

# 2013 Membership Committee Report

**PRESENTED BY** TINA MACKENZIE RGD, VICE PRESIDENT, MEMBERSHIP & COMMITTEE CHAIR

**MEMBERS:** RUSSELL GIBBS RGD, JASON LIND RGD, KAREN NG-HEM RGD, TIM SMITH RGD

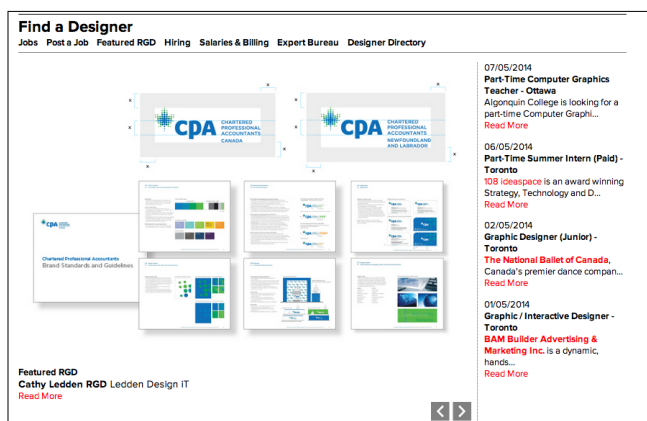
In the past, the Committee spent a great deal of its energies on the monthly review of Member applications. The Committee's revised mandate relinquishes those responsibilities to RGD staff: Christina Dahl, Membership Coordinator, and Heidi Veri, Director of Membership, with oversight by the RGD Board. Memberships will be activated more quickly and efficiently. Membership cards are also now being sent digitally to Student RGDs, Provisional RGDs and Affiliate members.

Currently we have 3,079 members. These include 780 RGD Members (down by 2 from last year); 69 RGD Emeritus (our category for Retired RGDs, up by 10); 471 Provisional RGDs (up by 58); 85 Affiliates (up by 67) and 1,579 Student Members (up by 125).

***"I frequently attend RGD webinars and enjoy the variety of relevant topics. These presentations help me to stay in stride with the industry and the convenience of being able to listen in from my home office is perfect."***

**TRACEY WATT RGD**

The Committee's new focus is developing and reviewing member programs and services, ensuring their relevance and increasing their value. This past year, RGD presented 60 webinars on topics relating to business, education, research, inspiration, user experience and branding, each attended live by an average of 30 Members. In addition to the live broadcasts and live-tweeting, all are recorded and available for Members on Vimeo, and are highlighted for one-week periods as Featured Videos on the RGD website. We also hosted 6 Virtual Portfolio Reviews, with 15 professionals from across North America offering feedback on the portfolios of 15 Provisional RGDs and Student RGD Members.



In 2013, RGD introduced opportunities for Members to highlight their expertise on the RGD website and in our e-newsletter. All Members are invited to upload projects and highlight areas of specialty in our searchable, online Designer Directory, from which we highlight a Featured RGD Member each week. In addition to the Directory, we introduced Case Studies to the RGD website, with RGDs presenting in-depth looks into their design process.

***"After I was profiled on the RGD website, I was contacted by three clients looking to hire me! The Member profile is a great tool for designers to showcase their work and expertise to potential clients."***

**RAYMOND CHEAH RGD**

This past year, RGD's mentorship program connected 18 emerging designers to experienced professionals. This program is often cited by incoming Provisional RGDs as a unique opportunity for them to gain access to RGD's broad community of firm owners, design managers and sole proprietors. For RGD mentors, it continues to be a great way for them to contribute to the future of the industry.

We continue to offer incentives for candidates to go through the RGD Examination Process through a Member Referral Program. To date, 9 RGD Members received incentives for encouraging new RGDs to join the Association. Referring Members, who can be RGDs or Provisional RGDs, can choose to receive discounts on Membership dues or DesignThinkers.

Through the remainder of 2014, we will continue to work to deliver value for Members, seeking feedback and reviewing the success of existing programs and services and reviewing proposals for new ones. We'll also have a larger focus on membership recruitment, particularly at the Provisional RGD level since these emerging designers represent the future of our industry.

***"RGD is a great resource for staying connected to the design community, learning and being a part of promoting best practices in our industry."***

**MARC LAURIAULT RGD**