

2014-2015

BOARD POSITIONS & PHXDW VOLUNTEER OPPORTUNITIES



GET
EXCITED
AND
MAKE
THINGS

ABOUT AIGA

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."



THE MISSION OF AIGA

AIGA advances design as a professional craft, strategic advantage and vital cultural force. As the largest community of design advocates, we bring together practitioners, enthusiasts and patrons to amplify the voice of design and create the vision for a collective future. We define global standards and ethical practices, guide design education, inspire designers and the public, enhance professional development, and make powerful tools and resources accessible to all.

WHAT AIGA DOES

Advocates for a greater understanding of the value of designers and design in government, business, media and the public

Enhances professional development

Defines global standards and ethical practices

Inspires designers and the public

Establishes criteria for design education that meets the needs of the profession

Makes powerful tools and resources available and accessible

Celebrates and enhances the value of design

Mobilizes a global design movement

ABOUT AIGA ARIZONA

Formed in 1989, the Arizona chapter serves the graphic design community and those in related fields within the state of Arizona, and augments the activities of the national AIGA. The mission of AIGA Arizona is to:

Improve Design Ability

Provide educational resources for designers to learn skills relevant to their profession and craft.

Connect Disciplines

Form partnerships and support professional organizations that relate to the design field

Encourage Social Impact

Advocate cultural advancement with programs that aim to improve our community.

Promote Community

Rally local designers with programming that communicates their talent and expertise.

MEMBERSHIP

429 Members / Contributor level+

1,346 Friends / Non-paid members who signed up through aiga.org

STUDENT GROUPS

Northern Arizona University, Flagstaff
Liaison / John Gialanella

University of Arizona, Tucson
Liaison / Karen Zimmermann

Arizona State University, Tempe
Liaison / Michelle Fehler

COMMUNITY REACH ONLINE

1,415 followers / AIGA Arizona Facebook

2,879 followers / PHXDW Facebook

1,458 followers / Phoenix Designers Facebook Group

80 followers / Tucson Facebook Design Group (BAMFTDG)

2,857 followers / AIGA Arizona Twitter

3,760 followers / PHXDC Twitter

2,618 email subscribers

As of 6/22/14

PHOENIX DESIGN WEEK AND THE METHOD + MADNESS CONFERENCE

Going into its sixth year, Phoenix Design Week connects the design community with a series of events, exhibitions, and a conference. The weekend Method + Madness conference brings internationally-recognized keynote speakers alongside local design authorities as part of an enlightening week celebrating all aspects of design.

¡LUNCHA LEARNE! SERIES

This quarterly lunch series gives you a break away from your desk and listen to local design leaders present original perspectives and best practices that will inspire you and your workplace.

ADOBE WORKSHOPS WITH BRIAN WOOD

Thanks to our sponsor, Adobe, we are able to bring educational workshops covering the features and tips and tricks for the Adobe Creative Cloud.

FILMBAR SERIES

We are pleased to partnership with FilmBar, located in downtown Phoenix, to showcase leading films in art, architecture, advertising, and design.

DINNER WITH A LEGEND

As part of our Mentorship Initiative, we host a series of intimate dinners with local design legends. Each dinner brings together a small group of established professionals, designers with fewer than 10 years of experience, students, and educators to discuss the evolving state of our profession, lend advice, and share meaningful experiences.

BOYS & GIRLS CLUB MENTORSHIP INITIATIVE

As part of our Mentorship Initiative, we are coordinating a special mentorship initiative with the Boys & Girls Clubs of Greater Scottsdale to provide a series of after-school workshops that will introduce young people to the fundamentals of visual communication and design.

BEHANCE PORTFOLIO REVIEWS

The Behance Portfolio Review allows designers to share and discuss their portfolios in small groups, and a chance to socialize amongst fellow creatives.

DESIGN FOR GOOD EVENTS

As part of our newest initiative, we are underway in creating more programming that will promote the implementation of design thinking for social change, kicking off with our Design for Good PechaKucha Phoenix event in July.

BUSINESS EVENTS

We regularly coordinate events to help designers with their professional development, including topics that cover the business of freelance, copyright issues for creatives, and in-house design events.

SPECIAL EVENTS & SPEAKERS

As part of our special events series, we've been able to bring memorable guests to Phoenix including MK12, Good F*cking Design Advice, Aaron Draplin, and most recently, the brilliant presentation on the history of typography in Phoenix by our local Arizona branding expert, Alison King.

MUSEUM MEET-UPS

We've hosted a few informal and fun museum meetups to the Phoenix Art Museum for special exhibits and are looking forward to scheduling more in the future.

TUCSON EVENTS

With our rapidly-growing community in Tucson, we're excited to offer Tucson Thursdays every month which include our "Cocktails with Creatives" networking event and our "Creative Spark" roundtable and presentation events. Tucson also offers two larger events a year including PechaKucha Tucson and a featured speaker.

COLLABORATIVE EVENTS

From co-hosting events with the Phoenix Content Strategy Meetup to sponsoring the WordCamp Phoenix Wine & Design event, we are continuously looking for opportunities to work together with other groups and associations. Also, don't forget — if you're a paid member of another creative association (AAF, Ad2Phoenix, AMA, AZIMA, etc), you get a discounted rate at most AIGA Arizona events.

EXECUTIVE BOARD	President Niki Blaker	Vice President Marc Oxborrow	Vice President, Tucson Jenn Yamnitz	Financial Director Kathy Morgan	Chapter Manager Larissa Scordato
REGIONAL TEAM	Tucson Director (proposed) Susan Seeley Roe	Tucson Chairs (proposed) Jennifer Mead Jennifer Vasko Amanda Watkins		Flagstaff Director *OPEN*	Flagstaff Chairs *OPEN*
PROGRAMS & INITIATIVES TEAM	Programs Director Patricia Tompkins	Event Chairs Jessica Schultz Marisa Bigler *OPEN*		Mentorship Director James Archer	Mentorship Chairs Jennifer Pace *OPEN*
		Media Chair *OPEN*			
	Design for Good Director Zack Newsome	Design for Good Chair *OPEN*		Phoenix Design Week Director *OPEN*	
EDUCATION TEAM	Education Director Kyle Larkin	Portfolio Review Chair *OPEN*			
		Student Group Liaison *OPEN*			
COMMUNICATIONS TEAM	Communications Director Liz Magura	Communications Chair Shaina Rozen		Brand Co-Directors Michael Duah, Michelle Duah	
		Social Media Chair *OPEN*			
		Web Chair *OPEN*			
		Design Chair *OPEN*			
COMMUNITY OUTREACH TEAM	Membership Director *OPEN*	Membership Chair *OPEN*		Partnership Director Jim Nissen	
		In-house Design Chair *OPEN*			
		Volunteer Chair *OPEN*			
		Hospitality Chair *OPEN*			
ADVISORY BOARD	President Emeritus Marvin Forte	Members James Carr		*OPEN TO FORMER DIRECTORS*	

Board members are dedicated members of the Arizona creative community, elected to serve and represent the entire membership of AIGA Arizona to the best of their ability in accordance with the AIGA's mission and their board position description.

ALL BOARD DIRECTORS AND CHAIRS ARE EXPECTED TO:

- Be an AIGA member
- Commit to their term
- Be able to speak to our local and national missions to the public
- Actively participate with the membership and design community
- Be knowledgeable of the organization's goals, objectives and programs and help to shape them
- Be prepared, organized and dependable — only commit to tasks that can be realized
- Be communicative — keep the Board up to date on initiatives and request help as needed
- Attend AIGA events regularly and be a visible, active Board member at those events
- Maintain ethical business practices
- Work collaboratively with other Board members to find creative ways to promote our mission
- Have fun and get to know your fellow Board members

IN ADDITION, CHAIRS ARE EXPECTED TO:

- Be an AIGA member at the Contributor Level (\$50) or above
- Attend Board meetings when requested by a supervising director (usually 2-3 meetings a year)
- Communicate regularly with your Director

IN ADDITION, DIRECTORS ARE EXPECTED TO:

- Be an AIGA member at the Supporter Level (\$150) or above
- Define a two-year plan for your position
- If applicable, form and maintain a Committee consisting of a minimum of one Chair to assist with carrying out the responsibilities of your position
- Communicate regularly with your Chair or Committee
- Submit a monthly report at least 48 hours prior to the monthly Board meeting
- Attend Board meetings regularly, with a minimum commitment of 10 out of 12 meetings a year. Attendance is defined as in person or via Google Hangout.
- If applicable, participate in the AIGA National monthly conference call or list-serv designated for your position
- Maintain a legacy and succession plan of your position, including helping to identify your successor. When leaving or changing positions, assist in the transition of responsibilities to the new Board member

EXECUTIVE COMMITTEE

President / Niki Blaker / June 2013 - June 2015

The President focuses on the vision and direction of the Board of Directors and the chapter, and is responsible for keeping the Board focused on its mission and objectives. The President is the primary contact between the chapter and the national office.

Vice President / Marc Oxborrow / June 2013 - June 2015

The Vice President works directly with the President in maintaining the vision and direction of the Board of Directors and the chapter. The Vice President shares responsibilities with the President for running Board Meetings and keeping the Board focused on its mission and objectives.

Vice President, Tucson / Jennifer Yamnitz / June 2013 - June 2015

The Tucson Vice President performs many of the functions of other Board members in the areas of administration, programming, communications, membership and education for the Tucson area with the interest of providing value for our Tucson members and growing membership in Tucson.

Financial Director / Kathy Morgan / June 2013 - June 2015

The Financial Director oversees the chapter's financial resources including financial planning and regular reporting.

Chapter Manager / Larissa Scordato / June 2013 - June 2015

The Chapter Manager is responsible for keeping all Board members up to date on pertinent dates and details and is the primary coordinator of all details for monthly Board meetings.

REGIONAL TEAM

Tucson Director / Susan Seeley Roe (proposed) / June 2014 - June 2016

The Tucson Director assists the Tucson Vice President in all the areas of administration, programming, communications, membership and education for the Tucson area.

Tucson Chairs / Jennifer Mead, Jennifer Vasko, Amanda Watkins (proposed) / June 2014 - June 2015

The Tucson Chair will work closely with the Tucson Director and Vice President in planning and executing programming, attracting new members in Tucson, and expanding our overall reach.

****OPEN**** / Flagstaff Director and Chair / June 2014 - June 2016

The Flagstaff design community is gaining momentum, and we're looking for a self-motivated and independent person lead those effort as our first ever Flagstaff Director. This person will work closely with the President Niki Blaker to form Flagstaff initiatives and programs in 2015. Estimated time commitment:

- 2 hours per week planning and executing Flagstaff initiatives and communicating with the team
- Attendance at all Flagstaff events (approximately 2-4 hours per month)
- Virtual attendance at our 2-hour monthly board meeting

PROGRAMS & INITIATIVES TEAM

Programs Director / Patricia Tompkins / July 2013 - July 2015

The Programs Director oversees the chapter's programming schedule, which should reflect activities consistent with AIGA's national and local missions while meeting the needs of AIGA members and the community.

****OPEN**** / Event Chairs / Jessica Schultz, Marisa Bigler / July 2014 - July 2015

The Events Chairs assist the Programs Director in performing her duties. The Programs Chair will uphold all duties of the Programs Director in all cases when the Programs Director is absent or unable to fulfill her responsibility. Estimated time commitment:

- 2 hours per week planning and executing events and communicating with the team
- Attendance to at least 1 event per month (approximately 4 hours each)
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

****OPEN**** / Hospitality Chair / July 2014 - July 2015

The Hospitality Chair will help check in attendees at events, provide name tags, get people talking, and do anything that's needed to ensure they feel included and have a good time.

- 1-2 hours per week fulfilling hospitality tasks and communicating with the team
- Attendance at as many events as possible (approximately 8-12 hours per month)
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

****OPEN**** / Media Chair / July 2014 - July 2015

The Media Chair will be responsible for documenting our events in photos and video, as well as posting that content to our Flickr and Facebook accounts. Ideally, we also would love to create a chapter video similar to the one AIGA Houston made: <http://vimeo.com/81225459>. Estimated time commitment:

- 2-3 hours per week attending events, documenting them, and uploading media to Flickr and Facebook
- 1-2 video projects over the course of the year
- Attendance at as many events as possible (minimum two each month)
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

Mentorship Director / James Archer / July 2013 - July 2015

The Mentorship Director oversees the development and execution of the chapter's Mentorship Initiative.

****OPEN** / Mentorship Chair / Jennifer Pace / July 2014 - July 2015**

The Mentorship Chair assists the Mentorship Director in performing his duties. The Mentorship Chair will uphold all duties of the Mentorship Director in all cases when the Mentorship Director is absent or unable to fulfill his responsibility. Estimated time commitment:

- 1-2 hours per week planning and managing the program and communicating with the team
- Attendance at all mentorship events (approximately 2-4 hours per month)
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

Design for Good Director / Zack Newsome / July 2013 - July 2015

The Design for Good Director works closely with the Programs Director to facilitate and nurture the relationship between AIGA Arizona and members of the Arizona creative community that engage in design for good, non-profit efforts, and related urban development efforts.

****OPEN** / Design for Good Chair / July 2014 - July 2015**

As the Design for Good chair, you'll have the opportunity to work with the Design for Good Director on developing new programs for this initiatives. Estimated time commitment:

- 1-2 hours per week planning and executing Design for Good programs and communicating with the team
- Attendance at all Design for Good events (approximately 2-4 hours quarterly)
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

****OPEN** / Phoenix Design Week Director / July 2014 - July 2016**

The Phoenix Design Week Director develops and oversees all Phoenix Design Week activities and conferences. Estimated time commitment:

- 2 hours per week during the off-season (November - February)
- 4 hours per week during the planning season (February - October)
- Full commitment for all 7 days of Phoenix Design Week events (events are every night and throughout the weekend)
- Attendance at our 2-hour monthly board meeting

EDUCATION TEAM**Education Director / Kyle Larkin / July 2013 - July 2015**

The Education Director promotes and expands student and faculty participation in the design community, serving as a liaison between AIGA National, AIGA Arizona and Student Group Faculty Advisors. The Education Director also works closely with the Mentorship Director to provide growth opportunities for design professionals.

****OPEN** / Portfolio Review Chair / July 2014 - July 2015**

The Portfolio Review Chair will be responsible for coordinating 3 portfolio review events each year, as well as developing relationships with local agency leaders and universities who can volunteer to be reviewers. Estimated time commitment:

- 1 hour per week fulfilling tasks and communicating with the team when event planning isn't in progress
- 2 hours per week when event planning is in progress (3 times a year)
- Attendance at all portfolio review events (3 times a year)
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

****OPEN** / Student Group Liaisons / July 2014 - July 2015**

AIGA AZ would like to build stronger relationships with student groups at local high schools, colleges, and universities. We're looking for students that are active in their school's design groups who can act as an official liaison to AIGA, communicate news between the groups, and collaborate on student events. Estimated time commitment:

- 1-2 hours per week researching student groups, communicating, and collaborating on student events
- 1 hour submitting a monthly report to the Education Director

COMMUNICATIONS TEAM**Communications Director / Liz Magura / July 2013 - July 2015**

The Communication Director is responsible for creating a communications strategy and campaigns that build awareness within the local membership and community of AIGA Arizona and its events through all chapter communication channels.

Communications Chair / Shaina Rozen / July 2014 - July 2015

The Communications Chair supports the Communications Director with her duties. The Communications Chair will uphold all duties of the Communications Director in all cases when the Communications Director is absent or unable to fulfill her responsibility.

****OPEN** / Social Media Chair / July 2014 - July 2015**

The Social Media Chair will work closely with the Communications Director and Chair to manage AIGA Arizona's social media networks, including Twitter, Facebook, Instagram, Google+, LinkedIn, Pinterest, and Meetup.com. This position will be responsible for creating and curating content, managing networks on a day-to-day basis, analyzing results, and making improvements to grow our audience and boost engagement. Estimated time commitment:

- 1-2 hours per week planning social media content and communicating with the team
- Daily monitoring of social media accounts (1-2 hours per week)
- Occasional meetings to review results and discuss ongoing strategy
- Attendance at least 1 event per month (approximately 2-4 hours each), and share updates and photos on social media
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

****OPEN** / Web Chair / July 2014 - July 2015**

The Web Chair will assist to convert the AIGA Arizona WordPress site to a new theme, post events, content, and job posts, and maintain the site on an ongoing basis. Estimated time commitment:

- Initial commitment of approximately 10 hours to implement the new theme to be implemented by October 2014
- 1-2 hours per week making updates and communicating with the team
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

****OPEN** / Design Chair / July 2014 - July 2015**

The design chair helps AIGA Arizona look our best by creating and curating event graphics for our website, emails, and event slideshows. Additional design projects may come up as needed. Estimated time commitment:

- 1-2 hours per week creating and curating graphics and communicating with the team
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

Brand Co-Directors / Michael Duah, Michelle Duah / July 2013 - July 2015

The Brand Director crafts and oversees the messaging and overall image associated with the chapter in efforts to increase the visibility and relevance of AIGA Arizona to the design community.

COMMUNITY OUTREACH TEAM****OPEN** / Membership Director / July 2014 - July 2016**

The Membership Director aims to maintain and grow the local membership through awareness, recruiting and encouraging the involvement of members. The Membership Director serves as the voice of the membership on the Board, advocating for the design community's wants and needs. Estimated time commitment:

- 2 hours per week coordination Membership correspondence and communicating with the team
- 1 hour a month reviewing and analyzing Membership reports
- Occasional meetings with the Communications team to coordinate membership campaigns
- Overseeing and delegating tasks to the Membership, Volunteer and Hospitality Chairs for every event
- Attendance at our 2-hour monthly board meeting

****OPEN** / Membership Chair / July 2014 - July 2015**

The Membership Chair supports the Membership Director in maintaining an accurate and current local membership list by utilizing AIGA membership and contacting new and lapsed members. The Membership Chair will uphold all duties of the Membership Director in all cases when the Membership Director is absent or unable to fulfill his responsibility. Estimated time commitment:

- 1 hour per week coordination Membership correspondence and communicating with the team
 - Attendance at as many events as possible (approximately 8-12 hours per month)
 - Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)
-

****OPEN** / Volunteer Chair / July 2014 - July 2015**

The Volunteer Chair will be responsible for assisting all Directors in recruiting the right volunteer for their events and initiatives, coordinating volunteers at each event, and creating a contact database. Estimated time commitment:

- 1-2 hours per week recruiting, coordinating volunteers, and communicating with the team
- Attendance at as many events as possible (approximately 8-12 hours per month) to coordinate volunteers
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

****OPEN** / In-House Design Chair / July 2014 - July 2015**

The In-house Design Chair will be the voice for the challenges and opportunities of the in-house design community. This person will help us connect with more in-house designers and shape the future of our in-house initiatives. Estimated time commitment:

- 1-2 hours per week planning and executing in-house design initiatives and communicating with the team
- 1-2 hours per month coordinating one in-house event over the course of the year and leading occasional informal meetups for in-house designers
- Attendance at our 2-hour monthly board meeting (encouraged but not required unless requested)

Partnership Director / Jim Nissen / July 2014 - July 2015

The Partnership Director fosters relationships with representatives of allied fields who service the design community to encourage cash or in-kind sponsorship of events or long-term sponsorship opportunities.

SHUTTERSTOCK PIXELS OF FURY / Friday, October 17, 2014

As AIGA's Official Sponsor for Creative Inspiration, Shutterstock challenges each "Pixels of Fury: A Live Creative Inspiration Tournament" contestant to inspire every designer to learn something new. Designers compete in front of a live audience to conceive and create inspiring posters at breakneck speed. Under the gaze of local superstar judges, the pressure is on to answer the big design challenge: Whose inspiration shines brightest?

Contestant and Judge Coordinator

This person will vet contestants and recruit judges for the event.

Media Coordinator

This person will be responsible for collecting all media (photos, videos, poster files, etc.) from the event and coordinating with Dan Reiss at Shutterstock to upload these assets within 24 hours. The Media Coordinator must have a storage device with enough free space to contain several gigabytes of screen captures and poster assets.

Technology Manager

This person will provide technology support before and during the event, including helping set up and manage workstations and Shutterstock accounts for the contestants, software installation, live SMS voting, and audiovisual equipment. The Technology Manager must be on site during the event to oversee everything and troubleshoot any issues.

Event MC

The MC introduces the judges at the start of the event, as well as the contestants and their topics before each round. The MC also keeps the audience informed of time remaining, provides commentary to keep the excitement level high, ensures audience participation in SMS poll voting, and encourages the crowd to tweet with #PixelsOfFury.

Photographer/Videographer

The event photographer and/or videographer captures all the activity and pivotal moments at the event for use in post-event coverage, social media, and promotional reels.

METHOD + MADNESS CONFERENCE

Sponsorship coordinator

Assist the Sponsorship Director in following up with sponsors to collect logos and swag bag details, as well as coordinate sponsor table set up at the event as needed.

Promotional coordinators

Help deliver promotional postcards and posters around town

On-site conference help

Duties may include:

- Swag bag stuffing and organizing name badges
- Room set-up
- Check-in and registration
- Area and room monitors
- Breakdown

Saturday Happy Hour Reception coordinators

Duties may include:

- Collect and organize submissions for the retrospective exhibit
- Assist in the coordination of the event

PHXDW EVENTS

Duties may include:

- Assist with check-in and registration for Creative Morning, Friday Workshops, or O'Neil Printing tour
- Document and take pictures of individual PHXDW events

AIGA ARIZONA BOARD / PHXDW APPLICATION

I AM INTERESTED IN VOLUNTEERING FOR THE FOLLOWING POSITIONS (CHECK ALL THAT APPLY):

BOARD OF DIRECTORS

- Membership Director
- PHXDW Director
- Event Chair
- Mentorship Chair
- Media Chair
- Design for Good Chair
- Portfolio Review Chair
- Student Group Liaison
- Social Media Chair
- Web Chair
- Design Chair
- Membership Chair
- In-house Design Chair
- Volunteer Chair
- Hospitality Chair
- Flagstaff Director/Chair
- Advisory Board
(open to former board members)

PHXDW VOLUNTEERS

Pixels of Fury

- Contestant & Judge Coordinator
- Media Coordinator
- Technology Coordinator
- Event MC
- Photographer/Videographer

Method + Madness Conference

- Sponsorship Coordinator
- Promotional Coordinator
- On-site Conference Help
- Saturday Reception Coordinator

PHXDW Events

- Creative Mornings
- Friday Workshops
- O'Neil Printing Tour
- Weeknight events
(IxDA, PHX Content Strategy, etc.)

WHAT IS YOUR PHXDW VOLUNTEER COMMITMENT LEVEL? (CHECK ALL THAT APPLY)

- I want to help out here and there and I don't really expect anything in return
- I want to volunteer a few hours and be eligible for a discounted ticket to the Method + Madness Conference
- I want to fully commit to volunteering during the whole length of the event(s) and be eligible for a complimentary ticket to the Method + Madness Conference

ANY SPECIAL QUALIFICATIONS OR SKILLS YOU WANT TO SHARE WITH US?

Print name

Email

Signature

Date