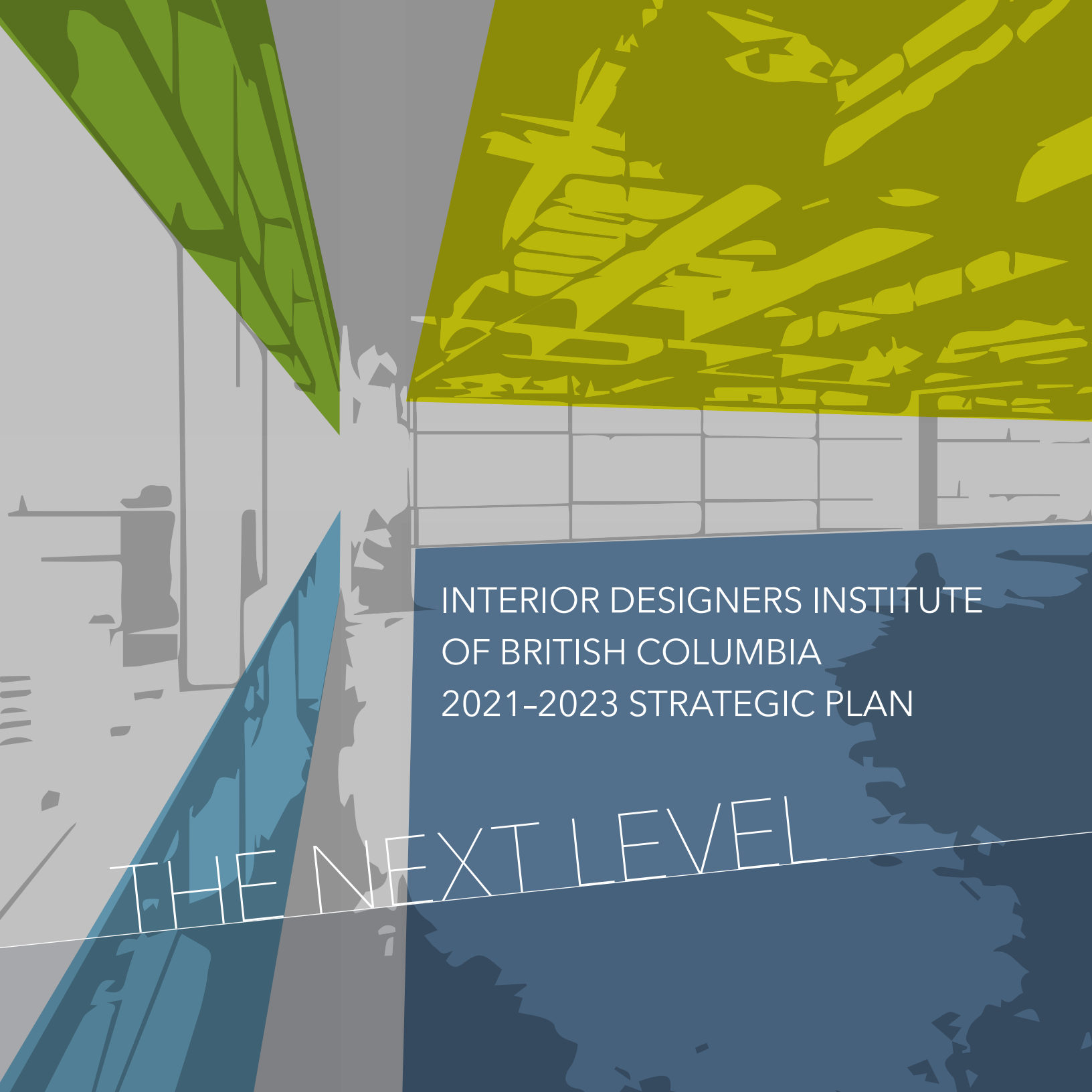

INTERIOR DESIGNERS INSTITUTE OF BRITISH COLUMBIA 2021–2023 STRATEGIC PLAN

THE NEXT LEVEL

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Our Mission, Vision & Values

LAUREL POINT INN, VICTORIA BC
DESIGNED BY ROBERT LEDINGHAM

Mission

The Interior Designers Institute of British Columbia regulates the profession of interior design using a progressive regulatory framework to serve the public interest and advance the profession.

Vision

To safeguard public interest through professional regulation that promotes leadership, excellence and the continuing education of members of the Interior Designers Institute of British Columbia.

Guided by Our Values

ETHICAL

We are accountable, transparent, and act with integrity and professionalism.

INCLUSIVE

We support access to interior design education, professional practice, and leadership to best represent the diverse population of British Columbia.

COLLABORATIVE

We work with industry professionals and other stakeholders to protect the public interest.

INNOVATIVE

We embrace change, plan for the future and support climate action through design excellence and technology.

PASSIONATE

We inspire members and volunteers to share our mission and vision to shape the future.

President's Message

The launch of my term as IDIBC President in May 2020 coincided with the unprecedented realities of the COVID-19 pandemic we have all been facing. Along with navigating the new uncertainties of how to live, work, and manage a business, IDIBC also embarked on a major refocusing of our path to the regulation of the interior design profession in BC through the *Professional Governance Act*.

In response to this challenge, we realized our Board needed to renew, adapt and foster a resilient long-term plan for our organization and its members. With ambitious goals, we zoomed ourselves into action with a complete organizational restructuring, outlined in the following strategic plan for 2021–2023.

We have now created four main operational committees:

- → Government Relations & Regulation
- → Public Confidence & Protection
- → Member Advancement
- → Organizational Success

Our goal is to provide regulatory alignment, clarity and transparency, long-term sustainability, and stronger public awareness of Registered Interior Designers in BC.

We believe this mandate will ultimately benefit the profession, the public, and our membership.

This restructuring is coming to fruition thanks to the behind-the-scenes toil of many individuals. I would like to extend a huge note of appreciation to President-Elect Shelley Penner and Executive Director Andrew Gardiner for their endless hours of research, execution and documentation in the creation of this Strategic Plan. Support from industry leaders and new members is essential to generate lasting change for the profession. Much of our success and developing our overall vision will rely on passionate volunteers to lead our committees and help drive our future growth. I invite you to join this collective effort and share your own thoughts with me as we embark upon this next crucial phase of our profession.

Jennifer Heffel, RID

President 2020–2022

A New Direction

In British Columbia, regulation and oversight for building-related professions is changing. The provincial government has transitioned the five professional regulators for engineering and geoscience, forestry, agrology, applied biology, and applied science technology under new legislation called the *Professional Governance Act* (PGA). This reconfiguration of the regulatory landscape presents opportunities and challenges for the interior design profession. To ensure interior designers are well-positioned for these opportunities, IDIBC has built and continues to maintain key relationships with government and other industry regulatory bodies. The PGA has modernized and standardized the expectations for regulators. Therefore, alignment with other regulated professions under the PGA and provincial interior design institutes across Canada continues to be a focus.

Last year, IDIBC began an internal review of our mandate and role as a self-governing regulatory body for interior designers. The review clearly affirmed that IDIBC exists to protect public health, safety, and welfare. We remain determined to advance the interests of our members and our profession; we are committed to a regulatory framework of professional standards and protection of the public interest.

IDIBC has initiated discussions with the Office of the Superintendent of Professional Governance (OSPG) to extend government oversight and regulation under the PGA for Registered Interior Designers. The Board has developed a strategy that aims to strengthen regulation of interior designers which will in turn strengthen the profession. Four strategic priorities, outlined on the following pages, have been identified to support our development of a more robust regulatory infrastructure.

Our Strategic Plan is the result of contributions and insight from the Board, Executive Director, and committee leaders. The plan will continue to evolve to ensure that the initiatives associated with our priorities remain relevant. We look forward to expanding conversations with members throughout the upcoming year as we continue on this exciting journey.

Andrew Gardiner

Executive Director

Our Strategic Priorities

Government Relations & Regulation

Implement a regulatory framework for the interior design profession that is transparent and accountable.

Member Advancement

Foster a diverse and inclusive membership that upholds the integrity of the profession and abides by our regulatory standards.

Public Confidence & Protection

Build public confidence in our members as professionals that protect public health, safety and welfare.

Organization Success

Advance a professional governance structure that results in a qualified and engaged membership.

Our Strategic Priorities

Government Relations & Regulation

Implement a regulatory framework for the interior design profession that is transparent and accountable.

IDIBC will protect the public's interest by seeking government regulation and legislated professional status for Registered Interior Designers (RIDs). This approach, seeking designation of IDIBC as a professional regulatory body under the newly formed *Professional Governance Act* (PGA), will align the standards and responsibilities of our members with allied professions in BC. The priority will be to work collaboratively with the Office of the Superintendent of Professional Governance (OSPG) and allied professions to ensure that RIDs are recognized as qualified professionals who maintain the best interests of the public and environment.

OBJECTIVE 1: REGULATORY REVIEW

Conduct an internal review of capacity, resources and operations to improve efficiency and effectiveness.

Initiatives

1. Review and allocate resources to maximize IDIBC's ability to regulate the profession.
2. Update policies and procedures to align with best practices of a designated regulatory body under the PGA.
3. Implement a more streamlined organizational structure.

OBJECTIVE 2: DESIGNATION AS A PROFESSIONAL REGULATOR

Seek a formal government review of the interior design profession and inclusion as a designated regulatory body under the Professional Governance Act.

Initiatives

1. Prepare a formal application to the OSPG with guidance, best practices and insights from allied professions.
2. Expand member understanding of PGA details, including the regulatory changes and effect on the profession.
3. Apply to OSPG for designation as a regulatory body under the PGA.
4. Liaise with stakeholder groups on the formal role of interior designers in BC's building regulatory system.

OBJECTIVE 3: LEADERSHIP AND OVERSIGHT

Act as a leader for initiatives that advance the profession and uphold standards of practice for members to protect the public interest.

Initiatives

1. Embrace climate action and innovation to inform members on mitigating risks to the environment.
2. Strengthen values of diversity and inclusion throughout the profession of interior design.
3. Support members and staff in gaining a better understanding of Indigenous reconciliation issues.

Our Strategic Priorities

Public Confidence & Protection

Build public confidence in our members as professionals that protect public health, safety, and welfare.

Registered Interior Designers are recognized as highly qualified professionals in the BC building regulatory system. IDIBC's standards of education and experience ensure clarity around the qualifications required to become a RID. Our members are guided by IDIBC commitments that seek to advance the profession and promote design excellence. Responsibility and accountability to protect the public interest are maintained through professional standards set by IDIBC. We have identified objectives that will ensure the public and government understand and can differentiate the value of Registered Interior Designers.

OBJECTIVE 1: PUBLIC AWARENESS

Promote public awareness of the Registered Interior Designer registration path and the role of members that achieve this designation.

Initiatives

1. Provide members with guidelines on proper use of the Registered Interior Designer title and RID designation.
2. Educate the public on RID qualifications and the different roles in design and construction.
3. Demonstrate the excellence of Registered Interior Designers through communications, outreach, and awards.
4. Communicate IDIBC's commitment to climate action, innovation, diversity and inclusion.

OBJECTIVE 2: MEMBER RESPONSIBILITIES AND TRANSPARENCY

Build public confidence by maintaining transparent professional commitments for members. Elevate the role of RIDs by communicating professional expectations and holding members accountable.

Initiatives

1. Provide a comprehensive online RID registry to promote to the public.
2. Increase transparency of IDIBC's role in maintaining professional standards integral to the regulatory framework.
3. Ensure members' professional commitments are clear to the public and the requirements to maintain the RID designation are detailed and comprehensive.

DESIGNER: DENISE ASHMORE, RID
FIRM: PROJECT 22 DESIGN INC
PHOTOGRAPHY: EMA PETER

Our Strategic Priorities

Member Advancement

Foster a diverse and inclusive membership that upholds the integrity of the profession and abides by our regulatory standards.

We seek to advance our membership and the profession of interior design by providing a regulatory framework that protects the interests of the people of British Columbia. Members meet established standards of education, supervised practice experience, and examinations to become Registered Interior Designers (RIDs). Our members adhere to professional standards and are accountable to the regulatory requirements set by IDIBC, in the best interest of public health, safety, and welfare.

OBJECTIVE 1: MEMBERSHIP QUALIFICATIONS

Provide transparent membership categories, education and experience requirements, and paths to registration.

Initiatives

1. Increase membership by clarifying paths to becoming a RID and providing categories that communicate the designation and qualification criteria to applicants and the public.
2. Advance Student membership by creating networking, volunteer, and leadership opportunities.
3. Expand alliances with higher education interior design programs in BC to increase Student members' access to experience with professional RIDs through mentorship and events.
4. Increase membership resources and reduce obstacles to advance Intern members to achieve the RID designation.
5. Review alternative paths to membership to ensure the RID designation is available to qualified applicants.

OBJECTIVE 2: PROGRESSIVE PROFESSIONAL DEVELOPMENT

Uphold the integrity of the profession by maintaining professional development programs and standards for members.

Initiatives

1. Evaluate the professional development program, by reviewing current continuing education opportunities and developing new Continuing Education Units (CEUs).
2. Offer quality CEUs that provide Building Code knowledge and updates specific to interior design.
3. Advance member recognition by increasing resources and communications to leverage qualifications, designations, and other competencies.

OBJECTIVE 3: ACCOUNTABILITY AND REGULATION

Forward policies and guidance that hold members accountable and ensure that they practice in the best interest of public safety.

Initiatives

1. Develop and manage an electronic seal program for RIDs to use in the permitting process.
2. Expand data collection and reporting processes to improve accuracy around member commitments and practice-related information.
3. Formalize member agreements to expand guidance on the code of ethics, professional conduct, and practice standards.
4. Strengthen the complaints and disciplinary process to evaluate improper designation use, professional misconduct, and breaches of member agreements.
5. Implement additional membership requirements required by regulatory oversight, including firms and companies.

Our Strategic Priorities

Organization Success

Advance a professional governance structure that results in a qualified and engaged membership.

IDIBC operates in an efficient, fiscally responsible and sustainable manner. We are a predominantly volunteer organization that relies on member support to advance the profession while serving the public interest.

OBJECTIVE 1: OPERATIONAL EXCELLENCE

Focus operations on fiscal responsibility, governance, and regulation.

Initiatives

1. Review bylaws, policies, and procedures to align with regulatory oversight.
2. Provide a transparent summary of Board meetings, decisions, and actions.
3. Build a sustainable infrastructure through staff and volunteer recruitment to fulfill action plans.
4. Appoint Board members and committee chairs through a nominations process.

OBJECTIVE 2: BUILD RESOURCES

Provide staff and volunteer services and material resources that clarify the role of IDIBC to all stakeholders.

Initiatives

1. Offer detailed Board and committee resources that assist volunteers with operations.
2. Assist committees to refine and monitor tactics, deliverables, and timelines of the action plans.
3. Enhance online resources for members and the public.

OBJECTIVE 3: NURTURE INTERPROFESSIONAL RELATIONSHIPS

Collaborate with other allied professions and organizations to advocate for the interests of members and the public.

Initiatives

1. Ensure a proactive approach to national initiatives and expand relationships with provincial and national interior design advocacy groups.
2. Align and share resources around interior design regulation with other provincial regulatory bodies. Support the shared mission and vision of the Council of Interior Design Regulation Authorities of Canada, the national regulatory organization.
3. Forge closer alliances with organizations that contribute to advancing the profession.

How We Operate

Leadership

The Board of Directors consists of seven volunteer RIDs who are appointed to manage the activities and affairs of IDIBC. The Board recognizes that individual efforts alone won't power our progress. We need a collective effort that prioritizes participation and collaboration to maximize our resources.

Over the last year, the commitment and energy of the Board of Directors have been extraordinary. Board members have developed a comprehensive Strategic Plan while fulfilling regular responsibilities of Board and committee work. The current Board is now welcoming new leaders to take on Board and committee chair positions.

Board of Directors

Jennifer Heffel, RID President

Shelley Penner, RID President-Elect

Joanne Crozier, RID

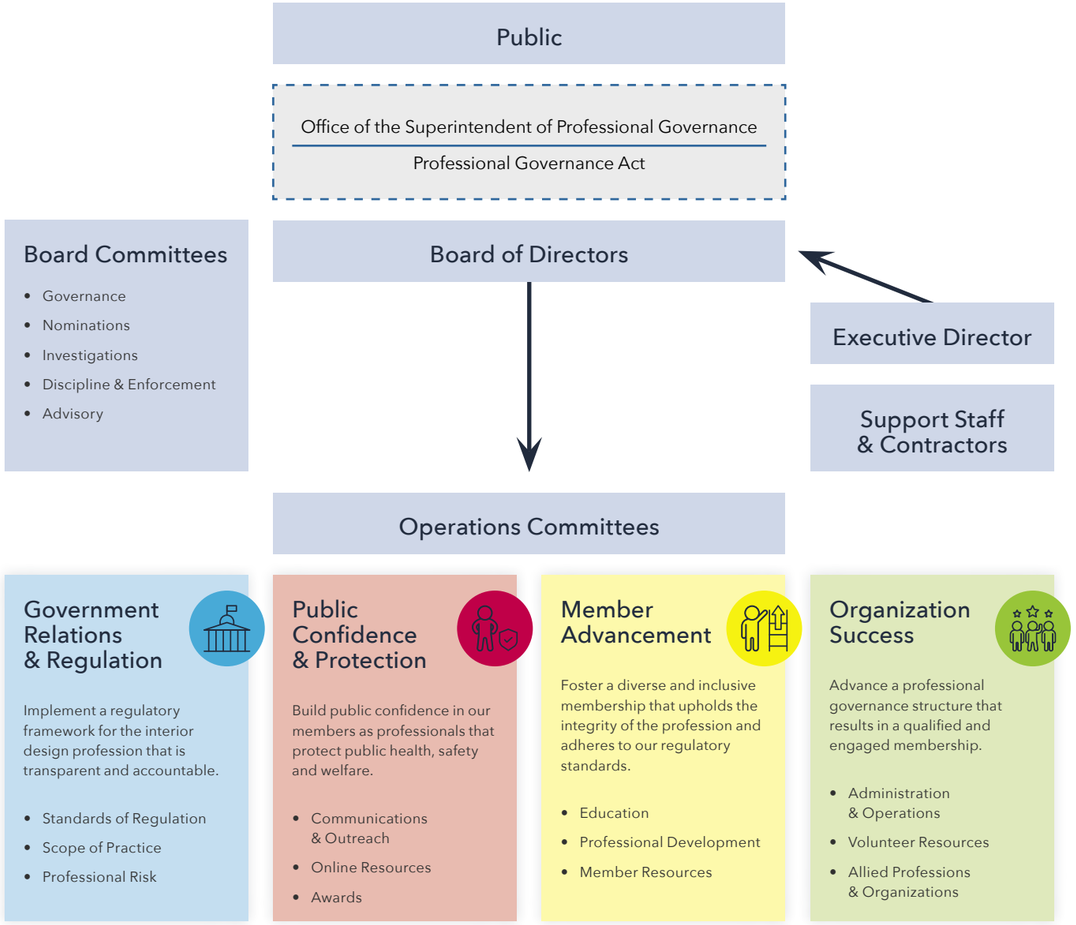
Nicholas Desert, RID

Patricia Desmet, RID

Christopher Pollard, RID

Shauna Root, RID

Organizational Structure



Our Ethical Commitments

IDIBC recently launched two committees dedicated to advancing members and educating the public in the realms of environmentalism and inclusivity, acknowledging the urgency for IDIBC and our members to contribute meaningful solutions.

Diversity & Inclusion

Our statement has evolved to reflect our deepening commitment to diversity and inclusion. IDIBC aims to engage and provide leadership opportunities for individuals from underrepresented groups, including—but not limited to—Indigenous peoples, racial minorities, people with disabilities, and the LGBT community. We recognize and promote the different kinds of skills and diverse ways of working and creating. We also endeavour to connect fully with members from all geographic locations and professional levels.

As a grassroots movement of Intern members, the Diversity & Inclusion team will create opportunities for education and dialogue throughout the entire organization and interior design profession in BC. Mentors will be available to offer guidance, and Intern members will be encouraged to enlist and mentor Student members.

The Diversity & Inclusion team will plan and host discussions centred on gender and racial parity within the design and construction industry, integrating universal design, and addressing issues pertinent to the LGBT communities, among other subjects.

We invite members to visit the Diversity & Inclusion webpage for updates and resources.

www.idibc.org/initiatives/diversity-inclusion

DESIGNER: JAY BROOKS, RID
FIRM: BOX INTERIOR DESIGN
PHOTOGRAPHY: LARRY GOLDSTEIN

Climate Action & Innovation

IDIBC acknowledges the scientific evidence that human activities are causing climate change with significant impacts on biodiversity and habitats. We are committed to supporting members' education and practices to address climate change in tangible ways. We believe that interior designers should be stewards of a circular economy in the design and construction industry.

IDIBC is forming an expert group of RIDs, RID Educators, and Intern members as part of a Climate Action & Innovation Committee. Green credentials are a prerequisite to join this committee; the practice, teaching and research of sustainable design are preferred assets. RID Educators from BC CIDA programs are encouraged to join the committee, as IDIBC supports sustainability education in school curricula.
A multi-disciplinary advisory group will also be formed to develop a holistic approach to interior design.

The committee will do the following:

- Deepen members' expertise on climate change and knowledge of solutions that interior designers can offer.
- Recognize members' green credentials.
- Deliver high-quality IDCEC-approved CEUs.
- Add an Innovation category to Awards of Excellence and ensure qualified judges.

We invite members to visit the Climate Action & Innovation webpage for updates, resources, and tools to address climate change through design excellence and innovative technologies.

www.idibc.org/initiatives/climate-action-and-innovation

Planning Timeline

2020

January/ February 2020

Evaluation of operations by Board members. The Board formalizes the Governance Committee and begins the search for an Executive Director.

March/ August 2020

Governance committee expands operations review to all committees and procedures. Operations are further reviewed with the Governance Committee. The Regulatory Process Committee (RPC) provides updates to the Board on regulatory alignment.

September 2020

The RPC communicates a new approach to our regulatory framework with guidance from the Office of the Superintendent of Professional Governance (OSPG). Executive Director hired full-time to manage operations.

November 2020

The Board makes a motion to pursue designation as a regulatory body under the *Professional Governance Act* (PGA) and to conduct an internal review to align its mandate with best practices for regulatory bodies.

December 2020

Strategic planning session #1 with Board members. New organization chart and committee structure presented. Ongoing meetings with allied professions.

2021

January 2021

Environmental scan and comparative organization research. New committee functions are refined by the Board reviewed and the role of the RPC is transferred to Government Relations and Regulation.

February 2021

Strategic planning session #2.

March 2021

Initiate meetings with the OSPG and expand volunteer recruitment.

April 2021

Strategic planning session #3 and detailed development. Call for nominations for Board and Committee Chair positions.

May 2021

Finalize Strategic Plan with Board approval.

June 2021

Present Strategic Plan to membership prior to the 2021 AGM.

July/ August 2021

Board will engage with committee chairs to provide guidance and action plans.

September 2021

Kick-off meetings and volunteer orientations for new committees.

Looking Ahead

As interior designers, we have always known how important our work is for the health, happiness and security of our society. Now, as the world grapples with the twin crises of a pandemic and climate change, we anticipate the value of our work to become more fully recognized than ever before. Workplace transformation, cradle-to-cradle design and many other areas of our expertise can literally help save lives. That is partly why it is imperative that we align now with our allied professions and establish a full regulatory framework.

The Strategic Plan that we have laid out in these pages is significant and aspirational. Our intent is to carry it out over the next three years, but it will be challenging. We are now calling upon our members to get involved. IDIBC is seeking more volunteers to champion the plan and take the profession to the next level. We need your intelligence, and we need your energy. As a volunteer, you can hone your creativity, leadership and management skills, and bring more recognition to the value of our profession.

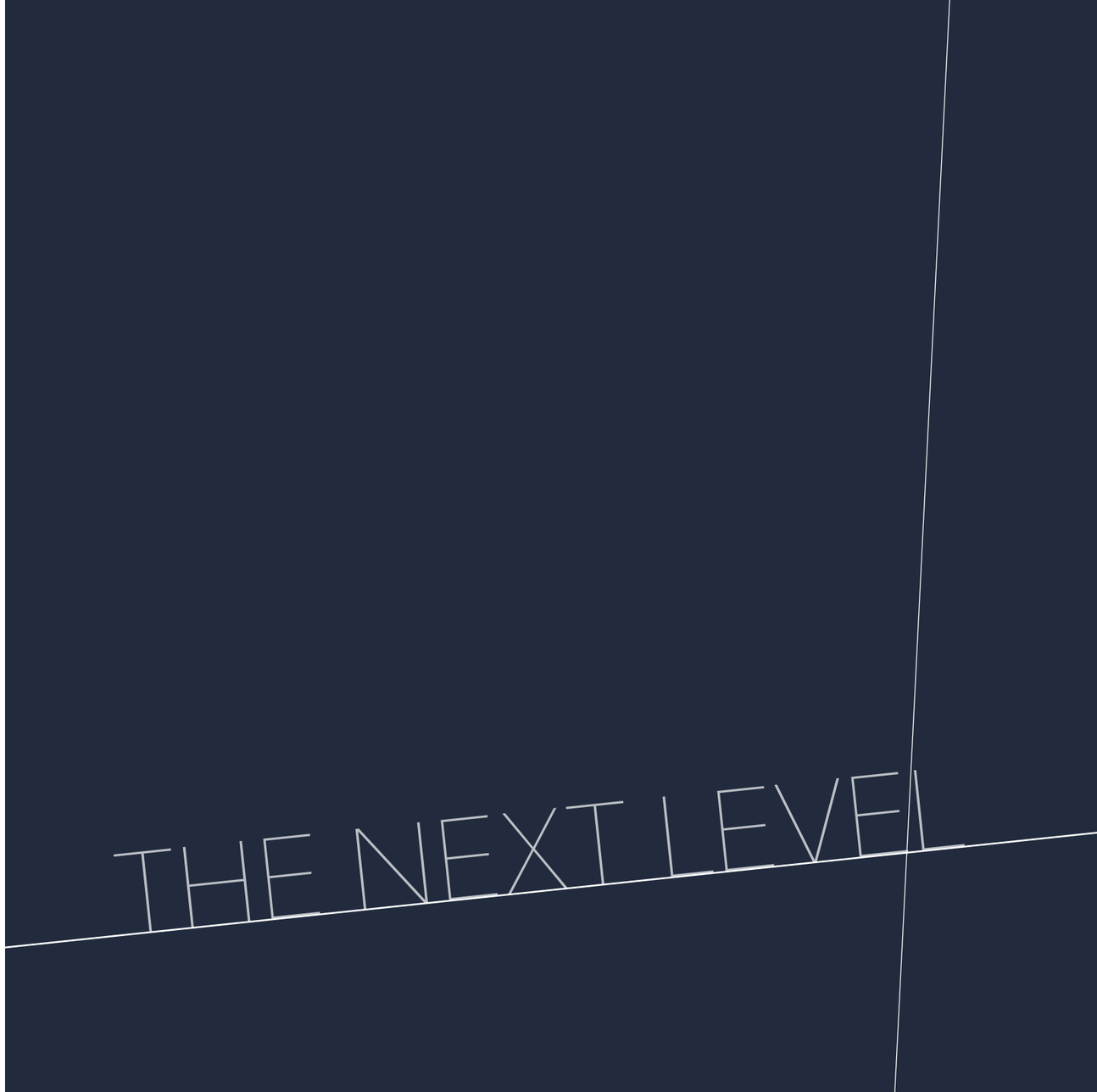
Here are some of the benefits of getting involved:

- Share your passion for interior design with like-minded professionals.
- Be a mentor to talented Intern and Student members.
- Seek mentorship from Registered Interior Designers and leaders in IDIBC.
- Access educational and professional development opportunities.
- Grow your network and connect with other sectors in the design and construction industry.
- Create job opportunities and become aware of potential hires.

As we stand poised to become newly empowered this is an exciting time for us all. Join us on the journey!

Shelley Penner, RID LEED AP

President-Elect



Acknowledgements

IDIBC wishes to thank Jim Toy for his tireless commitment to our organization. Jim is currently serving on the Governance Committee and the new Government Relations & Regulation Committee.

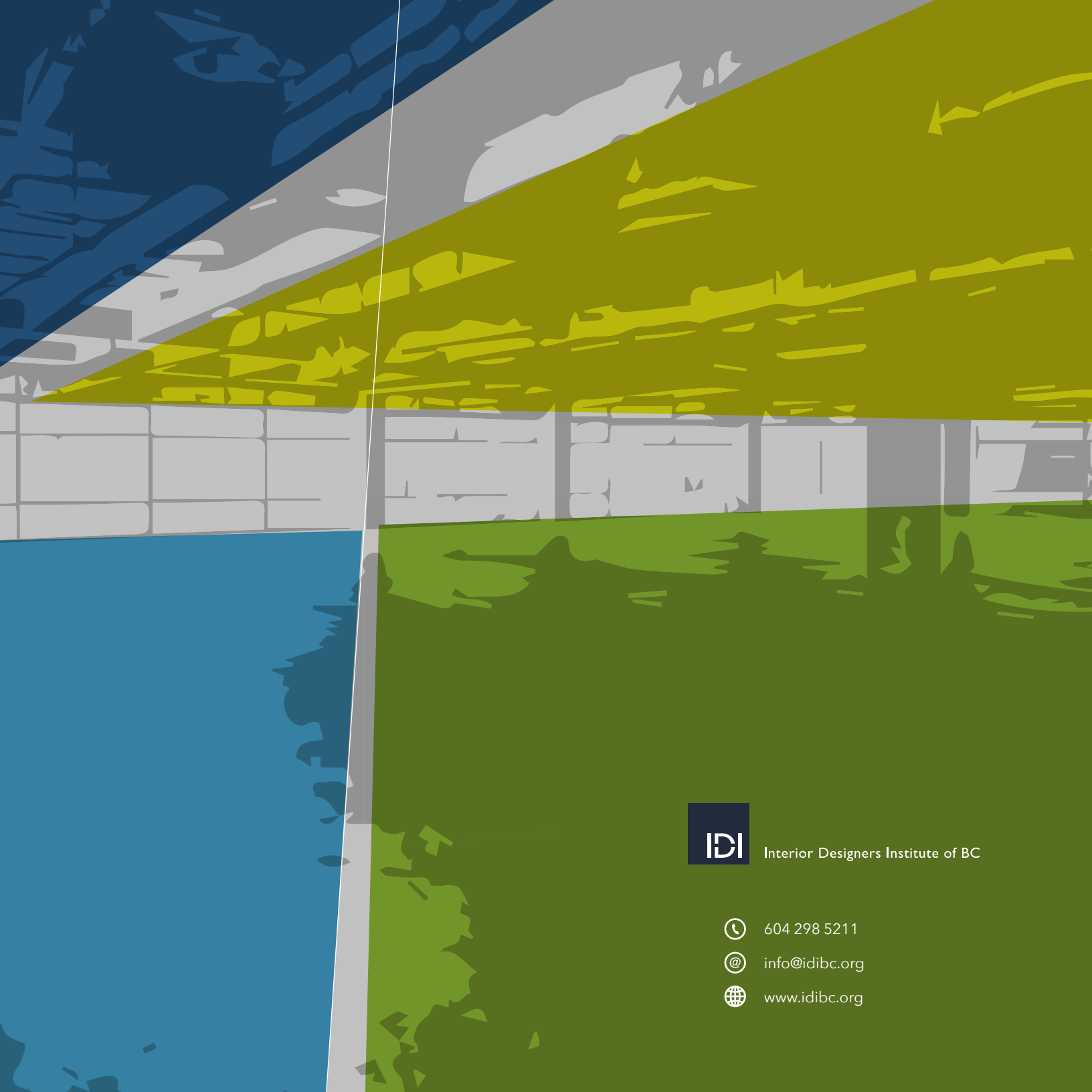
We are grateful to Robert Lemon for sharing a photograph of a beautifully designed interior by the late Robert Ledingham, who has gifted our members with a legacy of design excellence.

IDIBC would also like to credit all those who helped us cross the finish line! Members have offered feedback and moral support. In addition, we received professional assistance from the following collaborators:

Roodenburg Design Consultants Inc. – Graphic Design

Adele Weder, MASA, Hon. MRAIC – Editing

IDIBC acknowledges that we operate on the unceded traditional Coast Salish territory of the Musqueam / xʷməθkʷəy̓əm, Squamish / Sḵwx̱wú7mesh Úxwumixw and Tsleil-Waututh / səl̓ilw̓ətaʔɬ Nations.



Interior Designers Institute of BC

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