

9/29/2024 Membership Committee Report:

Good afternoon everyone. On 9/10/2024 I hosted a virtual roundtable discussion about what being a member of the AIBD means to our membership, and how we can make the membership better to ensure we are retaining members, and attracting new members. I asked for member volunteers from all over the country, and I am happy to report that I did in fact, end up with 12 panel members from coast to coast, to discuss what we could/should be doing. The panel consisted of a few long time members, as well as a few new members that were able to give insight into why they joined, and what they are looking for in order to stay.

The overwhelming theme ended up circling around education. The new members looked to us for the continuing education they felt they needed and wanted, and to obtain CPBD status to further their careers. The long time members were more focused on the membership experience, and the comradery they felt with the other members. The following bullet points are the questions/comments that we felt were the most important to the panel, and will become the focus of the committee:

- **Education:** More content! Members are looking for 30-40 min videos by members for members on subjects that drive our daily work. Short, Concise, and full of information we can use.
- **Conference Material:** Members serving members workshops. Rather than hear about how something could be done, more members put on workshops about how we ARE doing things that can help other members.
- **Mentorship:** Connected with the above point. Newer members are looking for opportunities to be guided by longtime, successful members to build their businesses.
- **Identity:** This subject came up multiple times, by multiple members from each side of the country. The panel felt it very important that we “shout from the rooftops” that we ARE the experts in the industry of residential design. Rather than waiting for members to find us, we should be going into the design offices, the design build construction firms, and the residential architects office and interior design firms actively recruiting new members.
- **NAHB:** We should look for more partnership opportunities to bring those builders to us. Not only for the design work opportunities, but again, the design build firms that employ in-house designers. We should be their primary source for continuing education, training, and mentorship as they further their design careers.
- **CPBD:** Members want, especially new members, more training and workshop materials. The spring and annual conference, they felt, should have a large block of time dedicated to the exam and study/training opportunities.

I have been, and will again be, in contact with Dennis and the education committee to see how we can address some of these items, and another roundtable with a couple members that specialize in video production is in the process of being scheduled.

I, personally, am also working on a program to present to the conference committee that I would like to offer in Myrtle Beach and/or Asheville (hoping the best for Asheville!!) about working with Chief Architect to produce construction plans worthy of ARDA. This is a program that our new members asked about, and they would certainly be more inclined to attend if that sort of education were to be offered.

My October report should be able to narrow down some of my notes and ideas.