

AIGA Jacksonville Community Meeting

06.27.18



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Overview

- About AIGA
- Our Goals & Achieving Them
- Meet the Board
- Year in Review (2017)
- Community Survey Results
- AIGA National Initiatives
- How to Get Involved
- Community Slack Channel
- Upcoming Events
- Q&A/Townhall



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**AIGA brings design
to the world, and the
world to designers.**

AIGA National

AIGA is a professional design organization dedicated to advancing design as a professional craft, strategic advantage, and vital cultural force.

As a collective group, our 73 national chapters work together to enhance the value and deepen the impact of design across all disciplines on business, society, and our collective future, and to succeed and grow at every stage of their career.



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From design fans to the
profession's leading practitioners,
AIGA members come from all
backgrounds, all fields, and all
levels of experience—from all
around the world.



AIGA Jacksonville

AIGA Jacksonville is a 501(c)(3) non-profit, working to be a practical resource, support network, and platform for local creative professionals, with the goal of inspiring and uniting the Jacksonville creative community. This is done through our five tenets:

Educate. Inspire. Mentor. Connect. Give.

AIGA Jacksonville focuses
on inclusivity of the greater
creative community rather than
membership numbers and uses
human-centered design principles
to identify events and initiatives
that may inspire and unite us.



Our Goals:

- To **inspire and unite** the Jacksonville creative community
- To **boost participation** both online and in events
- To **partner** with other creative organizations in the community
- To provide national resources and initiatives in an **attainable and understandable** way



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Achieving Our Goals:

- **Promote** our existing Jacksonville talent and projects
- Focus on **non-event** ways to engage our community
- **Encourage and inspire** people to do more cool stuff and share their work
- Engage **veteran** designers
- Engage the whole Jacksonville creative community through actively **forming relationships** with other creative groups, agencies, and causes
- **Inspire** younger/entry-level designers by growing their skill sets and connecting them with veteran designers



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Meet the Board



Jen Arevalo
President



Brian Holcomb
Vice President



Lauren Trump
Operations Director



Jason Kellum
Programming Director



Cassie Deogracia
Community Ambassador



Beth Nabi
Education Director



Marq Mervin
Diversity & Inclusion Chair



Irma Motta
Social Chair



Chad Smith
Newsletter Chair



Jasmine Platt
Social Good Chair



Katya Cajas
Volunteer Chair

Year in Review

2017

Membership

22,000+

AIGA Members Nationwide

184

AIGA Jacksonville Members

11

Board Members



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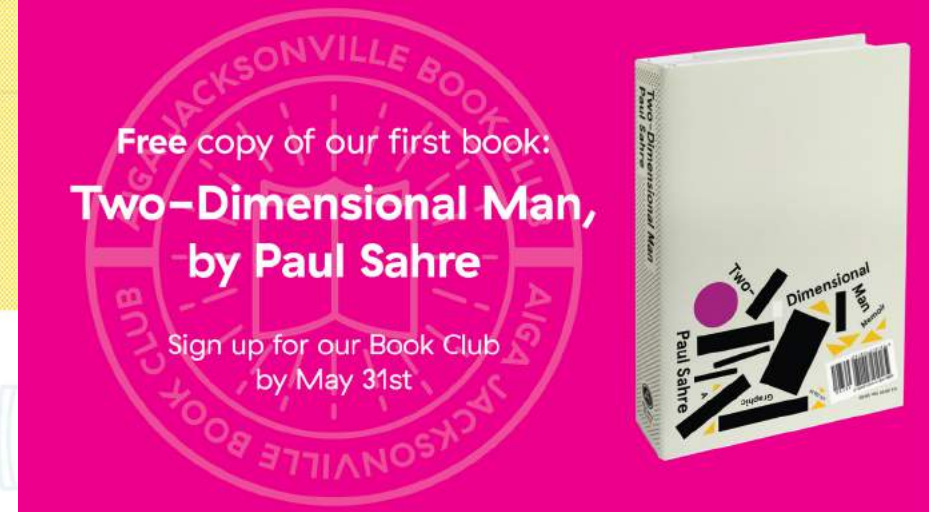
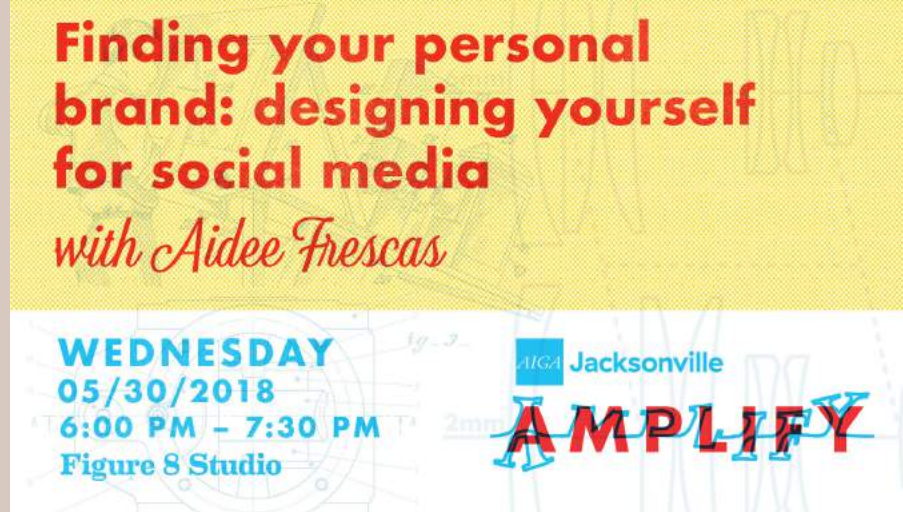
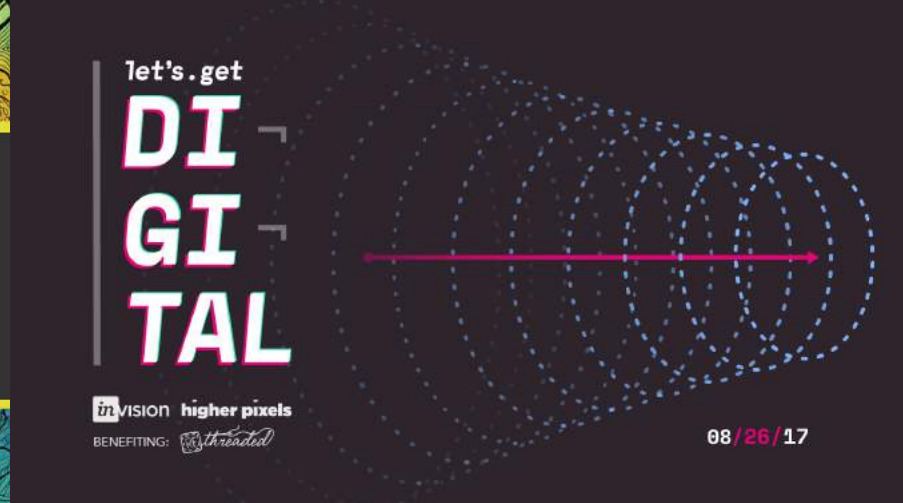
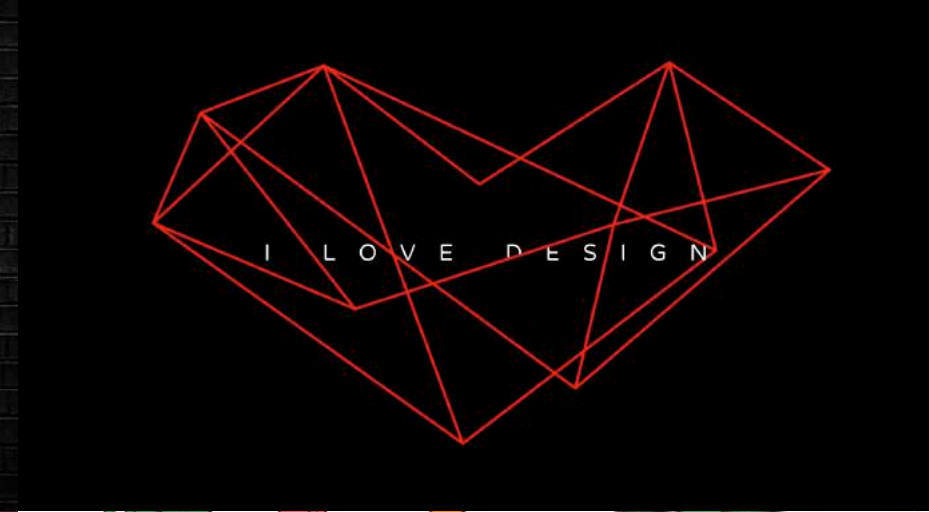
Programming

- We want all of our events to meet at least **two of our tenets**
- Our events fall under a series of categories including:
 - Networking/Social
 - Gallery/Maker
 - Educational
 - Speaker/Presentation
 - Panel
 - Social Good/Design for Good
 - Partnership
- All of our events should cater to our **creative community** and their needs

Creative Process

Cameron explored character styles and digital illustration settings for **THE BRIGHT SIDE** game using Illustrator.





Community Survey

The Results

Community Base

POSITION IN COMMUNITY

53% Seasoned Pro

22% General Creative

17% Emerging Designer

8% Student

YEARS INVOLVED

44% 1–5 Years

30% 10+ Years

22% 5–10 Years

5% Less than 1 year

Passions/Interests

TENETS

Inspire

Connect

Educate

Give

Mentor

INITIATIVES

Diversity & Inclusion

Women Lead

InHouse INitiative



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Programming

MOST LIKELY TO ATTEND

Workshop

Networking / Social

Educational

Speaker / Presentation

LEAST LIKELY TO ATTEND

Round Table

Panel

Business

Programming, cont.

FAVORITE EVENTS

I Love Design

Always Summer

Poster Show

Portfolio Review



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Understanding our creative community and their needs is essential in shaping how we bring the desired resources, initiatives and programming to Jacksonville.



How Might WE!

Clouds are hard to spread the word	BE MORE TRANSPARENT ADT HOW FUNDS ARE ALLOCATED	BETTER UNDERSTAND THE EFFECTIVE OF OUR POSTS	How to make consumer to engage/leave review on products	more social posts more engaging	How to Identify potential donors	Angry Shipping Overhead
TURN MEN INTO - ADVOCATES - CONSUMERS	BETTER UNDERSTAND WHY CUSTOMERS WANT	PUSH A SIGNATURE PRODUCT	Limit product range	How can ambassadors promote program (RO2)	How to make the story more engaging	
Perceived as taboo Subject	No product for me - man - child	limited choice	What's it for me?	non tech	Price Too exp.	Return Policy Not easy
not easy to Donate	don't care about Cause	Overwhelming Product choices	Quality of Products	Advocate	Not enough time to add to the problem	Never heard of the CO
No good Reviews on prod.	Shipping costs	Reaching Wrong Audience	No Sales (discounted) Prod.	Sale products not easy to find.	Site not mobile friendly	Not easy Navigating Site
Products are Needs	Back Planning is not from too much info				Prod out of Season	Unusual Questions



AIGA National Initiatives

**Design For Good. Women
Lead. Diversity and Inclusion.
Design for Democracy. In-
house INitiative. Professional
Development. Designer 2025.**

Getting Involved

“I often get asked, ‘Why be a member, what is the value of an AIGA membership?’ and I like to answer by sharing my story and the story of other members.”

How to Get Involved

- Join a committee and head passion projects
- Help lead a national initiative
- Volunteer at any of our events
- Be engaged online
- Attend events

Path to Leadership

Engage > Volunteer > Committee > Board



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Introducing our Community Slack Channel!

<https://aigajax-slack.herokuapp.com/>

See You Soon?

Cocktails & Creatives

Thursday, July 12th | 6:30-9:00pm

Beach Bowl

Cocktails & Creatives

Thursday, August 9th | 6:30-9:00pm

Tiki Hut @ Pagoda Restaurant

Let's Get Digital

Early Fall

Speaker: Emily Cohen

Thursday, September 6th | 6-9pm

Location TBD

Design + Music

Saturday, September 29th | 6-9pm

CoRK Arts District

Q&A/Townhall