CAMPUS CENTER
HANDBOOK

IIDA | THE COMMERCIAL
INTERIOR DESIGN
ASSOCIATION

LEADING THE WAY FOR THE NEXT GENERATION OF INTERIOR DESIGN INNOVATORS

Thank you for your interest in forming or renewing an IIDA Campus Center. In times of uncertainty, your campus center serves as a valuable home base—whether in-person or virtual—and provides opportunities for networking, leadership skill development, and resume building. While your participation and membership in IIDA demonstrate your commitment to the interior design profession, your involvement in an IIDA Campus Center will provide you with the unique opportunity to take on a leadership role within the Association.

IIDA supports the education and aspirations of its student members and is committed to elevating the profile of the profession while leading the way for the next generation of interior design innovators.

The following information serves as a tool to help you through the process of forming and running a successful IIDA Campus Center. Thank you for your hard work and dedication to elevating the educational experience for interior design students at your school. Please do not hesitate to reach out to us at students@iida.org for additional information.

Thank you,

Ryan Ben
Student Engagement and Advancement Manager
IIDA

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WHAT IS AN IIDA
CAMPUS CENTER?

An IIDA Campus Center provides an environment for the mutual development and exchange of knowledge within the college or university among design students, educators, and professionals.

Participation in a campus center adds value to IIDA Student membership as members are encouraged to plan and execute events related to interior design, participate in design competitions, and engage with their chapter.

In order to maintain official IIDA Campus Center status, student leaders must complete and submit an IIDA Campus Center application annually.

Applications are accepted year round. There is no application fee for campus centers.

Upon acceptance of a completed application, IIDA will work with campus center leaders to provide recruitment materials, resources, and connections to the local chapter for further guidance and funding.

WHAT ARE THE REQUIREMENTS FOR A CAMPUS CENTER TO BE CREATED AND MAINTAINED?

1 IIDA recommends a minimum of 7-10 active (renewed or new) IIDA Student members to apply for active campus center status.

2 New campus centers must complete an IIDA Campus Center application to begin official campus center status. Renewing campus centers can update their existing application with a new membership roster at the beginning of each school year.

3 Campus centers must select at least one faculty/non-student advisor and two students to serve as campus center leaders. IIDA membership is encouraged, but not required for faculty advisors.

Often, in addition to an IIDA Campus Center, a university may have an interior design club, or host other organizations and associations. IIDA is committed to elevating all design, so if you have a question on how best to work alongside these organizations, we're here for you. Contact us at students@iida.org.

WHAT IS AN IIDA
CHAPTER?

Chapters are a group of IIDA members in a particular geographic area. They are governed by a local board of directors that provides information to its members about local events, networking opportunities, legislative issues, and continuing education programs.

IIDA Student members are automatically members of the chapter in which they are geographically located. A chapter board acts as an umbrella group over all city centers and campus centers in its area and is responsible for the administrative, governmental, legal, and financial affairs of the area. All accounting and financial matters must go through the chapter office. It is not the role of a chapter board to plan or organize campus center programs or events, but they are available for support and guidance.

HOW SHOULD THE CAMPUS CENTER BE INVOLVED WITH THE CHAPTER?

Chapters are made aware of active campus centers within their geographic location as campus center applications are approved. Most chapters have a board member designated to represent student affairs, and chapter leaders are encouraged to reach out to campus center leaders.

Campus center leaders are strongly encouraged to reach out to the designated student affairs representative of their chapter via email. Contact information for chapter leaders is provided to the campus center in a welcome correspondence sent after campus center applications are approved.

Campus centers may organize events or programs with their chapter, and chapters are encouraged to assist in the process. The chapter board manages all funding, financial transactions, and the chapter bank account. Campus centers should not hold checking or savings accounts. All accounting, budget and event planning, and funding for specific campus center events must go through the chapter office.

IIDA BY THE NUMBERS

AS A MEMBER OF IIDA, YOU ARE A PART OF THE LARGEST, INTERNATIONAL NETWORK OF COMMERCIAL INTERIOR DESIGNERS IN THE WORLD.

58 COUNTRIES

15,000 MEMBERS
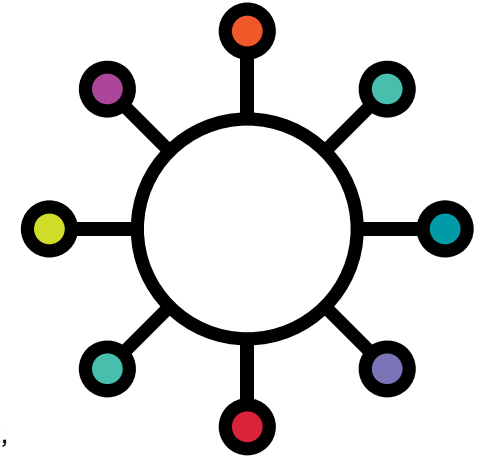
120 CAMPUS CENTERS

50% DESIGNERS

22% STUDENTS

28% INDUSTRY PROFESSIONALS

STRUCTURE

Campus center leaders must be IIDA Student members. IIDA membership is encouraged, but not required, for faculty advisors. Individual campus centers may determine a board or council structure that works for them. IIDA does not mandate a board or council structure.

Some campus centers choose to have a specific structure with clearly defined roles such as president, vice president, secretary, etc., while others choose to form committees for various events. Many campus centers choose to put both structures in place. Below is a suggested campus center board or council structure with guidelines and proposed duties for each role.

PRESIDENT
Presides over IIDA meetings. Calls special officer meetings. Appoints new positions as needed. Attends and networks at local professional chapter meetings. Represents the campus center at official functions. Maintains contact with IIDA faculty/non-student advisor, IIDA Campus Center alumni, affiliated interior design department, and IIDA Headquarters.

VICE PRESIDENT
Assumes duties of the president as needed. Plans officer orientation and campus center meetings. Coordinates membership recruitment efforts. Represents the campus center at official functions. Coordinates elections.

ADMINISTRATION CHAIR
Keeps a record of all members, activities, and events of the campus center. Keeps and distributes minutes of each meeting and agendas. Prepares campus center calendar of events. Prepares and files any required reports. Handles all official correspondence of the campus center. Collects campus center mail from faculty advisor. Represents the campus center at official functions.

FINANCE CHAIR
Keeps all financial records of campus center. Collects event fees. Prepares and submits financial reports and an annual budget to chapter. Coordinates all accounting, budgeting, event planning, and funding for specific campus center events with chapter. Coordinates fundraising drives. Represents the campus center at official functions.

Other possible positions:

MEMBERSHIP CHAIR
Plans and conducts fall and spring semester membership drives.

PUBLIC RELATIONS CHAIR
Maintains social networking outlets (website, Facebook, Twitter, Instagram, etc.). Networks with the student community. Notifies members of meetings.

PROFESSIONAL CHAIR
Seeks out and networks with industry professionals. Serves as the main contact between professionals and the campus center. Seeks out speakers for meetings and events. Organizes community service opportunities. Plans and directs the operation of activities, events, and fundraising efforts.

COMMUNITY SERVICE AND ACTIVITIES CHAIR
Organizes community service opportunities. Plans and directs the operation of activities, events, and fundraising efforts.

Each IIDA Campus Center must include at least one faculty/non-student advisor and two students to serve as campus center leaders.

BUDGETING

The chapter board controls all money and finances for the campus center within the chapter bank account.

Campus centers and chapter boards should work together to determine funding for specific events, accompanied by a budget and a business plan. Reach out to your chapter Vice President of Student Affairs to discuss your annual budget allocated by the chapter. Campus centers cannot hold their own checking or savings accounts. Here are additional guidelines to assist you with budgeting and financial planning for your IIDA Campus Center.

ACCEPTING CASH AT AN EVENT OR PROGRAM

Please keep in mind: Cash is easily susceptible to loss or misuse. When accepting cash at an event or program, make sure to assign a person to be the cashier responsible for accepting cash and checks. At the end of the event, make sure the cashier documents the cash collected. Working with the chapter, make sure that money collected at each event is deposited to the chapter bank account no later than two business days after the event.

ACCEPTING CREDIT CARDS AT AN EVENT OR PROGRAM

Similar to accepting cash, when accepting credit cards at an event or program, it is important to have a designated cashier in charge of all payments. When accepting a credit card, be sure to verify the user's name and signature to another form of identification, such as a driver's license. It is possible that your chapter has a credit card processing device available, such as a Square credit card reader, to process credit card payments at your event. Work directly with your local chapter to determine the easiest and most efficient way to accept credit card payments at your next program or event.

CALENDAR

Create a calendar to help with budgeting and planning. Most campus centers have one major event during the year and smaller meetings or events each month. Not all events should involve costs and require financial support.

BUDGETS AND EXPENSES

In advance of each semester or school year, each campus center should work directly with the local chapter to determine an annual budget for your campus center for programs and events.

The annual budget is a financial plan developed alongside your chapter to help your campus center prepare for the year's programs and events, and to make sure that you define specific goals and objectives for your campus center. Each event and activity that you plan should be included in your annual budget. This annual budget will be used as a tool and a guide for the campus center and the chapter to help ensure the success of the campus center.

For a sample budget, please visit this link.

When it comes to expenses, campus center leaders should work directly with chapter leaders to make sure that expenses are a part of the planned budget before finalizing purchases. Since the chapter board oversees all campus center finances, it is likely that your chapter or chapter leader will insist on making all purchases on behalf of your campus center. If it is agreed upon earlier, then your chapter may work with you on reimbursements for campus center related expenses should you have to make those purchases on your own. Never make a purchase on behalf of your local campus center without verifying first that the expense is accounted for in the budget and that you will be reimbursed in a timely manner.

Again, campus centers should not hold their own checking or savings accounts. However, it is also important that the rules and procedures set up by each school are honored. If your campus center acts independently from other student groups or organizations, then your fundraising and payments to vendors should flow through your chapter's bank account. If your school requires that your campus center's finances be combined with other student groups or a school sanctioned design club, then your fundraising and/or payments to vendors would need to remain flowing through the school's bank accounts to honor their requirement.

Finally, it is important to remember that IIDA Headquarters, your chapter, and your local chapter leaders and volunteers are here for you. Should you ever have a question regarding campus center finances, don't hesitate to contact students@iida.org for more information.

MEMBERSHIP

IIDA Student membership will help you launch your interior design career. Student education, mentoring programs, and relationships with your local chapter will introduce you to your local design community. Participation in IIDA student events and competitions will build your resume and help you secure additional recognition to help you stand out among your peers. Additional benefits include:

STUDENT APPELLATION
Exclusive eligibility to use the "Student IIDA" appellation after your name to demonstrate your credibility and maximize your professional exposure.

DESIGN AND ESSAY COMPETITIONS
Opportunities to gain local and international visibility, win cash, and get real-world design experience to boost your resume and reputation through the annual Student Design Competition, Wilsonart Essay Competition, and Student Design Charette.

IIDA STUDENT OF THE YEAR AWARD
Eligibility to be nominated for one of the most prestigious IIDA awards that recognizes your insight, involvement, and leadership as it has impacted your school's interior design program with a $5,000 cash prize. Learn more.

CAMPUS CENTER AWARDS
Opportunity to be honored with your IIDA Campus Center during the Campus Center Awards, recognizing outstanding achievement in enhancing the interior design profession at the school and local level. More information on page 14.

STUDENT MENTORING PROGRAM
Our most popular annual event, pairing students with industry professionals for one day of job shadowing and networking. Learn more.

CAREER CENTER
Access to the IIDA Career Center, a valuable resource that connects job seekers directly to current interior design opportunities.

QUAD
Subscription to *QUAD*, the IIDA student e-newsletter that shares the latest competitions, national events, and campus center news.

PERSPECTIVE
Online access to *Perspective*, our award-winning, thought-provoking leadership journal published three times a year by IIDA.

Applications for new IIDA memberships and renewals are accepted beginning in September and are valid until December 31 of the following year.

MEMBERSHIP FEES
Information on individual membership dues can be found on www.iida.org.

There is no fee for campus center applications.

PROMOTION & NETWORKING

Promoting your campus center is key to increasing membership, driving event attendance and campus center participation, and communicating about opportunities that exist through the campus center. Here are a few ways you can promote your campus center:

MEMBERSHIP DRIVES
Fall membership drives allow new students to join IIDA beginning in August, which means they can receive up to five months of membership for free. Their official membership term begins on January 1.

Membership drives also remind current members to renew their memberships. To aid in recruitment efforts, the IIDA website offers promotional items such as posters and handouts as well as bags, pens and pencils, and specialty merchandise for purchase. All purchases may be made at www.iida.org.

RECOGNITION
Promote your IIDA Campus Center on your school and department websites and bulletin boards. Use your IIDA Campus Center logo and link to the IIDA student page. Submit work to the annual IIDA Campus Center Awards to be recognized internationally.

EXPAND YOUR REACH
Invite students and members of the community not affiliated with design to attend events and activities.

FOCUS EFFORTS
Consider planning a program or event around a specific theme such as healthcare design. Networking, whether in-person or virtual, increases among those interested in the same type of design or subject allowing the program to be more specific. Targeted marketing can increase attendance among an otherwise untapped group of designers or students.

Learn more about planning virtual networking events for your campus center.

SOCIAL MEDIA

Use social media to stay connected with your campus center members. Create a campus center Facebook page and Instagram account to share news, events, and other happenings. This can include anything from hot topics in interior design to upcoming showroom tours, workshops, CEUs, or lunch and learns.

Follow IIDA Headquarters and your local chapter's social accounts to stay updated on industry news, trends, and events—and share those posts on your accounts, too!

SOCIAL MEDIA TIP:

Want to engage your members during an event? Create an event hashtag! Hashtags increase your event's visibility and keep the conversation alive around your event before, during, and long after it's over. They also make it easy to find photos and keep track of attendee engagement. Keep your hashtag short, simple, and unique. Brainstorm hashtag ideas and search for them to make sure the hashtag you want to use hasn't already been taken. Visit Eventbrite's tip sheet of best practices for event hashtags.

Follow IIDA and your chapter on social media to stay updated on events and industry news.

IIDA_HQ

IIDA_HQ

IIDAHQ

IIDA

MEETING AND EVENT PLANNING GUIDELINES

Campus centers may organize meetings or programs with their local chapter, with other campus centers, or individually. Events may be open to the public or available only to campus center members. Campus center events and programs may be multipurpose with educational and social aspects.

Many planned events cannot function without some funding. Campus centers should consider charging a participation fee for certain events. If your events are open to all students on campus, consider offering a discounted fee for members. For example, IIDA members may be admitted to an event for $5 that is $10-$15 for nonmembers. When planning most events, budget your costs and fees and aim to earn a profit of at least 20% above cost.

Campus center meetings and programs may fall into the following suggested formats:

- Tours of design/architecture firms or furniture/product showrooms
- Lectures/presentations
- Social events
- Panel discussions
- Webinars
- Portfolio reviews
- Video conferences

Campus center meetings and programs should serve as a catalyst for one or more of the following:

- Networking
- Education
- Design leadership
- Business
- Volunteering/service
- Fundraising
- IIDA exposure
- Membership marketing
- Professional growth

MEETING AND EVENT PLANNING GUIDELINES

EVENT TOPICS

In addition to this suggested list of meeting and program topics, consider specific subjects and themes for events. Potential focused subjects can include: technology, business practices, legislation issues, green/sustainable design, and codes impacting interior designers.

Suggested meeting and program topics:

- Design professional lecture
- Industry representative demonstration
- Presentation of portfolios by design professors
- Mock interviews
- Student mentoring
- Legislation awareness
- Local advocacy efforts
- International Building Codes (IBC) and International Residential Codes (IRC) information session
- NCIDQ preparatory and study group session
- CAD, Adobe, Google Sketch Up, or Revit training

- Portfolio reviews
- Panel discussions with professors or professionals
- Meet and greet with other university departments
- Design charette competition
- Volunteering/community service opportunities
- Professional mentoring events
- Lunch lectures
- Fundraising events
- Design competitions
- Senior/student design shows
- IIDA student career day
- Roundtable meetings
- Travel to industry trade shows

EVENT VENUES

Event locations should align with the format and subject. Consider its requirements like audio/visual equipment, capacity, aesthetics, convenience, parking, acoustics, sight lines, safety, etc.

Potential event venues:

- Space at your college or university (typically free)
- Showrooms or local design centers
- Public libraries
- Historic buildings
- Community centers
- Retreat and hospitality spaces
- Retail spaces

- Sports venues
- Design and architectural firms
- Virtual spaces (online events)
- Hospitals, living spaces, corporate spaces, museums, show homes, hotels, restaurants (when considering hosting tours)

IIDA TX/OK STUDENT CONFERENCE

IIDA Texas/Oklahoma Chapter's annual student conference brings together an array of top students, educators, and design industry professionals for a multi-day professional enrichment experience. The conference includes: project and firm tours, professional development, portfolio reviews and mock interviews conducted by working professionals, an industry expo, and a variety of other networking opportunities.

For more information, email students@iida.org.

MEETING AND EVENT PLANNING GUIDELINES

INVITATIONS AND PUBLICITY

The potential audience of the event will influence planning. For most campus centers and chapters, everyone in the campus center and chapter is typically invited to all events. Specific event themes, like healthcare design, may also influence planning, an invitation list, and publicity efforts.

Possible groups to invite:
- Campus center members
- Chapters
- Other nearby campus centers
- Potential members
- Educators/administrators
- Community and civic leaders
- Other associations

Publicize early, often, and accurately. Inexpensive ways to advertise include:
- Email
- Campus bulletin boards and newsletters
- Social media

ANNUAL PROFESSIONAL DESIGN EVENTS TO CONSIDER

In addition, you could consider raising funds to attend any of these professional design events. Plus, your IIDA membership may grant you reduced registration fees to many larger interior design events and expand your networking and educational opportunities:

Corporate:
- NeoCon
- Orgatec

Education and Research:
- The Environmental Design Research Association (EDRA) Annual Conference
- Interior Design Educators Council (IDEC) Annual Conference

Facility and Planning:
- IFMA's World Workplace

Healthcare:
- Healthcare Facilities Symposium & Expo
- Healthcare Design Expo & Conference

Residential:
- High Point Market
- Decorex International

Retail:
- GlobalShop

COLLABORATION AND SPONSORSHIP

Contact your chapter's vice president of student affairs for help in planning events. In addition to chapter support, consider seeking sponsorship or collaborating with other professional, civic, and/or volunteer groups. Collaboration and sponsorship increases your potential audience and IIDA exposure.

POTENTIAL COLLABORATORS AND SPONSORS:

Other Associations:
- ACE Mentor Program of America
- American Institute of Architectural Students (AIAS)
- American Society of Interior Designers (ASID)
- Business and Institutional Furniture Manufacturers Association (BIFMA)
- Interior Design Educators Council (IDEC)
- Certification for Interior Designers (CIDQ)
- CoreNet Global
- International Association of Lighting Designers (IALD)
- International Facility Management Association (IFMA)
- International Federation of Interior Architects/Designers (IFI)
- International Furnishings and Design Association (IFDA)
- National Organization of Minority Architects
- Network of Executive Women in Hospitality (NEWH)

Volunteer Groups:
- American Red Cross
- Habitat for Humanity
- American Cancer Society (ACS)
- College Art Association (CAA)
- Ronald McDonald House Charities (RMHC)

Think local when it comes to working with volunteer groups or other associations. Try to find a collaborator that will help you make a difference in your community. • Consider regularly surveying campus center members for feedback on existing events and new ideas. • Inform your university of your potential event. Necessary liability and insurance should be covered by the university, not IIDA.

IIDA CAMPUS CENTER AWARDS

Sponsored by OFS, the annual IIDA Campus Center Awards recognize the outstanding achievements of campus centers.

These awards encourage campus centers to develop and maintain excellence in their work to enhance the interior design profession at the student and local level. Campus Center of the Year wins $1,000.

WHY SHOULD YOU ENTER YOUR CAMPUS CENTER?

- The chance to have your campus center win $1,000 for Campus Center of the Year.
- Be featured in an issue of *QUAD*, the IIDA student e-newsletter.

APPLY

Applications are free and can be found on the IIDA website. Campus center award applications typically open in the beginning of the new year.

CONTACT INFORMATION

For questions or more information, contact students@iida.org.

IIDA CAMPUS CENTER LOGO USAGE

Campus centers should only use the IIDA logo provided for use in invitations, flyers, and other marketing materials to promote events.

The IIDA logo must be used in its entirety. Note the way the Columbia College Chicago Campus Center logo looks.

The logo must always appear this way or inverse (black background, white lettering).

The logo should never appear without the type below or to the right of the logo, or without the IIDA logo graphic.

The school name should always be included above "Campus Center."

IIDA | COLUMBIA COLLEGE CHICAGO
campus center

IIDA
COLUMBIA COLLEGE CHICAGO
campus center
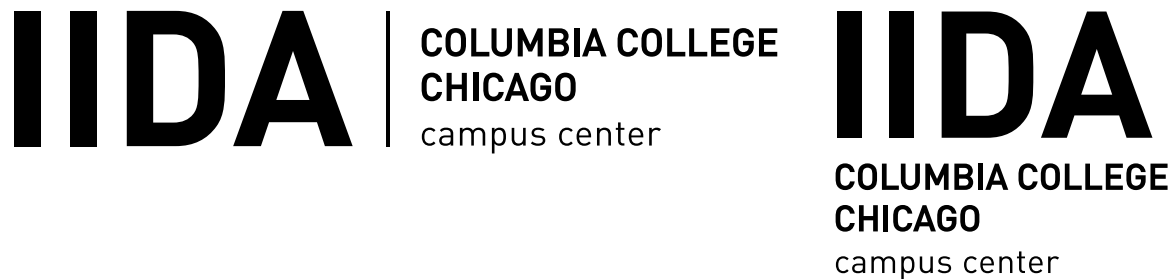
All logos will be emailed to campus center leaders upon approval of a campus center application.

IIDA | THE COMMERCIAL INTERIOR DESIGN ASSOCIATION

For further campus center inquiries
students@iida.org | www.iida.org