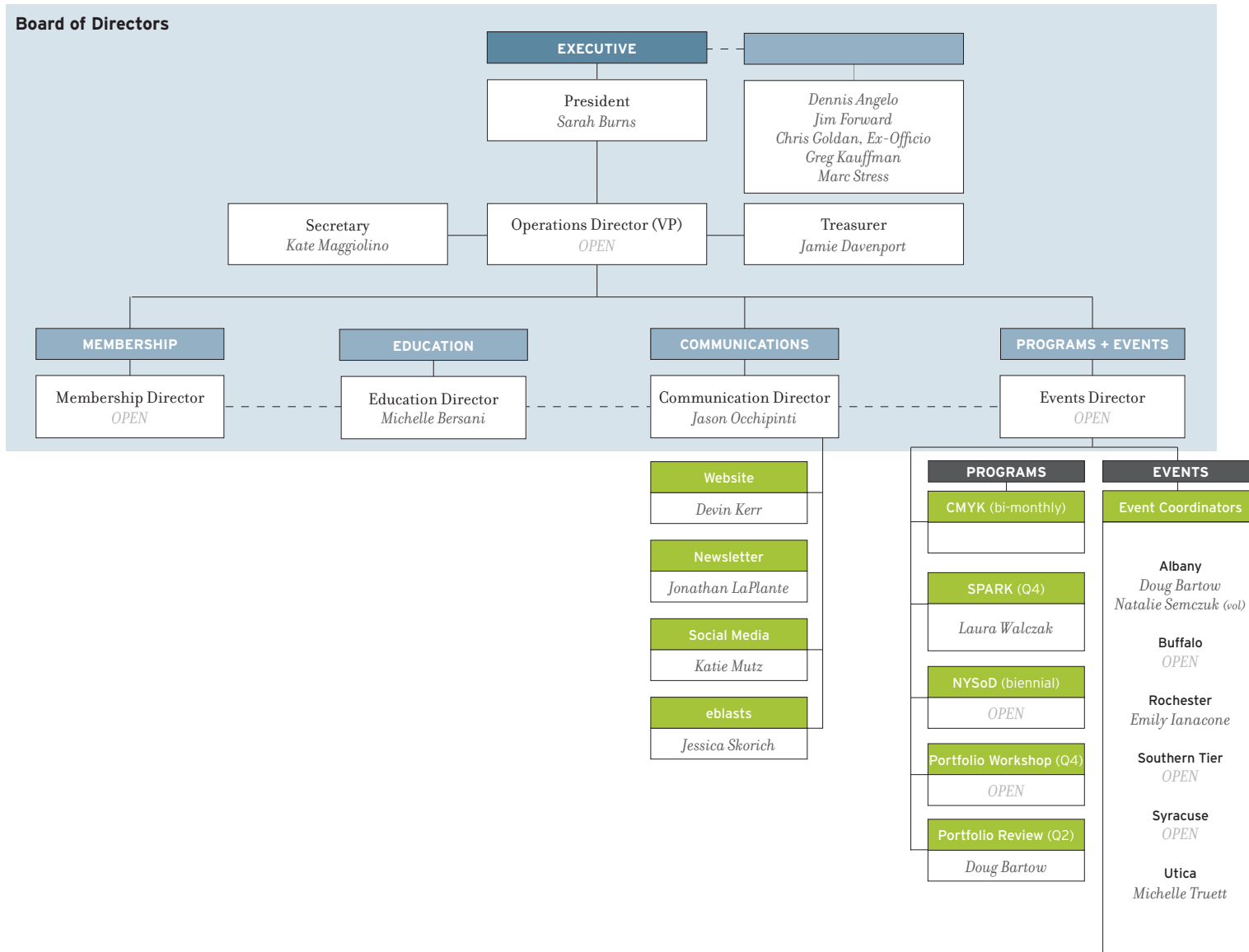


Annual Retreat 2013

Sarah Burns, President

Board Structure/Org Chart



National Overview

Founded in 1914 as the American Institute of Graphic Arts, AIGA remains the oldest and largest professional membership organization for design and is now known simply as “AIGA, the professional association for design.”

more than 23,000 members in 67 chapters

Mission

AIGA advances design as a professional craft, strategic advantage and vital cultural force.

What does AIGA do?

AIGA is a global community of design advocates and practitioners.

We are design. We are AIGA.

National Overview : Membership

Membership is no longer based on where you are in your career; you choose the level of support you want to commit to AIGA.

AIGA is a professional association; the work that is done in setting standards helps establish designers as professionals, gaining respect for what they do.

How do we recognize students, educators and other groups that need special attention?

New Member Categories:

Sustaining \$250

Supportor \$150

Contributor \$50

Friend \$0

Members will select up to two attributes to describe themselves:

Student

Emerging designer

Retired

Freelance

In-house

Currently unemployed

Work for nonprofit

Affiliated field

Practicing designer

Defining our Chapter's Direction

Define Chapter Direction

Increase Programming

Introduce new low-budget/no-cost programming statewide, 1 event a month to increase our presence.

Embrace our volunteers with 'Suggest An Event' and the opportunity to put on an event. Also putting specific tasks and outlines to our event process streamlining our process and less hands-off.

Define Chapter Direction

Member Connectivity

Expand our online accessible environment and continue to build on our recording of events, webinar(s) and more.

Through surveys and reaching out, create more relevant programming for our members - retirement, copyright issues, taxes, freelance.

Continue to push our social media presence and spreading the reach.

Define Chapter Direction

Continue to Build the Community

Community includes inhouse, freelance, architects, writers and more.

Seeking and promoting our community events allows us to reach a larger audience and create a connection. Going as far as sponsoring community events.

Chapter Goals :: Chapter Website

Revised Sitemap - see handout
 Monitor Analytics
 Behance Portfolios
 Chapter Job Listings

Phase 2:

eCommerce

Recommended plug-ins
 that national will maintain

Event plug-in with Eventbrite



Chapter Goals

Chapter Goals :: SPARK



SPARK engages professionals in a short-term, one-on-one mentoring relationship with a design student or recent graduate in our local hubs.

X Match-Ups

FREE to members
\$20 non-members

Chapter Goals :: NYSOD



85 entries
Generated \$3,000

New website has been launched featuring online gallery of winners, archive or partners/winners/judges and buying the book online.

NEXT STEPS.

Accepting entries online

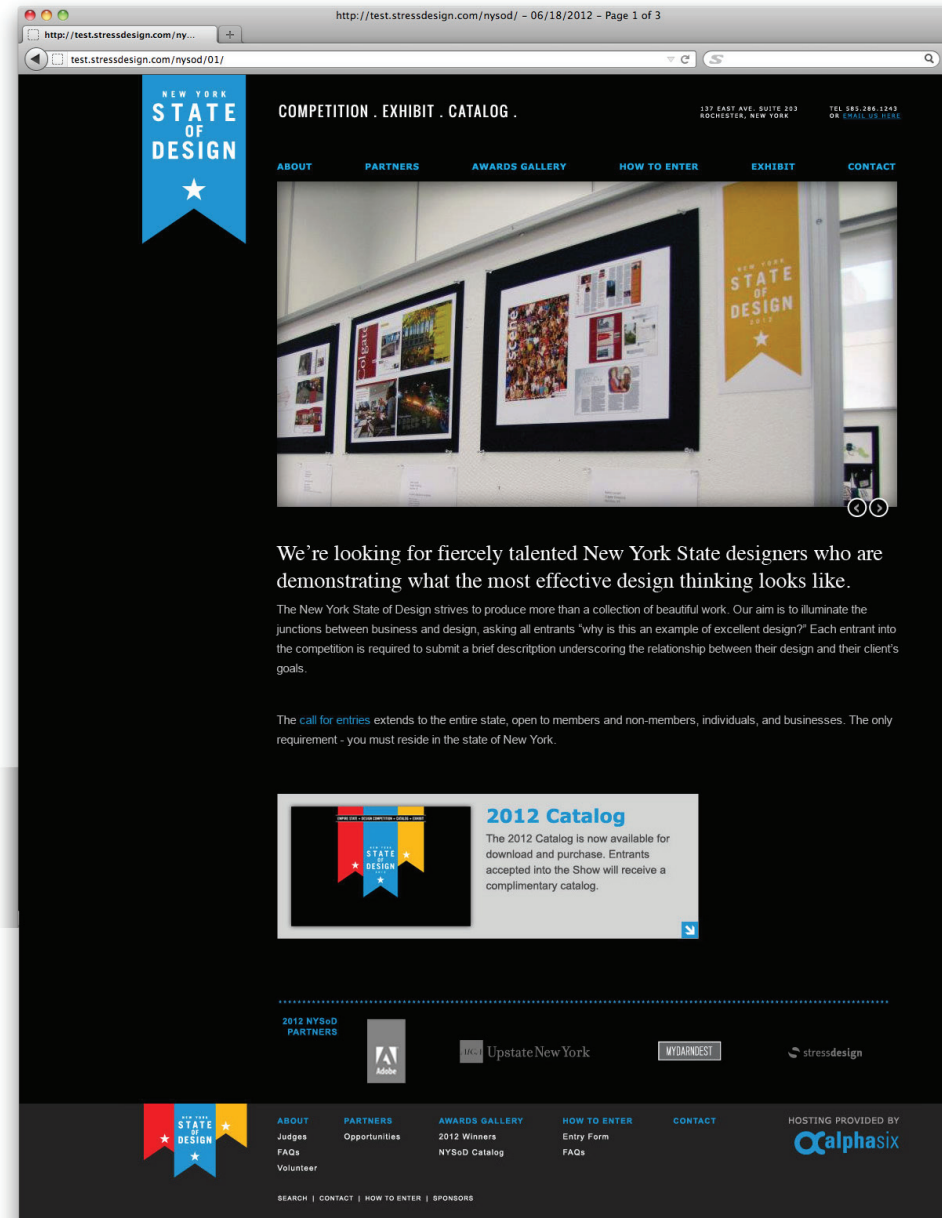
Judging held online

Selected winners mail work & showcased

Choose a date

Volunteers?

Venue Suggestions



Membership State

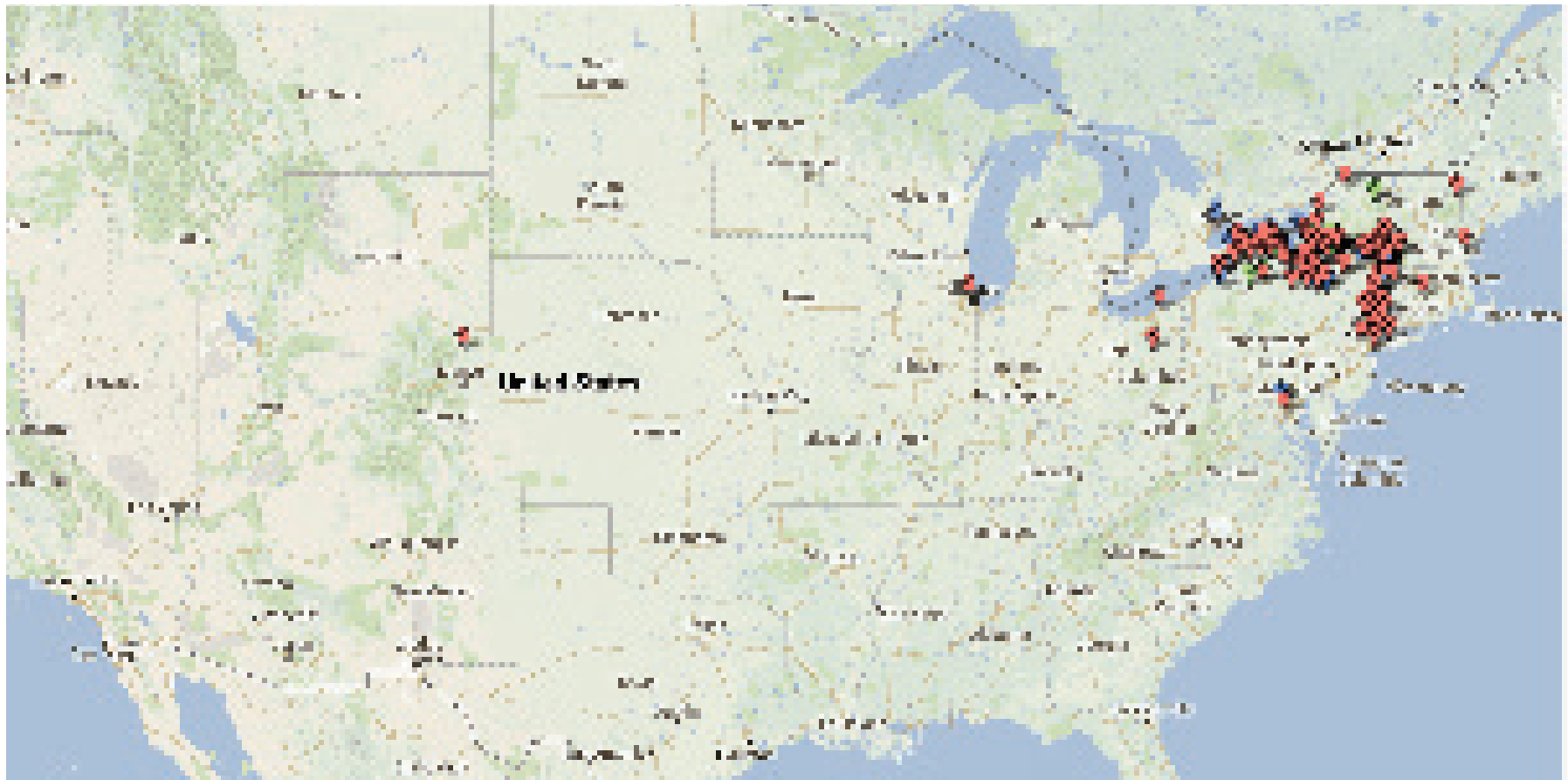
Membership State :: July 2013 Members Map

252 Members

149 Contributors

51 Supporter

52 Sustaining Member



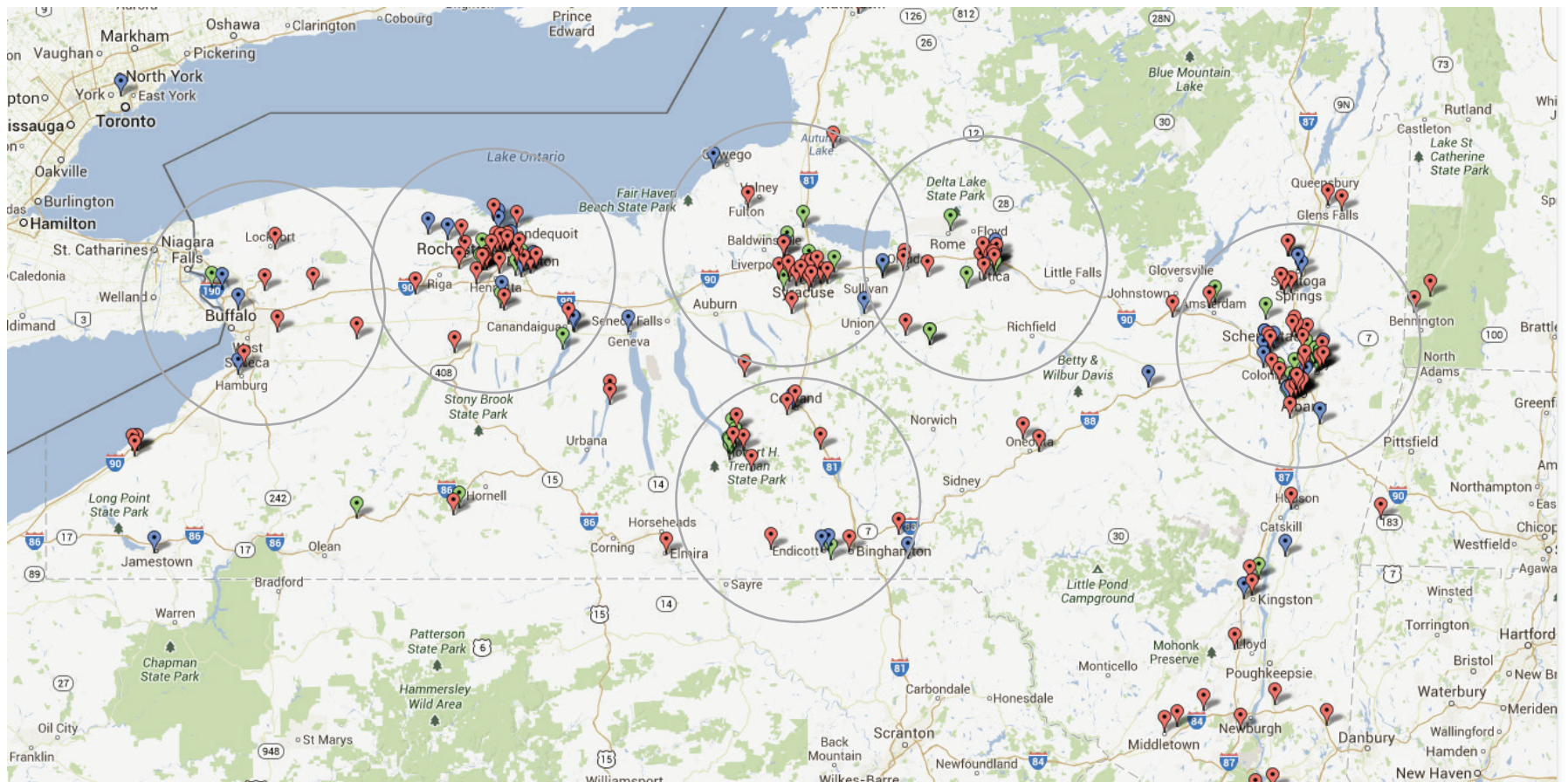
Membership State :: July 2013 Members Map

252 Members

149 Contributors

51 Supporter

52 Sustaining Member



Supporting our Local Community

Sponsorships/Partnerships :: SyracuseSync

SyracuseSync is an event uniting the emerging syracuse web design communtiy.

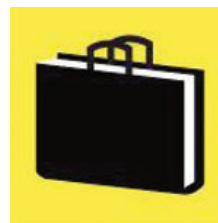
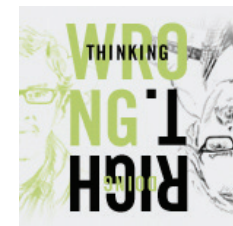
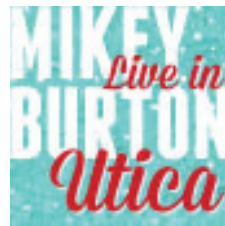
We have partnered up with SyracuseSync to offer:

\$10 OFF AIGA Upstate NY Members
Promo Code: SYNCHEARTSAIGA

We will be providing:

Notebooks + Pencils/Mark Your Calendar in SWAG bags
Providing lanyards with our logo
Speaking session on AIGA

2013-2014 Year in Review/Accomplishments



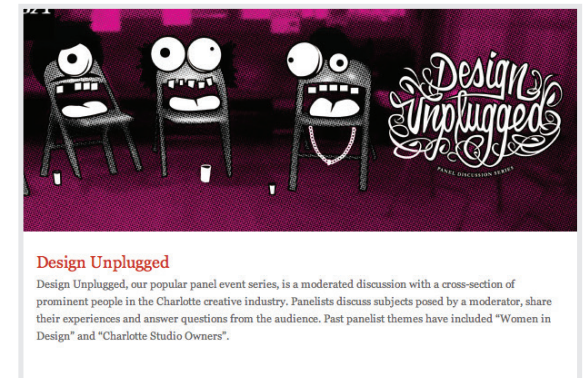
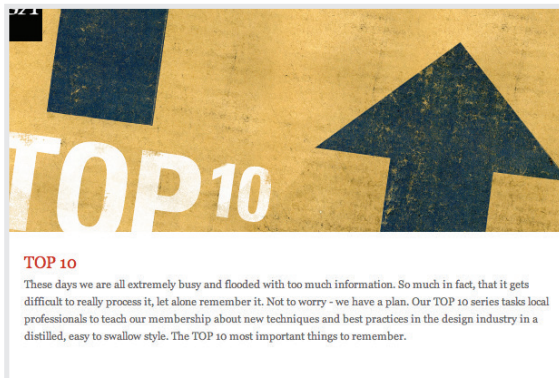
Breakout Groups :: Programming

What are we doing?

Suggest An Event

Different kinds of events

AIGA Pittsburgh :: Success Story
and GO.



Mentor Program Kickoff

Wednesday, June 19, 2013 / Chicago



The AIGA Chicago Mentor program is back in full swing for the Summer! Connect with other creatives, share resources with the people in your community, give back and maybe even collaborate on a project or two. If you're looking to be more involved, the Mentor program is for you.

Mentor Happy Hour

Saturday, June 15, 2013 / Chicago



Please join us as we celebrate the AIGA Chicago Mentor Program!

Design Thinking 1: Andrew Blauvelt

Thursday, April 25, 2013 / Chicago



Design Thinking is AIGA Chicago's biannual lecture series devoted to those who are reshaping the creative process, directing currents in contemporary culture and evolving the meaning of design.

In-House Anonymous Meeting #2

Thursday, July 18, 2013 / Chattanooga

in | house anonymous



What's the Advantage of Being In-House?

Go beyond the typical and discover where the true value of in-house design lies. We will begin a series of discussions centered upon the perks of being in-house, and how to build your career as a strategic business partner.

Bring your lunch, be empowered and get back in time for that next office meeting.

Screen Printing Technique and Demo with Delicious Design League: Part 2

Saturday, January 26, 2013 / Chicago



Try your hand at the process of printmaking — learning the techniques and maybe even pulling some screens. Guests may sign up for one of three time slots, and everyone will receive a limited edition print designed by Delicious Design League for AIGA Chicago.

The Business of Freelancing

Thursday, January 17, 2013 / Chicago



AIGA Chicago and Artisan invite you to join a panel of experts from the accounting, investment and legal fields to address the most pressing and practical demands facing freelance professionals today, from marketing themselves, to getting paid, to finding the right work/life balance.



Eat Your Greens

Eat Your Greens is a quarterly lunch event series held at a local organic or farm-to-table eatery with a discussion for designers, marketers, communicators and creatives of all levels and backgrounds to exchange ideas and talk about being more sustainable and socially responsible in Charlotte's ever-growing city. Topics change quarterly and range from how to engage clients into the fabric of creating sustainable design solutions, field trips to discuss "cradle to cradle" concepts to idea and information sharing for sustainable processes, communications, resources and practices.

PechaKucha Night 13

Friday, June 7, 2013 / Chattanooga

PechaKucha Night



20 images x 20 seconds each. the simple format yields unlimited possibilities.

Mission:

Showcase the diversity, talent and energy of those making Chattanooga a great place to live.

Twitter: @PKNCHA

This event is free and open to the public.

Breakout Groups :: Outside of the Box Challenge

Not everything fits neatly into our agenda! In small groups brainstorm some big ideas on the provided targeted items for selling, giveaways, developing content – you name it.

Thank You.

facebook/AIGAUPSTNY
@AIGAUPSTNY