

Strategic Issue	Major Initiatives	Strategies	Tactic	Tactic	Tactic	Outcomes & Measures
Evolve the Brand	Branding and Building a Public Presence	Increase awareness of ASID AZ South Brand	*Align Local Brand Campaign with National	*Balanced ASID Brand across Practice Specialties		All print material from AZ south will comply with National
		Conduct Local Advertising Campaign	Billboards, TV Ads, Print Media	Local personality endorsements for events		Campaign to promote all ASID members and what sets us apart
		Shape public opinion about ASID AZ South who we are and what we do	Design Solutions Event	Community Service Project that involves all our members and gains maximum exposure for ASID AZ South	* ASID Community Showcase (Fall Home Tour)	Surveys at all events during and after with incentives for public
			Design Awards Event to Showcase Local Designers and Members	Work with IP Members to provide mutual and beneficial sponsorship opportunities		Member surveys

