



The 2018 Annual Report covers the period from January 1, 2018 until December 31, 2018. The work of the Institute during this period was governed by our mission and vision: to promote awareness, provide support and to expand opportunity for people and organizations who're doing information architecture work.

The Information Architecture Institute (IAI) vision is a world where everybody knows that information architecture is the practice for making the complex clear.

ORGANIZATION

In March 2018, the IAI Board acquired new members in roles of communications, events and programming, development, membership and the presidency.

Current Information Architecture Institute Board

- Marianne Sweeny - President
- Amy Espinosa - Director of Operations (Treasurer)
- Evgeni Minchev - Director of Events and Programming
- Rachael Hines - Director of Strategic Projects
- Kispian Emert - Director of Education
- Bram Wessel - Director of Development
- Jelto von Schuckmann - Director of Membership
- Stuart Maxwell stepped down from his position as Director of Communications (Secretary) on December 1 due to increasing work commitments. This position sat vacant until the next election cycle. Marianne Sweeny took up these responsibilities in the interim.

It is the intention of the Board to change its markup with a revision of its bylaws

- Due to the acquisition of another major conference event, Director of Events & Programming will be split into two separate positions, one to oversee World IA Day and the IA Conference, the other to manage ongoing events series, webinars and workshops,

- Director of Strategic Projects will be changed to Director of IT (information technology) to ensure that IAI online properties are best positioned to meet the needs of membership.

EVENTS & PROGRAMMING

2018 was a seminal year for IAI Events and Programming with the acquisition of the IA Conference for 2019 and beyond. The founders of the Information Architecture Foundation (IAF) and Peter Morville approached with the request that the IAI become the executive sponsor for conference formerly known as the IA Summit, now known as the IA Conference (IAC) contingent on IAI taking on retaining a ban against an individual member of the community. The IA Institute Board vote to do so in a non-unanimous vote.

The IAI planned to launch a webinar series that showcases thought-leaders and rising stars. These webinars would be free to members and available at a nominal cost for non-members.

WIAD

Phase 1 of a website redesign to develop a responsive website was completed in 2017. The redesign was lead by the members of the WIAD Global Team and the purpose of this redesign was to support a scalable content structure for past, present, and future WIAD locations and events. It included an archive of content from participating event.

Work accomplished on our Drupal website was as follows:

Create content types for:

- Location
- Event
- Session/Talk
- Person Bio
- Year
- Sponsor
- Topic

Create and support taxonomies for:

- Country
- Region
- Language
- Session Format

Create a generic page content type

Define user roles and permissions per content type

Develop theming for: Talk detail, Talk listing, Homepage

Phase 2 has been put on hold until additional funding can be secured.

EDUCATION

The Mentorship Committee did a stellar job of matching those who want to deepen their knowledge of information architecture with seasoned professionals. Members and non-members entered the program through our website or emailed us directly to declare they want to mentor or be mentored.

The IA Institute was invited to sponsor and speak at at the *Information Architecture as an Academic Discipline* conference held at the Pedagogical University of Krakow, Poland in June 2018. Director of Education Krispian Emert represented the Institute and spoke about key skills for information architects. The Board of Directors voted to donate 500.00 USD and Krispian provided a 15-minute talk about the goals of the IAI and our upcoming efforts. The IAI was also a sponsor of this event

Krispian Emert, along with Director of Development Bram Wessel, worked with Kunverj (the IA Conference production partner) to fund student scholarships to 2019 conference to be held in Orlando FL, March 13 through March 17, 2018. Students from all over the world were invited to apply for a scholarship. Winners received an all-conference pass, opportunity to select 2 workshops, transportation, lodging a cash stipend for expenses.

DEVELOPMENT

No report was provided by this position.

MEMBERSHIP

An evaluation of IAI finances revealed a year-over-year catastrophic drop in revenue, in part as a result of launching the dual (paid and free) membership model. Expected corporate and individual sponsorship to support this radical membership model did not materialize.

Cost savings was realized in a transition from Memberclicks (\$499 per month) to Raklet (average cost \$157/month) as a result of the diligent research by Membership Director Jelto von Schuckmann. There was no loss of functionality with this migration. The migration also provides an opportunity to cleanse the member database for clearer picture of actual members.

COMMUNICATION

No report was provided by this position.

OPERATIONS

Amy Espinosa, stabilized Operations by finding and working with an accounting firm to set up a sustainable bookkeeping system in an effort to keep better track of transactions and provide the ability to run financial reports with accuracy. During her tenure, no such system existed. Amy filed our taxes and handled all all WIAD pass-through banking deposits and disbursements to locations who opted in to use this service.

Additionally, Amy negotiated with an insurance agency to secure general liability coverage for the Institute. There were no funds in the budget to secure Directors and Officer's insurance for 2019.

WEBSITE

Website maintenance was transitioned from a UK development firm, to a Seattle-based firm, for cost saving and efficiency.

Appendix A: IAI Financials

The financial landscape that we occupy can be traced to two experiments that did not produced desired outcomes.

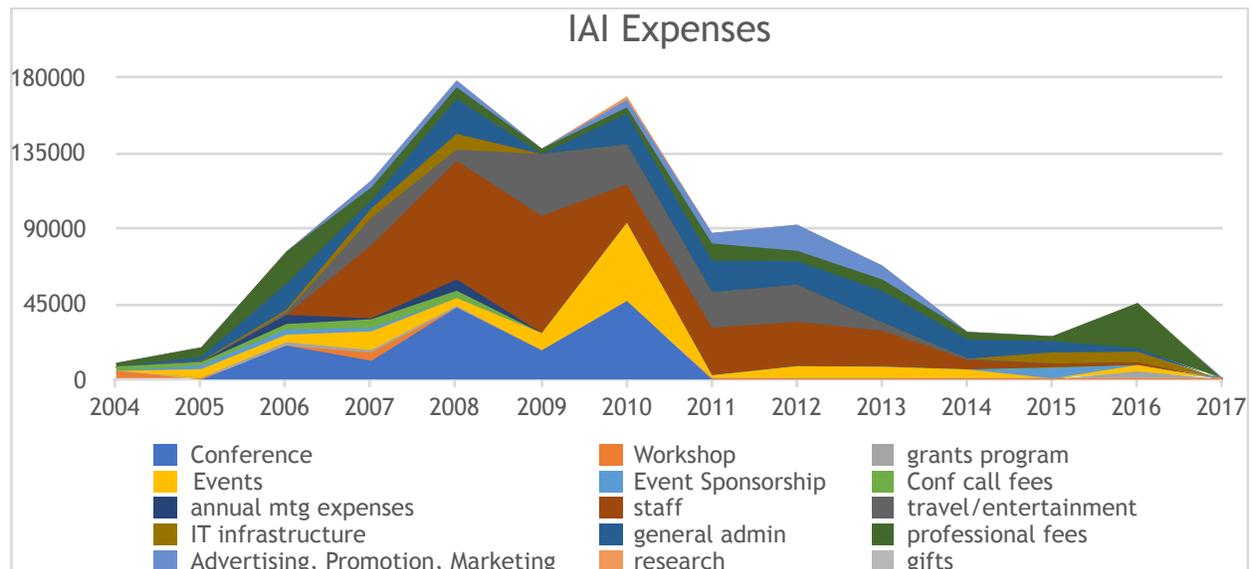
Ceased Production of Revenue Generating Events

In 2010, the IAI abandoned IDEA, a two-day, single-site conference that generated substantial revenue. This triggered a reduction in revenue-generating events.

In 2012, the IA Institute started World IA Day (WIAD), a worldwide one-day celebration of our field staged by local IA groups to meet their own community needs. While there is sponsorship money raised on the local levels, the IA Institute is called upon to subsidize WIAD for an indeterminate amount each year. World IA Day is not a revenue-generating event for the organization.

Changed Membership Model

In 2013, founder Louis Rosenfeld challenged the current membership model and urged the IA Institute board of directors to consider changing the membership structure to allow a free membership, which would increase the base membership. Lou offered two \$5,000 grants to subsidize the model. Sustaining corporate and individual sponsorship for this model did not materialize after the grants were made. Paid membership has steadily declined since.



IAI Revenue

