AWARD SUBMISSION

2020 Best in Class – Membership Campaign

Chapter Name: SDA New York Chapter

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SDA NY Board of Directors:

Kim Celenza, President
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SECTION 1: CAMPAIGN OVERVIEW

The SDA NY Board of Directors, in developing our events for 2019, looked at membership as a multi-pronged approach:

1. Retain Active Membership

In 2019, one of the goals of the SDA NY Board of Directors was to focus on our existing members to reinforce their value to the chapter. We developed programming for members only in addition to events where prospective members were invited. In addition to the year’s total 14.5 hours of educational programs, we also held 3 members-only evening social events so that members could meet the board in a relaxed setting, learn a little about each board member, and what our chapter’s strategic goals were. Each social had a theme: The first one of the year is a New Members Welcome; the second an Administrative Professionals Social, and the third a Summer Gathering. We introduced ourselves with a “fun fact” about each one of us, and also introduced new members and their “fun facts”. All new members were provided with a Board Liaison for followup throughout the year.

Our membership chair and our president also met for a cocktail hour at a central location with a small group comprised of a longtime member, a moderately new member, a new member, and a non-member to get their perspectives on SDA’s value. Our membership retention was 96% for 2019, and we believe that these strategies have been successful.

2. Attract New Members

The Board agreed that our mailing list was hampering our ability to reach non-member companies and administrative staff. Beginning in 2019, we worked on expanding that list both through our own connections and by targeting AEC firms from the NY AIA membership list and Canstruction participants. The ultimate goal was to ensure that our annual membership event in the fall would be successful in bringing in new members.

We also worked with Canstruction New York to offer Canstruct-a-Member to all teams. We did in fact obtain two new members as a result of Canstruction.

3. Our Membership Event

Our annual Fall Membership Drive and Social was held on September 26th at Rare, a rooftop venue. New York City offers literally dozens of events year-round to raise money for charities and organizations, so competition is fierce for yet another addition to the social calendar. We therefore chose a venue that people would want to see. Rare has a city skyline view, a central location, and drinks and food were included at no cost. Email invitations were sent to over 200 attendees, with an Eventbrite signup of 35. The event was also listed on our website and discussed on our chapter list serv, with reminder emails. We had swag bags for all attendees with information about our new branding, our newsletter, and items donated by board firms and vendors. We also included our Membership and Sponsorship brochures (attached). A PowerPoint slideshow continuously ran, and board members planned a strategic approach to ensure that all attendees met several board members and were introduced to other members. A raffle was held for several door prizes.
Since the event was in the 3rd quarter, we did not expect many new members in 2019, although we did add one new member. We believe we set the stage for 2020 new members, and in fact, we gained 9 new members between 12/31/19 and 3/1/20.

SECTION 2: BEST PRACTICES

1. Committee Structure

The NY Chapter has a Membership Committee, a Marketing Committee, a Programs Committee, and a Data Management Committee, who work in concert on any event we hold, whether social or education. In this way, the various pieces of the event can be distributed across the committees. The committee monthly calls are also attended by members of other committees as well as the committee members, allowing communication and ideas across the committees.

2. Mailing List

Our mailing list is set up for various categories, e.g., current member, expired member, prospect, sponsor. When a member does not renew, we move them to our expired member list and send them information on our events for non-members. Annually we discuss whether a direct contact should be made to those on the expired members list.

3. New Member Orientation

When we receive the welcome letter sent from National to a new member, which triggers a wait time of 2 weeks, after which we send our chapter welcome (attached). We assign a chapter liaison, and at least one member of the board or membership Committee makes contact within that time period also. We immediately put them onto the list serv email group. We ask them to complete a new member questionnaire and submit a photo, which we use for our quarterly newsletter, Skylines. Starting in 2020, we will send out a welcome email on our List Serv, and list new members on our website.

4. Committees

We made a concerted effort in 2019 to expand our committee membership; first, to take some of the burden off our board officers; second, to increase involvement of members in the chapter by working and directing the committees, and third, to train members to move up to the board level in the future. We met with more success than we anticipated, adding new members to Membership, Marketing, and Programs.

5. Emeritus Members

We believe the history of SDA embodied in our retired members is of great value to our new and existing members, and therefore do not charge dues to Emeritus Members.

6. Lessons Learned

- After every event, the Board reviews its success in terms of what went right and what did not, and asks for feedback from attendees. We often ask program attendees outside of
the Board to comment in a list serv email and give some key takeaways from the event. Attached are two emails sent after specific programs. Feedback obtained regarding our social events in 2019 made us aware that we needed to diversify the events beyond a cocktail orientation, so that some could be teambuilding activities, art events, and more building tours. Different members have different interests, and we need to engage all of them.

- We did a survey in early 2019 which asked for more programs focused on HR issues. We added 2-3 additional HR programs/roundtables as a result.

- SDA NY enjoys a moderate level of sponsorship, which allows us to offer our programs for free to members, and with a minimal charge to non-members. We believe this provides additional value to their membership. In 2019 we offered one program with a cost to attend, feeling that an outside expert would be well received. This did turn out to be a very successful program, and we are planning a similar program or two for 2020 (Or WERE planning, prior to the pandemic).

- In 2019, we also began offering our roundtables and programs with a virtual component, which has been well received and increased attendance.

ATTACHMENTS:

- Membership and Sponsorship brochures
- Welcome Letter from SDA NY Chapter
- New Member Questionnaire
- Link to revamped New York Chapter Website: [https://www.sdany.org/](https://www.sdany.org/)
  With updated slideshow on front page

- Photos from Fall Membership Drive: [https://photos.app.goo.gl/7zGZkXaL3BSbebPLA](https://photos.app.goo.gl/7zGZkXaL3BSbebPLA)
Dear Susan,

Welcome to the New York Chapter of SDA! I’m always so excited when I learn that we have a new chapter member! In addition to the SDA National welcome which you will receive from Stephanie Kirschner, our Executive Director, I would like to personally welcome you to our chapter. As a member for 15 years, I have found SDA to be beneficial in my personal and professional life, and I hope you will experience the same connection being part of a group specifically dedicated to the A/E/C industry.

As Vice President and Membership Co-Chair, it’s my pleasure to welcome you to our group and offer myself as a source for any questions or issues you may have. Take some time to look through our SDA New York website (sdanyc.org), where you will find information about our chapter, its officers, a list of our sponsors, our quarterly newsletters, and informative links. You have been added to our List Serv, which is our members-only email list so that you will be kept up to date with all of our chapter events. Feel free to put out a question or respond to someone else - the email group is: sda-ny@two.pairlist.net.

Due to the coronavirus situation, we have revamped all of our educational programs to virtual discussions. For the next 6 to 8 weeks, on Wednesdays, we are holding Zoom video meetings on the various functional areas of our firms. The announcement and signup will come out later today or tomorrow morning and will be sent from SDA NY. Keep your eyes open for it!

I realize you are in Connecticut, and truthfully, you have picked a great time to join SDA, with our newly forced virtual world, and so many questions and issues for all of us and our firms.

My contact information is below, and I have copied Kelly Loughran, Chair of the Membership Committee on this email as another direct resource for you. Don’t hesitate to be in touch! I hope to "see" you next week at the first of our virtual round table discussions!

Pat Leyden, CDFA
SDA New York Chapter VP/Membership Co-Chair
pat.leyden01@gmail.com
914.260.4584

ATTACH NEW MEMBER BIO FORM!!!!!!!!!!!!!
<table>
<thead>
<tr>
<th><strong>Name</strong></th>
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<tbody>
<tr>
<td><strong>Company</strong></td>
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<tr>
<td><strong>How long with company / Have you held more than one position?</strong></td>
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<tr>
<td><strong>Title</strong></td>
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<td><strong>Any specific functions you do that you want to describe</strong></td>
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<td><strong>What does your company do</strong></td>
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<td><strong>Size of your office and size of your company</strong></td>
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<tr>
<td><strong>Fun fact about you we can share with members / Hobbies</strong></td>
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</tbody>
</table>

**** Please attach a photo which we can include with your bio.
**BENEFITS**

Today’s design firms need educated and well-trained administrators, marketers, technology and finance personnel. SDA can play a vital role in a firm's practice. Since 1959, SDA has led the way in providing continuing education to personnel in the business of design.

SDA offers a variety of resources to enhance professional development and personal growth of its members, and consequently the development and growth of their respective companies.

When design firm personnel join the SDA, both the firm and the individual reap the rewards.

**MISSION STATEMENT**

The mission of SDA has always been one of education, while the vision has been to promote good practice management and the professional standards of design firm administrative personnel. To that end, SDA provides accredited education, best management practices and training on professional standards to help design firm personnel grow professionally.

**CONTACT US**

For further information, please contact:
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Vice President/Membership Chair
SDA New York Chapter
914-260-4584, pat.leyden01@gmail.com

**REPRESENTATIVE MEMBER FIRMS**

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M Moser Associates
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Perkins Eastman Architects
Ralph Appelbaum Associates
Risk Strategies Company
Rockwell Group
Ronnette Riley Architect
Silman
Spacesmith
Superstructures Engineering + Architecture PLLC
WSP USA

Join now at www.sdanational.org
MEMBERSHIP

History
For over 60 years, the SDA has been providing accredited education, best management practices, and training on professional standards to help design firm personnel grow professionally. Our membership stretches across the United States and Canada and is composed of personnel in the architecture, engineering, construction, landscape and interior design professions.

Networking
Networking is available through conventions & conferences, seminars & workshops, chapter meetings, socials, awards programs and lunchtime roundtables. Networking affords our members the support of shared experiences in dealing with complex organizational, administrative and marketing issues. These experiences cover a broad range of issues such as Human Resources, Accounting and Finance, Marketing and Public Relations, Facilities Management, Security, Computerization & Legal Issues.

Continuing Education
Educational programs, tours, seminars and lunchtime roundtables sponsored by the chapter provide a continuing source of state-of-the-art operational and management techniques for design firms. SDA members benefit from the support of a national organization in development of individual career goals. Professional Emphasis Groups include Finance, Human Resources, Information Technology, Marketing, Public Relations, Project Management and Office Administration.

Job Bank
National and local Job Banks provide a source of qualified administrative, operations, marketing and technical staff, connecting firms who have openings with professionals seeking positions.

Certified Design Firm Administrator (CDFA)
The SDA offers a credential that recognizes your achieved administrative and management expertise, the Certified Design Firm Administrator (CDFA) designation. The CDFA is designed to elevate the professional standards in design firm management and administration and contribute to the firm’s organizational growth and maturity through best practices in firm management. The credential comprised by the SDA’s Certification Program distinguishes and supports the roles performed by the spectrum of administrators and managers in the A/E/C firm. Enhanced marketability and increased earning potential are just two of the many benefits CDFA certification provides.

Interactive Forums and List Serv
This national and local email-based discussion groups comprised of SDA members from around the United States and Canada provide an exchange of information regarding SDA and design administration related topics. These forums provide a clearing house for information and experience, and link administrators with specific problems to those in other firms who have already solved a similar problem.

Canstruction®
Canstruction is the SDA’s international community service program that promotes the design community and raises food for hunger relief efforts. Design professionals and students they mentor compete to design and build giant structures made entirely out of unopened cans of food. New York City is joined by over 150 cities around the world who hold Canstruction competitions. At the close of each competition, the food is donated to a local food bank. Highlighting the creativity and compassion of A/E/C firms, these astounding structures are helping to change the world by raising public awareness and by collecting millions of pounds of food for local food banks annually.

Active National and Local Web Sites
www.sdanational.org offers information on national events, chapters, educational services, white papers, and the ability to purchase items relevant to the design profession from the SDA Store along with discounted items provided by SDA Marketplace merchants. The national SDA website also provides links to local chapter web sites, allowing members to view schedules of programs available in areas where they may be traveling. www.sdanyc.org offers information on NY chapter events, membership forms and applications, contact information, Constraction® and more.

Conferences
The annual EDSymposium is held each year at various locations throughout the United States. This conference gives SDA members an opportunity to enhance leadership skills and professional development as well as network with other members from around the United States and Canada.

EDCONNECT
EDCONNECT, held each October, is a three-day virtual conference. Learn the latest trends in the A/E/C industry to help cultivate your staff’s leadership and management skills while helping your firm stay a step ahead of the competition.

BizTRAK™ Workshop
The BizTRAK™ Workshop is designed for emerging professionals looking to increase their knowledge of practice management and anyone interested in advancing their career into firm management.

Webinars
SDA provides educational webinars monthly covering many different type of topics relevant to every level of the design firm administrator/manager. Past webinar recordings are available for purchase.

SDA Fellows Program
The Fellows Program recognizes individuals who have made a significant contribution to SDA and A/E/C community, and who have made a difference in excellence in design firm management. These leaders continue to inspire the next generation to excel with directed opportunities to promote the purposes of SDA, advance practice management and mentor young members.

WHO SHOULD JOIN?
You should join the SDA if
• you are employed in an administrative, marketing, financial or IT position for a licensed design firm practicing architecture, engineering, interior design, lighting design, landscape architecture or a construction company;
• you are a single practitioner; you are on the staff of a professional registration board, a school, or a public or private institution; or
• you represent a firm whose products or services support the practice of design professionals.
BENEFITS
Sponsorship can deliver increased awareness, brand building and propensity to purchase in your target market. It’s a low cost way to create visibility and traffic for your organization.

MISSION STATEMENT
The mission of SDA has always been one of education, while the vision has been to promote good practice management and the professional standards of design firm administrative personnel. To that end, SDA provides accredited education, best management practices and training on professional standards to help design firm personnel grow professionally.

CONTACT US
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Kliment Halsband Architects
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Liiker Associates Consulting Engineers
Magnusson Architecture and Planning
Max Gordon Architects, PC
M-E Engineers
Meridian Design Associates, Architects
M Moser Associates
Morris Adjmi Architects
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Offit Kurman LLC
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Ralph Appelbaum Associates
Risk Strategies Company
Rockwell Group
Ronnette Riley Architect
Silman
Spacesmith
Superstructures Engineering + Architecture PLLC
WSP USA

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SPONSORSHIP

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Sponsorship Opportunities
Being a sponsor for the SDA New York Chapter has great benefits. It will give your firm:

- Access to principals, professional administrators and marketers in the design, engineering, construction, real estate and developer industries;
- Recognition at targeted industry events;
- Promotion of your firm through our network of alliances with other industry associations, including AIA New York, ACEC, SEAoNY, and SMPS New York and Long Island Chapters;
- Cost effective marketing of your firm through an organization that delivers results!

SPONSORSHIP LEVELS

$1,500 Gold Sponsor
Advertise in all issues of SkyLines
Advertise on SDA New York website (100 words)
Hyperlink from SDA New York website
Sponsor sign display at all events
Free admission for one to all events

$1,000 Silver Sponsor
Advertise in two issues of SkyLines
Hyperlink from SDA New York website
Sponsor sign display at all events
Free admission for one to all events

$500 Bronze Sponsor
Advertise in one issue of SkyLines
Hyperlink from SDA New York website
Sponsor sign display at all events

A firm may also advertise in one issue of SkyLines for $250 or in all four for $800. Contact Jennifer Greene at jmgreene880@gmail.com or 646-285-7913 if you are interested in advertising in SkyLines.

BECOME A SPONSOR

Please choose the level of sponsorship:

- $1,500 Gold Sponsor
- $1,000 Silver Sponsor
- $500 Bronze Sponsor

NAME: ________________________________
COMPANY: ____________________________
ADDRESS: _____________________________
PHONE: _______________________________
EMAIL: _______________________________

Please make check payable to SDA New York. Complete this form and mail with check to PO Box 2589, New York, NY 10108.