



THE  
INFORMATION  
ARCHITECTURE  
INSTITUTE

# 2015 ANNUAL REPORT



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## SCOPE OF REPORT

The 2015 Annual Report covers the period from January 1, 2015 until December 31, 2015. The following strategic goals were used to manage the scope of the institute.

- 1. Empower more local leaders** - World IA Day increased interest in leadership by more than 100%
- 2. Invest in infrastructure improvement** - We contracted new partners to improve and streamline our accounting, legal and technical infrastructure.
- 3. Ask for time** - We asked for your time, more than your money and as a result, volunteers have contributed thousands of hours to our web replatforming project, World IA Day and our Library Barn Raising.

"The IA Institute has already helped to shape the field and its practitioners. But what really excites me is what the IA Institute can become. What amazing things might you do together with thousands of others who also want to make sense of information?"

– Lou Rosenfeld



## 2015 NUMBERS THAT MATTER

76

Members in 76 Countries setting an all time high.

9%

Renewal of existing members is up 9% (73.1% in 2015 compared to 64.02% in 2014)

41%

Expenses are down 41% (\$13,209.87 in 2015 vs. \$22,405 in 2014)

46K

Income is 46,686.46 (down from \$47,219 in 2014.)

17K

We raised \$17,939 in donations (including WIAD.)

130

130 people pledged 520 hours to help rebuild the largest IA-centric library in the world.

17K

We added 3,568 Twitter followers hitting a total of more than 17,000.

36

The 4th annual World IA Day took place on 2/21/15 in 36 locations across 24 countries.

1

IAI website replatforming.



## ORGANIZATION

### 2014-2016 BOARD OF DIRECTORS

We are a working board, each filling an important role within our volunteer organization. The elected 2014-2016 Board of Directors includes:

- Abby Covert, President
- Daniel Romano, Treasurer
- Kate Wilhelm, Membership Director
- Judy Siegel, Development Director
- Erin Stratos, Acting Secretary & Events Director
- Cassandra Moore, Strategic Planning and Projects Director

During 2015 several board members faced personal or other challenges that limited the volunteer time to fulfill these roles. Daniel, Kate, Samuel, David, and Cassandra resigned and those positions are now filled. Lara Fedoroff accepted the nomination for Director of Communications and acting Membership Director, and Dan Klyn has been fulfilling the role as Treasurer. Abby led the efforts for the Strategic Planning and Projects Director.

### ACTING BOARD OF DIRECTORS



**Abby Covert**  
President



**Dan Klyn**  
Treasurer /  
Incoming  
President



**Lara Fedoroff**  
Director of  
Communications



**Erin Stratos**  
Director of Events  
& Programming



**Judy Siegel**  
Director of  
Development



## ORGANIZATION CONTINUED

### 2016-2018 BOARD OF DIRECTORS

We welcome the newly elected incoming Board of Directors:



**Samantha Raddatz**  
Director of Events  
& Programming



**Racael Hines**  
Director of  
Strategic Projects



**Jason Hobbs**  
Director of  
Education



**Natasha Kendall**  
Treasurer

## PROFESSIONAL SERVICES

Continuing its goal to reduce and eliminate costs related to retaining professional services firms, the Board ended its relationship with association management firm Supporting Strategies. Certain services they provided, such as mail handling and records storage, are now being provided pro-bono by The Understanding Group. Certain other duties and tasks, such as keeping a detailed monthly balance sheet for all transactions, are being re-distributed to Board members.

The professional services we continue to pay for include:

- Tax Preparation and Advice - The CPA Group
- Software Development - Agile Coop



# VOLUNTEERS

## WORLD IA DAY 2015

We are truly indebted to the following volunteers for dedicating numerous hours to the success of World IA Day in 2015. The global team was expanded to support the additional locations around the world and together we created a documentation framework called the World IA Day Toolkit which outlines everything from local sponsorship suggestions to social media strategy.



**WORLD IA DAY 2015**  
LOCAL CONNECTIONS. GLOBAL IMPACT.



**Lara Fedoroff**  
Executive Producer



**Chris Bovards**  
AV Director



**Joseph O'Connor**  
Accessibility  
Director



**Lizzy Bentley**  
User Research  
Director



**Vikram Kaliraman**  
Social Media  
Director



**Jason Gillards**  
AV Extraordinaire



**Kurt Kumar**  
Registration  
Director



**Michelle Chin**  
Creative Director



**Whitney Quesenbery**  
Advisor



**Andrea Resmini**  
Advisor



**Jorge Arango**  
Advisor



## MORE VOLUNTEERS

### WEBSITE REDESIGN TEAM

Cassandra Moore  
Ren Vasey  
Trent Sherell  
Austin Govella  
William Cole  
Heidi Kenyon  
Diana Logan  
Micheal Cooper  
Beatriz González Vázquez  
Olivier Bricaud  
Rebecca Deitch  
Jay Taylor  
Marg Laing  
Noreen Whysel  
Tia Ross  
Johannes Baeck  
Khaled Aly  
Rebecca Kidd  
Ana Maravic  
Renata Phillippi  
Sarah Binion  
Louise Welfare

### RESEARCHERS

Bogdan Stanciu  
Dan Klyn  
Jackie Wolf  
Jorge Arango  
Livia Labate  
Marsha Haverty  
Mike Atherton  
Noreen Whysel  
Samantha Raddatz  
Stuart Maxwell  
Whitney Hess

### LINK SAVERS

Amandine Alcolei  
Ashley Bodiguel  
Aurelia Engstrom  
Eric Rosenberg  
Joshua Allen Holm  
Karen J Lees  
Kathryn McElroy  
Owen Morrill  
Rebecca Kidd  
Seven Harkey  
Sophie Friermuth  
Stephanie Marsh





## MORE VOLUNTEERS

### REVIEWERS TEAM – LEAD: RACHAEL HODDER

Alicia Raciti  
Allison Moore  
Amanda Porto de Oliveira  
Ana Cortes  
Andrea Gallagher  
Andrea Resmini  
Andy Fitzgerald  
Anne Franco  
Beatriz Teixeira  
Bella Wenum  
Bernardo Dore  
Beth Mens  
Chad Q. Martin  
Christopher Harrington  
Clayton Dewey  
Dalia R. Levine  
David Cain  
Dina Lewis  
Dorian Taylor  
Geraud de Laval  
Ghita BO  
Jacob A. Ratliff  
Jacqui Olkin  
Jamie Thomson  
Joel Bews  
Joelle Fleuranti

Johanna Kollmann  
Jose Coronado  
Lis Hubert  
Lucas Roe  
Lutz Schmitt  
Mags Hanley  
Marg Laing  
Matthew Dingee  
Meghana Khandekar  
Michael Adcock  
Nathan Gao  
Nathaniel Davis  
Pamela Drouin  
Renato Wajnberg  
Robert Pfaff  
Sharon Stern  
Simon Rodier  
Tim Van Meter

### SALARY SURVEY

Sean Fitzell

### JOB BOARD

Marianne Sweeney retired from  
Job Board (hearty thank you)

### TRANSLATIONS

Barbara Weil-Marin retired from the  
Translations Team (hearty thank you)



## MEMBERSHIP

	2012	2013	2014	2015
Professional Members	1148	885	618	610
New Pro Members Added	420	610	154	143
Pro Renewals	393	760	464	467
Student Members	179	143	94	89
New Students Added	93	82	44	45
Student Renewals	20	61	50	44
Group Members	21	13	13	13
Free	NA	368	1143	1107
Free Members Added	NA	368	732	391
Pro members that went free	NA	NA	365	494
Founding Members	27	27	27	27
Pro + Student Renewal Rate	37.00%	56.50%	64.02%	73.10%
Overall Growth	-0.10%	1.90%	25.49%	-3.00%
Memberships that expired	NA	586	494	722
Countries Served	55	55	73	76
Total members of the IAI	1385	1412	1895	1846

## COMMUNICATION OBJECTIVES

- Create a hub for international community building around emerging IA practices and knowledge sharing between culturally diverse groups facing similar challenges.
- Lay the groundwork for collaborations in the IA space.
- Increase the community engagement and visibility of the IA Institute.
- Serve as an educational resource.
- Promote & increase awareness of sponsors within the IAI community.



## TECHNOLOGY & SERVICES

2015 was a year of heads down commitment to our website replatforming effort. Here is a brief of the work that our volunteers put in.

- Content Inventory of Existing Site Content
- Aggregation of all IAI Historical Documents
- Aggregation of all board of directors into one list
- Competitive Analysis
- Accessibility Guidelines
- Copywriting Style Guide
- Content Modeling for Future State
- Card Sort of Content with Members
- Flow Diagrams, Sitemap & Wireframes of Desired Functionality
- Agile Story Creation for Desired Functionality
- Content Development
- Archive & Redirect Strategy
- Meta-Data Schema & Controlled Vocabulary Development

Based on our analysis of the project scope and our resources, in the summer of 2015 we decided to focus on the launch of an MVP website that would represent the new face of the institute and allow us to archive our old website. We established the following phases:

**Phase 1:** Relaunch simple marketing site in Drupal

**Phase 2:** Move membership from memberclicks to Drupal/CiviCRM

**Phase 3:** Migrate the library and existing IA resources to Drupal.

We expect to take on development of these phases in 2016.

"...time when learning how to learn (and unlearn) is central to success. Instead of hiding from change, let's embrace it. Each time we try something new, we get better at getting better. Experience builds competence and confidence, so we're ready for the big changes, like re-thinking what we do."

– Peter Morville



## INITIATIVES

### WORLD INFORMATION ARCHITECTURE DAY

The fourth annual World IA Day event took place on February 21, 2015. 36 cities from 24 countries participated in the event. As always, the goal of World IA Day is to foster links within local practitioner and educational communities on a global scale to share information, ideas, and research.

Lara Fedoroff was the Global Executive Producer for the 2015 event with the valuable support and enthusiasm from a global team and local coordinators. The theme of World IA Day 2015 was “Architecting Happiness.”

2015 World IA Day events were held in:

Ann Arbor, MI	USA	Lyon	France
Barcelona	Spain	Mexico City	Mexico
Bologna	Italy	New York, NY	USA
Bristol	UK	Palermo, Sicily	Italy
Brussels	Belgium	Philadelphia, PA	USA
Bucharest	Romania	Portland, OR	USA
Canberra	Australia	San Diego, CA	USA
Charlotte, NC	USA	Santiago	Chile
Chicago, IL	USA	São Paulo	Brazil
Copenhagen	Denmark	Seattle, WA	USA
Des Moines, IA	USA	Tampa, FL	USA
Dubai	UAE	Tehran	Iran
Edmonton, Alberta	Canada	Thessaloniki	Greece
Enschede	Netherlands	Tokyo	Japan
Hyderabad	India	Warsaw	Poland
Istanbul	Turkey	Washington, DC	USA
Johannesburg	South Africa	Wellington	New Zealand
Kent, OH	USA	Zürich	Switzerland

Approximately 4,800 attendees participated in World IA Day 2015, with single locations ranging from 25 participants up to 350. The average cost per city in 2015 to host a World IA Day event was approximately \$4,050, ranging from \$338 to \$10,659 depending on the specific community needs. The total cost across cities for 2015 is estimated at \$121,343.



# INITIATIVES

## WORLD INFORMATION ARCHITECTURE DAY CONTINUED

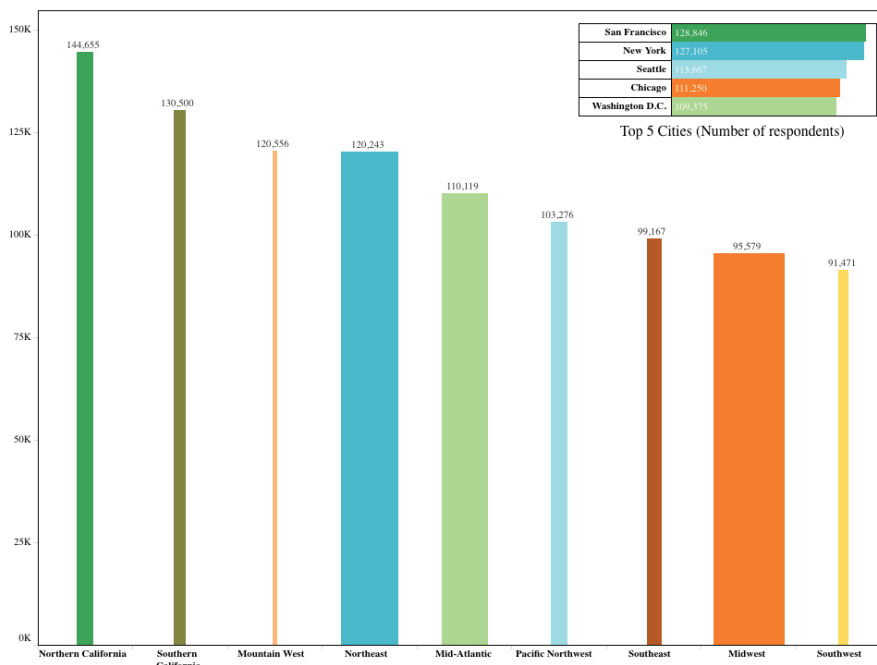
Global sponsorship funding and giveaways for World IA Day 2015 were contributed by: Axure, Balsamiq, Justinmind, Marriott, Proto.io, UIE, Rosenfeld Media, and usertesting.com.

In March of 2015, David Peter Simon joined as the 2016 WIAD Global Executive Producer.

## SALARY AND SKILLS SURVEY

Sean Fitzell led the 2014 Salary Survey effort which had several goals, including: Increase response rate from prior years, eliciting greater number of international responses, focus the survey on demographics and compensation, increase accuracy of compensation results, particularly for the upper salary ranges, and increasing awareness and sensitivity for gender identity. For more information <http://www.iainstitute.org/research>.

◆ Average Salaries by Region





## ACTIVE PARTNERSHIPS

2015 was an overall positive year for Partnerships and Development for the Institute. Many previous relationships and partnerships from the previous year were continued, and members enjoyed generous discounts and access to some of the top UX/IA events globally.

In 2015, much development and sponsorship effort was focused on recruiting global sponsors for World IA Day. This resulted in our most successful yet, netting 15 global sponsors. A full listing can be viewed here: <http://2015.worldiaday.org/sponsor>.

That said, there are many news areas for positive growth for 2016. Efforts to recruit a development committee didn't result in volunteers for 2015. However, discussions in 2016 have already started again for this goal.

### Ongoing Partnerships with Member Benefits

In 2015, many of the previous relationship and partnerships from 2014 (and earlier) continued into 2015. The IAI remains a named contributing sponsor of IA Summit, along with ASIS&T (the Association for Information Science and Technology). Members receive a discount on attendance and the IAI hosts a pre-conference workshop on IA.

IAI maintained a working relationship with OWASP (Open Web Application Security Project) that includes newsletter and social media mentions, logo placement on OWASP's website and member discount for registration to AppSecUSA 2014.

IAI continued a working partnership with WebVisions, the UX conference with four separate events annually. Members receive 20% off registration (in any of the WebVisions cities) while IAI enjoys cross promotion of events as well as two free conference passes for board members and/or students. IAI members receive a 10% discount off Strategic Enterprise Design conference registration.

The IA Institute negotiated a special discount of 25% with OptimalSort for our members. AIIM (Association for Information and Image Management) is an education partner and IAI members have access to AIIM Training materials.

A full listing can be viewed here: <http://www.iainstitute.org/discounts>



## LIBRARY

Starting in the summer of 2015 we recruited a team of volunteers to help us review the library content that currently exists in order to prepare for a migration to Drupal. They reviewed all 545 resources that were currently listed in the library

- They have saved 117 resources that were broken links
- They retired 32 resources that could not be located
- Researchers added 42 resources for beginners to fill in some of the gaps that we identified
- They reviewed all resources for relevance to people practicing IA today and made recommendations on which materials to migrate and which to retire.
- They determined the broad categories that each resources fell into:
  - Understanding users & context
  - Organizing and categorizing content
  - Facilitating IA decision making
  - Diagramming & mapping
  - Presenting & selling IA
  - Examples, Case Studies & Best Practices
  - IA Career Advice
  - The History of IA
- They determined who each resource was most useful for between academics and/or practitioners
- They determined the level at which each material was most useful between beginner, intermediate and advanced

In 2016 we will begin the next phase of tagging all library materials by the new controlled vocabulary and meta-data schema our library team has finalized.

"I think the health of our civilization, the depth of our awareness about the underpinnings of our culture and our concern for the future can all be tested by how well we support our libraries."

– Carl Sagan



## MENTORSHIP

One of the benefits of being a paid member of the IAI is access to our mentorship directory. Our mentors are experienced practitioners in the IA community who donate their time to answer the questions of newcomers and those looking to get to the next level of their career. Mentorships offer professional growth, connections, and resources. During 2015 we spent time planning a change to the process of mentorship with a focus on encouraging members to self-match between a directory of proteges and mentors. This will be incorporated into the website phases.

## IA GRANTS

The one grant the IAI made in 2015 was a \$600 Student Grant to assist with costs associated with attending the IA Summit. The 2015 awardee was Elizabeth McDonald, an MLIS degree student at Pratt.

## GIFTS & DONATIONS

- Abby Covert and Dan Klyn raised \$10,439.98 at the IA Summit running a workshop called "Information Architecture for Everybody."
- John Cady \$1000
- Amy Silvers \$200
- Joe Sokohl \$500
- Madonnalisa Chan \$1000
- Weston Thompson \$250
- Peter Morville \$1000

"More devices are coming online every day, creating & accessing ever more information. IA is how we make sense of it. Celebrate WIAD with us!"

– Jorge Arango





# FINANCIAL REPORT

## Expenses

Contractors	\$2,229.50
Professional Services	\$2,901.00
Event Insurance	\$807.00
Travel	\$0.00
Grants/Gifts	\$600.00
WIAD Location Grants	\$6,000.00
Hardware & Software (non-cap)	\$6,666.80
Internet & Telephone	\$613.51
Tools	\$6,369.21
Paypal Membership Cost	\$360.00

## Sources of Income

Membership Dues	\$28,746.48
Event Sponsorship (WIAD)	\$8,500.00
Event Income	\$9,439.98
Income	\$46,686.46
Expenses	\$26,547.02
Profit (Loss)	\$20,139.44

“The most important thing I can teach you about information is that it isn't a thing. It's subjective, not objective. It's whatever a user interprets from the arrangement or sequence of things they encounter.”

– Abby Covert