New York School of Interior Design
founded 1916

STRATEGIC PLAN 2013-2016
INTRODUCTION

NYSID finds much has changed since executing its previous strategic plan in 2009. The College accomplished an unprecedented expansion of its physical plant, expanded its academic program offerings and underwent key staffing changes. The ambitious 2009 strategic plan was intended to span five years; however, the abrupt change in the economy was unforeseen at the time the plan was written. Currently preparing to celebrate its one hundred-year anniversary, NYSID welcomes the opportunity to refocus its planning efforts based on the new realities of providing education in a shifting and global education marketplace.

This strategic plan establishes goals and objectives for three years, 2013-2016. The strategies and tactics established to achieve these goals and objectives are outlined in a separate work plan. The plan helps to shape a period of transition in which we expect fundamental changes to be made that will result in the school growing stronger by having a better understanding of operations and effectiveness as well as being financially sound. At the end of the three years, the policies and practices supporting this transition will be firmly in place. The accomplishments of this three-year period and the resulting renewed strength will provide a solid base upon which NYSID will build its second century.
BACKGROUND AND SUMMARY

Founded in 1916, the New York School of Interior Design (NYSID) is a private, not-for-profit college devoted exclusively to interior design education and related disciplines. NYSID’s guiding principle is that the interior environment is a fundamental element of human welfare and the College is committed to actively improving the quality of life for all segments of humanity. This ideal is put into practice by a dedicated faculty of well-known designers, architects, art historians, and authorities in the field who guide more than 700 full- and part-time students.

NYSID offers certificate, undergraduate, and graduate programs in the field of interior design, design history and theory, sustainable design, interior lighting design, and healthcare interior design. A wide range of classes are also offered through the college’s Institute for Continuing and Professional Studies and on-line platform. NYSID is an accredited institutional member of the National Association of Schools of Art and Design (NASAD) and a Candidate for Accreditation by the Middle States Commission on Higher Education. NYSID’s BFA and MFA-1 programs are accredited by the Council for Interior Design Accreditation (CIDA).

The strategic planning process was undertaken to ensure the College’s sustainability while providing increased value to its students and earning advanced standing in the academic community. Several strategic issues were identified:

1. Identify, assess and redirect existing resources to increase institutional effectiveness
2. Increase enrollment and support students’ successful academic/career paths
3. Establish a secure foundation to ensure NYSID’s continued contributions as a leader in interior design education.
MISSION STATEMENT
New York School of Interior Design prepares its students to lead the profession by providing a deep and broad education to aspiring interior designers and working professionals, drawing upon expert faculty, current tools and technology, and close industry relationships.

VISION STATEMENT
New York School of Interior Design is a global leader in interior design education, impacting the profession through innovative curricula and strategic collaborations, with graduates placed in positions of influence around the world.

VALUES
New York School of Interior Design values:

- The quality of human life in the built environment
- The “spark” to be found within each student
- The rich history of the institution and the design profession
- The special opportunities afforded by NYSID’s NYC location
- A setting that fosters creative thinking, collaboration and collegiality among students, faculty, and staff
- Small and focused learning environments, both digital and experiential
- The expertise and commitment of the faculty and staff
- Both conceptual and applied design
- Respect for the environment and sustainable practices
- A strong grounding in the liberal arts as an essential part of a designer’s education
- A foundation of respect for oneself, others, and the greater world
- Engagement with local and global communities
STRATEGIC PLAN PARAMETERS

In preparation of creating a strategic plan, the strategic planning committee was asked to answer a series of questions regarding the future of the College to determine what is working well now that needs to be carried forward on the path to the future and what needs to change so that it can be avoided in planning for the future. Several critical issues affecting NYSID’s future were identified:

- NYSID cannot rely on its rich history and reputation to draw desirable students in such a competitive education market.
- The institution has untapped resources it cannot afford to underuse.
- Establishing alternate sources of funding will create a stronger financial base.
- The ability to enrich academics, improve student services, and nimbly assess and change programs will be enhanced by establishing clear communications and accountability structures.

The planning committee agreed that the following positive attributes must be retained and further developed as the College addresses its future:

- A supportive and well-functioning Board of Trustees
- A well trained, competent and accountable staff
- Stable sources of funding
- A robust academic program and student support services
- The investment in technology and its accessibility to NYSID students, faculty and staff
- A robust digital presence
STRATEGIC GOALS FOR THE NEW YORK SCHOOL OF INTERIOR DESIGN

The issues were condensed and prioritized into the following strategic goals:

- **Goal One**: Create a culture of institutional planning and assessment.
- **Goal Two**: Attract and retain designers of the future.
- **Goal Three**: Ensure human and material resources to support current and future academic and institutional development.

Objectives and strategies were identified for each goal as follows:

**GOAL ONE: CREATE A CULTURE OF INSTITUTIONAL PLANNING AND ASSESSMENT**

**Objective**: To institute regularly reviewed procedures to assess institutional and academic effectiveness, share results, allocate resources and plan accordingly.

- **Strategy 1**: Assess current procedures, identify gaps in data collection, planning and sharing.
- **Strategy 2**: Identify resources needed to strengthen organizational planning and assessment.
- **Strategy 3**: Support organizational adoption of assessment and planning.

**GOAL TWO: ATTRACT AND RETAIN DESIGNERS OF THE FUTURE**

**Objective**: To increase applicant pool, enrollment and graduates

- **Strategy 1**: Identify ideal students.
- **Strategy 2**: Develop strategies to increase applicants. Identify resources needed to implement, assess and revise.
- **Strategy 3**: Develop strategies to increase enrollment. Identify resources needed to implement, assess and revise.
• **Strategy 4:** Develop strategies to increase student retention. Identify resources needed to implement, assess and revise. Develop strategies to review, assess, update and integrate academic offerings.

• **Strategy 5:** Develop new curricular offerings to increase flexible enrollment options.

**GOAL THREE: ENSURE HUMAN AND MATERIAL RESOURCES TO SUPPORT CURRENT AND FUTURE ACADEMIC AND INSTITUTIONAL DEVELOPMENT**

**Objective:** To enhance fiscal strength

• **Strategy 1:** Identify and implement increased efficiencies within the institution.

• **Strategy 2:** Strengthen current and future financial base.

• **Strategy 3:** Create master plans to assess finance, technology, business continuity, and facilities.

**CONCLUSION**

This strategic plan for the New York School of Interior Design is an ambitious undertaking. Unlike previous plans, this plan is not an expansive approach but rather a measured, appropriate response to a volatile education industry at a specific point in time for this particular institution. While one might assume that a plan focused on operational effectiveness may be relatively easy to undertake, a change in organizational culture which executing this plan requires is the most challenging goal any institution can face.

The President’s decision to create institution-wide involvement in the planning process and the commitment of the participants to the strategic planning process and the finished plan are strong indicators of the likelihood of success in carrying out the plan. The well-considered goals, objectives and strategies will serve to establish a firm base to explore unlimited possibilities for NYSID’s future development as it begins its second century.