

Kimball Office Work Group

Incentives Draft

The following summarizes discussion from the K-Group meeting related to the “incentives” piece and presents it for a graphic communication designer to use. (Reference page 10-11 of report draft sent October 1, 2008)

Strategic Goal 2.

Recommendation 5. Communications/Marketing Plan

We recommend incentives be communicated by identifying the value and uniqueness that practitioners and educators bring to the profession, the value of and incentives for graduate education, and potential funding pools for developing financial packages for new educators.

Background for Communication Plan--

A common way to envision the plight of increasing the pool of qualified interior design educators might be to start with the uniqueness and value of the academic role, trying to convince the field that graduate education has value and then to answer the question, “How am I going to pay for it?”

Taking a slightly different tack, we want to start with the value and uniqueness of the practitioner role and then show (1) how that role translates to academic uniqueness, (2) how both enhance, and are enhanced, by graduate education, and (3) how such a step adds value to the individual and field. While funding graduate education is seen as a barrier, it needn't be. There are pools of financial resources to tap when one initiates returning to graduate school and later when one seeks support for a study.

Value and Uniqueness's of Practice and Academic Roles

<u>Practitioner (where now)</u>	<u>Academic (where to)</u>
<ul style="list-style-type: none">• Thinking and market relevancy	Theory and market research
<ul style="list-style-type: none">• Current Trends (i.e. sustainability At cubed power; innovation— design thinking-alternative thinking: restorative spaces, special populations, etc)	Feed and nourish practice w/ design research idea exploration theory interpretation
<ul style="list-style-type: none">• Converting ideas into practice “Making it happen in the built Environment”	New seeing, bringing into consciousness, attune studio thinking/doing
<ul style="list-style-type: none">• Design Criticism—“back to the drawing board	Design crits—building discernment..students need to know problem and different views
<ul style="list-style-type: none">• Client growth/support/satisfaction	Build social, anthropological, scientific, aesthetic, business understanding base and strong communication skills. Professional growth/support and information accounting.
<ul style="list-style-type: none">• Interior expertise and perspective among different team perspectives	Interdisciplinary opportunities in academic culture

**So You're Questioning Why Graduate Education?
What to expect and find...**

- **Profit from advanced education in a variety of ways—
Individual advancement, new avenues of work, new profit centers**
 - **Build on the “why” of your thinking and doing
through research, theory and design exploration**
- **Respond to your curiosity and hunger to understand anew**
 - **Know “mind-shifts” are positives and desired**
- **Pursue an area of focus that you don't have time for in practice**
- **Advance what we know to make it happen in the environment, giving
practice more ammo to do their job and to give academics new ways
to explain, see and improve interior designers for the future**
 - **Add to the world's and field's body of knowledge**
- **Find, see, and make new professional connections and alignments**

Funding Need not be a Barrier to Graduate Education (May be presented as pie graph in different proportions)

While some personal funds are needed,
Expect or Seek Assistance from

- **University Departments***

Graduate programs often provide financial assistance through
Graduate Scholarships
Graduate Teaching Assistantships
Graduate Research Assistantships
Project Assistantships

*Programs want you as a graduate student. They expect to provide some support. Ask about opportunities. You may need to apply to receive them or they may be part of an offer to have you attend. Funds might vary from \$1,500 to \$15,000 or more. Teaching assistantships typically cover tuition plus a monthly stipend and provide opportunities to learn to teach.

- **Interior Design Associations**

Association Foundations might have scholarship funds for practitioners returning to graduate school. Check with colleagues.

- **Firm/Corporate Business**

Some firms/businesses support employees returning to graduate programs for advancement and will pay a % of costs. Ask.

- **Industry Support**

Increasingly manufacturers, real estate, and other clients/partners are interested in supporting practitioners who return to graduate education.

For support of a design research study/project,
Seek additional assistance from:

- **University Graduate Fellowships**

These might cover travel, attending conferences to present papers, or cover costs of collecting information and completing the project

- **Private Foundations or Individuals**

Your topic might be of interest to private foundations or individuals. Work with the University's Foundation, the department and adviser to secure how private funds may be given and then passed along to your project.

- **Faculty Adviser Contacts**