

AIGA Upstate New York Chapter Annual Retreat 2011

Chris Goldan
President
AIGA UPSTNY

Agenda

- AIGA Mission
- Mandate 2014
- CMYK
- Large Event unveiled
- Q&A
- Break-Out Groups
- Break
- Group Presentations
- Voting
- Next Steps
- Dinner

National Overview

66 chapters, more than **22,000 members**

AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force.

AIGA works to:

- **Inform** about best practices, standards for ethical conduct and professional expertise
- **Communicate** design's importance to the public and business leaders about the power of design
- **Inspire** through articles, online galleries, profiles, videos and exhibitions
- **Represent** the profession through a network of chapters and student groups
- **Stimulate** discussion of the industry through events, social media and websites

Who we represent

AIGA represents a variety of professions under the umbrella of communication design, ranging from book and type design to interactive design and experience design. We support design professionals, educators and students throughout their careers.

AIGA Mandate 2014

Excerpts from Article by Ric Grefe June 17, 2009...

Between now and 2014, AIGA will plan and budget based on the following elements of the mandate, both at the local and the national level. Many of the actions to achieve these goals are already underway and will become evident to members over the next 18 months:

AIGA Mandate 2014 Con't.

Excerpt from Article by Ric Grefe June 17, 2009

- **AIGA will provide ample opportunities for members to engage in social networking activities, to provide content and make connections.** Opportunities will be both online and in person; the AIGA experience will evolve more laterally than from the top down.
- **Conferences will shift to more regional and local gatherings; more resources will be invested in the development and distribution of digital audio and video programming.** The goal will be to make more content available on the website, with particular attention paid to where the line is drawn for access by nonmembers.
- **AIGA will focus on identifying new sources of non-dues revenue, drawing a much clearer line between member and nonmember access to web content.** A shift towards accepting “tasteful” advertising on the website will occur; and the online store will become more robust in order to offer chapter- and member-designed products for sale to designers and the public.
- **AIGA will build a strong core of programs for professional development,** particularly for mid-career designers and in developing leadership skills.

AIGA Mandate 2014 Con't.

Excerpt from Article by Ric Grefe June 17, 2009

- **AIGA will shift to distributing content primarily in digital form**, for reasons of sustainability, economics and reach, although members will continue to receive a limited number of signature print pieces each year.
- **AIGA will offer daily online examples of design excellence**, with opportunities for member input as well as expert jury opinion. Design excellence will be embodied in criteria of aesthetics, creation of value for clients and social responsibility.
- **AIGA will find better and easier ways for designers to assume a role in the broader business, social and cultural environments**, both in the United States and abroad. AIGA will continue to develop collaborative relationships with organizations outside the design field, to expand appreciation of the value of design and to seek a leadership position for its members in international design forums and ventures for social change.
- This is an exciting point in AIGA's history. These changes will create a vigorous presence for AIGA in supporting the profession, with new vitality, currency and impact. Although it signals a change in some traditional activities, many of which are valued by long-time members, it will also encourage greater engagement by emerging designers, generate new opportunities for community and reinforce the profession's ability to enhance its own future as a profession.

National Overview – CG Notes

- New AIGA website metaphor: “megaphone”
- New AIGA website for smart phones: “we’re working on it”
- What was “AIGA | the professional association for design” may evolve into “AIGA | A Global Design Community”
- One Day for Design “develop positioning... understand, and survey” ... 30,000 tweets, 3,900 tweeters, #4 trending in U.S....
A lot of philosophers... word cloud – info, problem-solving, local, social, events

2010-2011 Year in Review: Events



1. September 14, 2010 Unimark International / Jan Conradi / Utica
2. September 16, 2010 Unimark International / Jan Conradi / Rochester
3. September 21, 2010 CMYK: Come Meet Your Kind
4. October 19, 2010 October CMYK
5. October 28, 2010 Clifford Stoltze / LP2CD / Design for Music
6. November 18, 2010 Mark Randall / Worldstudio / Design Ignites Change
7. November 18, 2010 November CMYK
8. December 4, 2010 Dock 2 Letterpress – Wood Type Workshop
9. January 22, 2011 January CMYK
10. February 9, 2011 February CMYK
11. March 8, 2011 March CMYK
12. March 16, 2011 Writing for Designers with Jason Tselentis
13. April 1, 2011 Screening of Milton Glaser: To Inform & Delight
14. April 7, 2011 Portfolio Review (Albany, Syracuse, Rochester)
15. April 13, 2011 April CMYK / One Day for Design
16. May 10, 2011 May CMYK
17. May 13, 2011 Hatch Show Print
18. June 25, 2011 Chapter Retreat

AIGA UPSTNY

www.upstatenewyork.aiga.org

Contact Us

137 East Avenue, Rochester, NY 14604

585.286.1243 / president@upstatenewyork.aiga.org

2010-2011 Year in Review: Accomplishments

1. Clean-up Website
2. New Eblast Format
3. New Newsletter Format
4. President's Letters
5. News from National (Shared with BoD and Members)
6. Director Reports
7. Board Meetings Cut to 1 Hour
8. Event Proposal Form
9. CMYK has doubled in attendance compared to Creative Eats.
10. Portfolio Reviews X3
11. Improved our presents on social media
12. 4-5 new student groups
13. Student groups included on website
14. Accured sponsorship from Mohawk and CatPrint
15. Our board includes 24 volunteers, up 7 from this time last year
16. membership is currently at 242, up from 190 this time last year. Peaked at 295 5/2011

Message Adobe PDF

From: AIGA | Upstate New York [president@upstatenewyork.aiga.org] Sent: Mon 4/4/2011 10:00 AM
 To: cgoldan@cg-design.com
 Cc: AIGA Upstate New York | MAKE READY | Vol. 1 No. 7 | April 2011
 Subject: AIGA Upstate New York | MAKE READY | Vol. 1 No. 7 | April 2011

AIGA Upstate New York



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LETTER FROM AIGA UPSTATE NEW YORK PRESIDENT
2:00 minutes left on the clock... you are wiped out... and awaiting graduation.
[read more »](#)



3RD ANNUAL AIGA UPSTNY STUDENT PORTFOLIO REVIEW
 AIGA Upstate NY invites graduating graphic design students to our 3rd Annual Student Portfolio Review, this year in 3 locations: Albany, Rochester, and Syracuse.
Thursday, April 7 REGISTER NOW Space is Limited
[read more »](#)



One Day For Design
 Collaborate in real time on the future of our profession and the organizations behind it. Spread the word. Join the conversation.
[learn more at onedayfordesign.org](#) or via [Twitter](#).



CMYK
 Join us as we follow [@onedayfordesign](#) and discuss the future of design live in person and/or on Twitter. [details »](#)



AIGA Upstate New York | April 2011 Roundtable Discussion
 April 20th is our annual roundtable discussion to explore what members are looking for in AIGA to facilitate their professional growth and deepen their connection with the organization.

If you would like to participate in Rochester or Albany, please email Roundtable Chairperson, Greg Kauffman at treasurer@upstatenewyork.aiga.org for details.



RoCo - 6x6x2011: Global
 Fourth exhibition of thousands of original artworks, made and donated by celebrities, international and local artists, designers, college students, youths, and YOU. [learn more »](#)



VOLUNTEER
 AIGA Upstate New York is looking for a few good volunteers to fill open director and coordinator positions. Get involved! [read more »](#)



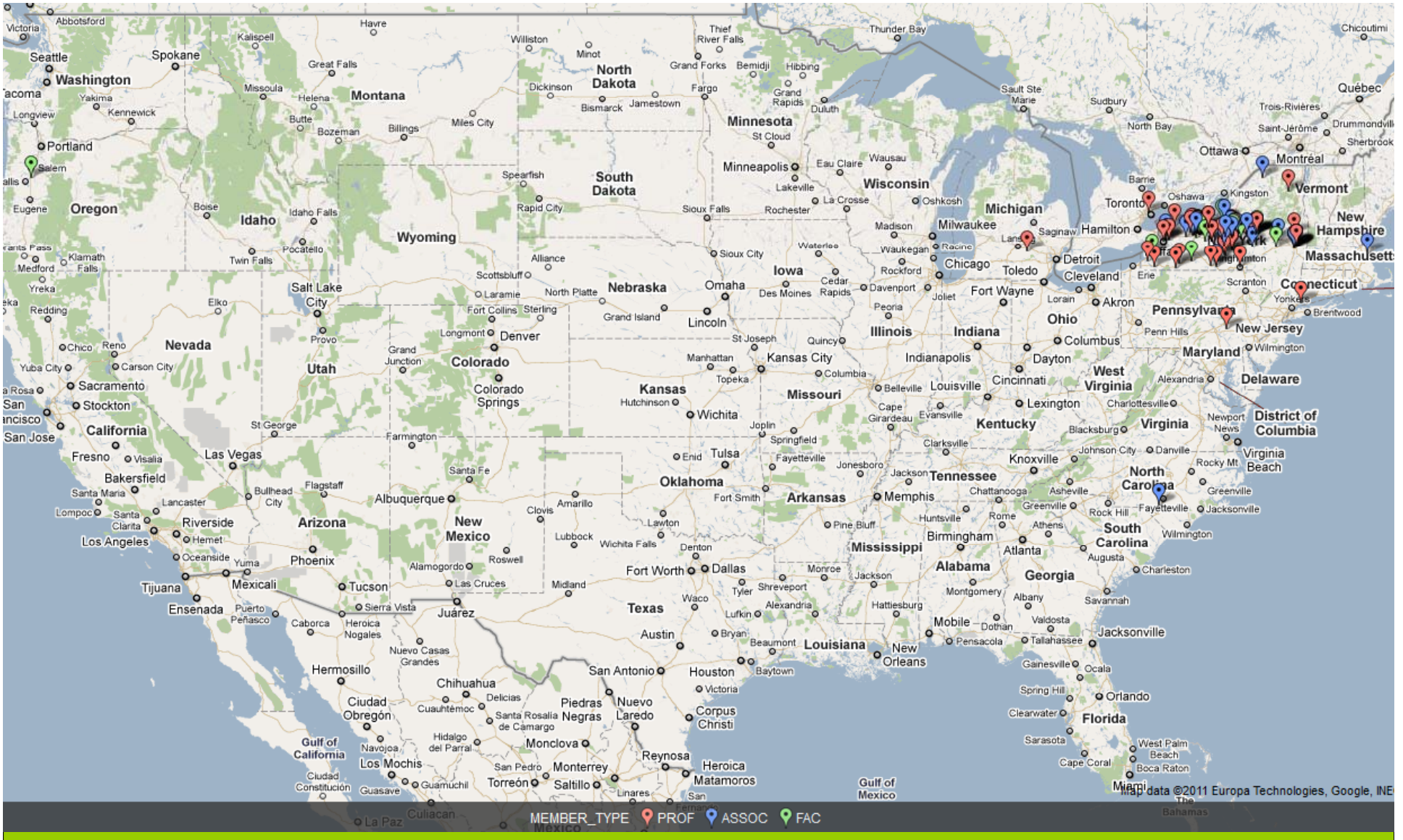
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Directors & Officers Insurance

- 1/3 of chapters have D&O insurance
- We purchased D&O insurance for '10-11 at a cost of \$1,000
- Email Etiquette is good
- Advisory Board in place for conflict resolution
- Therefore, I propose we do not renew D&O insurance

June 2011 Pro* Membership



Chapter Goals/Define Chapter Direction: Initiatives for 2011-2012



- **Student Programming Initiative**
 - Provide Programming that Focus on Student Experience
 - Portfolio Workshop (Fall) and Review (Spring)
 - Mentoring Program
- **Pros* Programming Initiative** (*Professionals, Associates, and Faculty)
 - CMYK: Come Meet Your Kind
 - Gateway Drug, Focus on Pro Experience
 - Fund Hubs Based on Members in the Area
- **Members Show**

CMYK: Come Meet Your Kind

- Doing VS. Hanging Out
- Reaccuring Events Are Intuitive
- What's the Take Away?

Side Note:

MAD (Marketing, Advertising, Design) Mixer

Collabo with others like Rochester's

'Creativity United' - No initiative, super fun, cozy party.

Programming/Events

- Student Programming Initiative
 - Focus on Student Experience
 - Portfolio Workshop (Fall) and Review (Spring)
 - Mentoring Program
- CMYK: Come Meet Your Kind
 - Gateway Drug
- Fund Hubs Based on Members in the Area

THE UPSTNY SHOW 2012

Chris Goldan
President | UPSTNY

What is the UPSTNY Show?

The first statewide celebration of New York State's design community, in the form of a competition, awards ceremony, and traveling exhibit.

This traveling exhibit will present competition winners with their awards at the regional opening receptions in Rochester, Syracuse, Albany. Catalogs will accompany the exhibit and are available free to member entrants, \$10 each to others.

Simply put...



A members show will create a
sense of community
chapter-wide

Who is going to make this happen?

- UPSTNY Show Director
- Communication Design
 - Brand
 - Text/Press Release
 - Website
 - Entry Form
 - Catalog
 - Event Signs
 - Social Media

Breakout Groups



Members Show Action Items

- **Idea Meeting**
- **It's Happening Lunch**
- **Creative Due (Brand, Web, and Catalog samples)**
- **First Announcement**
- **Press release**
- **First email**
- **Website launch**
- **Mailer**
- **Student call for entries**
- **Today's the deadline**
- **Judgment day**
- **Winners and not winners email**
- **Save the date email**
- **Free event for members email**
- **Catering**
- **Press release**
- **Rochester exhibit promo email**
- **Syracuse exhibit promo email**
- **Albany exhibit promo email**
- **Rochester, Syracuse, Albany exhibits**
- **Order you catalog email**

DINNER
THANK YOU!



AIGA Upstate New York



twitter.com/aigaupstny