



THE  
INFORMATION  
ARCHITECTURE  
INSTITUTE

# 2016 ANNUAL REPORT



## TABLE OF CONTENTS

1. Scope of Report
2. Numbers That Matter
3. Organization
4. Professional Services
5. Volunteers
6. Members
7. Technology & Services
8. Initiatives
9. Gifts & Donations
10. Active Partnerships
11. Financial Report



## SCOPE OF REPORT

The 2016 Annual Report covers the period from January 1, 2016 until December 31, 2016. The work of the Institute during this period was governed by our mission and vision:

The mission of the IAI is to promote awareness, provide support and to expand opportunity for people and organizations who're doing information architecture work.

Our vision is a world where everybody knows that information architecture is the practice for making the complex clear.

"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

106

Members in 106 countries setting an all time high.

681

Current dues paying members.

8341

Current free members.

45K

2016 revenue down from \$46,686 in 2015

55

World IA Day celebrations.

30K

Current social media audience.

2

New Directors joined in 2016.

5

IAI Board of Directors seats in upcoming election.

49K

Visitors to the IAI site so far in 2017.



# ORGANIZATION

## 2016-2018 BOARD OF DIRECTORS

We are a working board, each filling an important role within our volunteer organization. The elected 2016-2018 Board of Directors includes:

- Dan Klyn, President
- Amy Espinosa, Treasurer
- Lara Fedoroff, Communications Director (Secretary)
- Judy Siegel, Development Director
- Samantha Raddatz, Director of Events & Programming
- Rachael Hines, Director of Strategic Projects
- Krispian Emert, Director of Education

During 2016, Jason Hobbs resigned as Director of Education. Natasha Kendall began the position as Treasurer and after resigning, the position was filled on an interim basis by former IAI Treasurer and current President Dan Klyn.

Amy Espinosa graciously stepped in as our new Treasurer and Krispian Emert, as our Director of Education.

“Information Architects are in the understanding business. Understanding is their north star, and organization and clarification are their tools. We may have a new tsunami of data. But we also have information architects ready to help. Let us never forget how much we need them.”

– Christina Wodtke



## ORGANIZATION CONTINUED

### 2016-2018 BOARD OF DIRECTORS

We welcome the newly elected incoming Board of Directors:



**Dan Klyn**  
President



**Amy Espinosa**  
Treasurer



**Krispian Emert**  
Director of  
Education



**Rachael Hines**  
Director of  
Strategic Projects



**Lara Fedoroff**  
Director of Communications  
(Secretary)



**Samantha Raddatz**  
Director of Events  
& Programming



**Judy Siegel**  
Director of  
Development

## PROFESSIONAL SERVICES

The Institute, by and large, is run on the basis of time and talent that's donated by our members.

Professional services we paid for in 2016 include:

- Tax Preparation and Advice - The CPA Group
- Website Software Development - AGH Strategies
- Website Software Development - Agile Coop
- Videography - Pictures Heal



## VOLUNTEERS

### WORLD IA DAY 2016

We are truly indebted to the following volunteers for dedicating numerous hours to the success of World IA Day and other initiatives in 2016. This includes

Global Executive Producer of WIAD

- Amy Espinosa Executive Producer of WIAD

Regional Directors of WIAD

- Clementia Gentile
- Carolina Leslie
- Kamaria Campbell
- Samantha Raddatz

Global team for WIAD16

- Abby Covert (Founder, Advisor)
- Dan Klyn (Advisor)

### SALARY SURVEY

Salary Survey (data collection, analysis and reporting)

- Sean Fitzell



## MEMBERSHIP

This year we saw a huge increase in free memberships while the other metrics were steady. However, we did see growth within the countries served and attribute that to promotion of World IA Day and our presence on social media.

	2012	2013	2014	2015	2016
Professional Members	1148	885	618	610	529
Student Members	179	143	94	89	65
Group Members	21	13	13	13	4
Free	NA	368	1143	1107	8341
Countries Served	55	55	73	76	92
Total members of the IAI	1385	1412	1895	1846	8939

"We want meaningful experiences, we're willing to pay for them, but we can't do this accidentally anymore. We can't do it intuitively anymore. We have to do it deliberately. To do it deliberately .. we have to take in new kinds of information, we need new tools to build the things that actually do improve [people's] lives, not just have the patina of improvement.

That's a different set of skills. That's the best of what design can do. It's not all design can do, sometimes design really is about trend and appearance or what not, but that's the best of what design can do."

– Nathan Shedroff





## TECHNOLOGY & SERVICES

The first phase of an Institute-wide software replatforming initiative was largely completed in 2015, with migration of the IAI's website to the Drupal content management system. In 2016, we completed migration of the IAI's membership management system into the new version of MemberClicks, and replatformed our electronic payments from PayPal to Moolah.

The next and final phase of the replatforming effort entails migrating the library and existing IA resources to Drupal.

"...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 fifth annual World IA Day event took place on February 20, 2016. 57 cities from 28 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.

David Peter Simon was the Global Executive Producer for the 2016 event with the valuable support and enthusiasm from a global team and local coordinators. The theme of World IA Day 2016 was "Information Everywhere, Architects Everywhere." World IA Day events were held in:

Ann Arbor, MI USA	Johannesburg South Africa	Phoenix, AZ USA
Atlanta, GA USA	Jönköping Sweden	Pittsburgh, PA USA
Austin, TX USA	Kent, OH USA	Richmond, VA USA
Bangalore India	Lima Peru	Rio de Janeiro Brazil
Beirut Lebanon	Ljubljana Slovenia	Rome Italy
Bogotá, Columbia	London UK	San Antonio, TX USA
Boise, ID USA	Los Angeles, CA USA	San Francisco, CA USA
Boston, MA USA	Lyon France	San Jose Costa Rica
Bristol UK	Manila Philippines	São Paulo Brazil
Chattanooga, TN USA	Melbourne Australia	Seattle, WA USA
Chicago, IL USA	Mendoza Argentina	Singapore Singapore
Copenhagen Denmark	Mexico City Mexico	St. Petersburg Russia
Dallas, TX USA	Miami, FL USA	Tampa, FL USA
Denver, CO USA	Milwaukee, WI USA	Tehran Iran
Depok Indonesia	Montreal Canada	Tokyo Japan
Des Moines, IA USA	New York, NY USA	Toronto, ON Canada
Dubai UAE	Ottawa Canada	Washington, DC USA
Ghent Belgium	Palermo Italy	Zürich Switzerland
Istanbul Turkey	Pescara Italy	
	Philadelphia, PA USA	

Approximately 5,100 attendees participated in World IA Day 2016, with single locations ranging from 20 participants up to 200. The average cost per city in 2016 to host a World IA Day event was approximately \$2,722, ranging from \$50 to \$7,220 depending on the specific community needs. The total cost across cities for 2016 is estimated at \$70,776.



## GIFTS & DONATIONS

Every so often, members and friends will make donations to the IAI. In 2016, we received gifts from these beloved supporters:

- Greg Bell
- Jonathon Coleman

## ACTIVE PARTNERSHIPS

The Information Architecture Institute (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. Additionally, IAI always 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 continued a working relationship with AIIM (Association for Information and Image Management) As an education partner, IAI provides member access to AIIM Training materials.

IAI continued a partnership with Strategic Enterprise Design conference. IAI members were eligible for a 10% discount off conference registration.



## ACTIVE PARTNERSHIPS CONTINUED

### World IA Day

In 2016, much development and sponsorship effort was focused on recruiting global sponsors for World IA Day. This resulted in our most successful yet, netting 14 global sponsors. A full listing can be viewed here: <http://2016.worldiaday.org/sponsor>.

### IA Summit and EuroIA Conference

The Institute's most significant partnership and member benefit continues on, in our longstanding partnership with our field's two international conferences: the North American IA Summit, and the European IA Summit. In 2016, IAI members enjoyed the same discount that ASIS&T members received to attend these important gatherings.

"It is obvious to anyone with a pulse that multi-channel experiences are here to stay. Multi-channel only makes the need for IA more urgent than ever, as designers and managers struggle to achieve consistency of meaning across different customer touch points.

Information architecture is the only field I'm aware of that is concerned with the structural integrity of meaning across contexts. By definition, this means "larger than just the web".

– Jorge Arango



# FINANCIAL REPORT

## Expenses

Professional Services	\$26,894.48
Event Insurance	\$813.00
Travel	\$1631.62
WIAD Location Grants	\$4,857.00
Hardware & Software (non-cap)	\$6,314.48
IA Summit Session on Equality - Facility and Catering	\$2,876.48
Bank Fees	\$977.87
Paypal Membership Cost	\$1,132.63

## Sources of Income

Gifts Donation	\$115.00
Membership Dues	\$25,550.00
Event Sponsorship (WIAD)	\$16,500.00
Event Income	\$3,000.00
Income	\$45,165.00
Expenses	\$45,497.52
Profit (Loss)	(\$332.52)

“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