May 29, 2020

UNLESS EXPRESSLY APPROVED BY IDSA IN WRITING, ALL IN-PERSON CHAPTER EVENTS ARE TO BE POSTPONED OR CANCELED THROUGH LABOR DAY DUE TO CORONAVIRUS (COVID-19)

Dear Chapter Leaders,

In the April 28, 2020 update, we were optimistic that we had seen our final nationwide postponement of in-person chapter events. However, it is clear that our guidance must be extended. All in-person chapter events are to be postponed or canceled through Labor Day (September 7, 2020). Limited exceptions will be granted by IDSA.

Key factors that were considered in this decision:

- Out of an abundance of caution, IDSA has transitioned the International Design Conference (IDC) to a virtual event. Additionally, IDSA HQ staff will continue working in a remote capacity through September 7, 2020. Simply put, it's not right for us to require in-person programming from you if we're not doing it ourselves.
- Your feedback overwhelmingly indicated that we should extend this guidance.
- Extending guidance through Labor Day likely prevents the need for continual updates. By providing a basic level of ‘certainty,’ we hope you are better able to develop programming for your members.
- Because every region of the country is different, and because we hope things will change for the better as the summer progresses, we have introduced a mechanism that allows chapters to obtain an exception, permitting them to hold in-person events when specific conditions are met. Please review IDSA Guidelines for Hosting In-Person Chapter Events.

Going forward, we encourage you to continue exploring and creating virtual programming as a low-cost, high-impact solution. IDSA chapters from across the U.S. (Atlanta, Austin, Cincinnati, Cleveland, Northern Lakes and Rocky Mountain, to name a few) have all developed opportunities that engage both their members and the national industrial design community.

Need inspiration to jumpstart virtual programs?

- Connect with IDSA chapter leaders who are 'virtual veterans' on the Slack channel.
- Partner up: develop virtual programming with another chapter. Collaboration improves content and expands audiences.
- Ask your community: your members may generate program ideas and their expertise could be used as valuable program content.
- Find your platform: your virtual platform will be your chapter’s home for programming. Talk to IDSA about acquiring a Zoom license for your chapter.
- Finding it difficult to carve out the time to create programming? Promote the virtual events of other chapters on social media and encourage your members to participate.

Benefits of creating and hosting virtual experiences:

- Time flexibility: there are no time limits to hosting events. Since most provide professional development, programming can be held during business hours.
- Inclusive/low barriers for entry: there are no geographical boundaries to virtual programming. Anyone can participate no matter where they live.
- Most virtual platforms include a recording option. You can capture and preserve your chapter’s successful virtual experience and share it with others.

Questions? Contact Korie Twiggs. Stay safe and healthy!