IA COLLABORATIVE
IIDA+ASID AT THE UNIVERSITY OF TENNESSEE KNOXVILLE
We are the newly revitalized IIDA Campus Center at the University of Tennessee Knoxville. Our mission is to create a supportive environment for our peers to thrive and lead within our college. This past year especially, we saw a need to create a safe and supportive place to lean on one another. With the support of IIDA, we have provided students with professional development resources and networking opportunities even during this uncertain time. IA Collaborative has become a reliable, resilient community for Interior Architecture students at UT, and we are looking forward to developing our campus center further.

In May 2020, Caitlin Turner and Allie Bierman sat down with our current faculty advisor, Liz Teston, and our current IIDA East Tennessee Campus Center Liaison, Erin Metelka, to present a plan for what would soon become IA Collaborative. Following this day, a leadership team was elected, a constitution was written, a brand kit was developed, and a community was established with the main goal being to establish a framework for future generations of student leaders to flourish.
Our Goals & Actions

Membership
- Develop culture of engagement
- Increase membership
- Implement more organized methods of communication
- Create leadership opportunities

Service
- Give back to the University and surrounding Knoxville community
- Develop relationships with local organizations
- Recognize the importance of community relationships in the design industry

Scholarship
- Provide awareness to academic resources and scholarships
- Work with IIDA Tennessee to develop scholarships for student members
- Provide professional development programming
- Recognize students’ achievements

Community
- Foster stronger connections between peers across cohorts
- Develop programming that supports the wellness of our members
- Provide mentorship and professional development resources
- Maintain community between students and professionals
Communication & Branding

Social Media
In developing our social media, we wanted to focus on providing resources, recognizing student work and success, and promoting events with IA Collaborative and within our college. Utilizing social media has also allowed us to stay connected with professionals and other student organizations.

Newsletter | “The Details”
To stay connected with our members, especially in a predominantly virtual setting, we developed a bi-weekly newsletter, “The Details.” This newsletter promotes scholarship opportunities, upcoming events, and IIDA updates.

Brand Guide & Merchandise
Last summer, we developed a brand guide to serve as a foundation for the organization’s future and to have a clear image to promote IA Collaborative within the college and community.
Philanthropy & Service

Halloween for Essential Employees in the UTK Art and Architecture Building
[Continued in Spring with Valentines Gift Bags]

We collected donations from members to pull together halloween gift bags for essential employees to thank them for ensuring our building is maintained during the pandemic.

Knoxville Botanical Gardens
[Continued Partnership in Spring]

This service event was an opportunity for our members to get outside away from Zoom and give back to the community. Our members had the opportunity to help clean up the community garden. This is a partnership we are going to maintain and have already planned future service events with Knoxville Botanical Gardens.
Professional Development

Portfolio Design Workshop

This workshop, led by Diane Fox, guided students in their portfolio design process. Students also had the opportunity to view and ask questions about portfolios of previous students.

Q&A with Professors

Along with the Portfolio Design Workshop, we contacted professors in the School of Interior Architecture with some questions about making portfolios. Then, we went to our social media to share these helpful responses with our members.

Designed a Lecture Series

Guest Speaker No. 1: Michelle Workman

[Continued in Spring with Two Guest Panels]

Michelle Workman is an interior and product designer originally from Los Angeles. She is currently a business owner based in Chattanooga. This event was a wonderful opportunity for our members to learn from a professional and ask questions about design and entrepreneurship.

InDesign Tutorials

To equip our members with various resources, we had some of our officers put together a few tutorials in InDesign and posted to our social media.
Mental Health Programming

Meditation Session with Susanne Bennett, Virtual Yoga, and Self Care Motivation

We provided a week’s worth of programming activities centered around mental health in September. Some events included virtual guided meditation, a yoga class, and daily self care challenges.

For the meditation session, we brought in an expert, Susanne Bennett, who has worked with and taught classes in the College of Architecture and Design on meditation. Susanne understands the challenges students face in our program, so she was able to help our members recognize the importance of taking care of yourself.

Additional Support

By providing a group message for members to share concerns, resources, advice, and encouragement, it has strengthened our community as a whole. Students now feel free to connect with each other outside of class which instills a sense of confidence for each member and creates a natural culture of mentorship.
Our Future

Membership Increased and Retained
After a great start to 2021, we have retained our large increase in membership. We look forward to growing the organization further and increasing engagement as we are able to meet in person once again.

Looking Ahead:

Partnerships
We are excited to plan more events in conjunction with other organizations in our college such as NOMAS and AIAS to enrich our members with diverse conversations and programming. We also plan to continue developing partnerships with local community groups in Knoxville to expand our Philanthropic efforts. Some of these partnerships include Knoxville Botanical Gardens and Knoxville County Schools.

Professional Network
We will continue working closely with IIDA East Tennessee and IIDA Tennessee to provide members with professional and service opportunities. Along with student mentorship events, we plan to work closely with IIDA Tennessee to continue fostering connections between our membership and professionals. We also have plans in place to foster relationships with alumni to maintain a network of connections as students graduate and enter into their professional careers.
Thank you!