



Society of
Graphic Designers of Canada
Saskatchewan North Chapter

Société des
graphistes du Canada
Chapitre de Saskatchewan Nord

P.O. Box 23038
Saskatoon, SK
Canada S7J 2G0

Telephone: 306 664 9495
E-mail: garnet@vividworks.com



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1. Increase Membership

1.1 Membership numbers: 14.

Membership totals? Number up or down from last year? Roughly constant.

Potential Membership? 30.

Break down the numbers for each category listed below:

GDC

Professional 10

Licentiate 0

Associate 4

Graduate 0

Student 0

Fellows 0

Hon. Fellows 0

Retired 0

1.2 Membership Benefits:

Social networking, professional development workshops, industry-related advice, purchasing discounts.

The RGD Fee Survey has proven to be of benefit to members.

1.3 Events:

GDC.NET Workshop, Cynthia Hoffos Farewell, "Moving-and-Shaking" Industry Social/Party.

1.4 Is your chapter/association interested in hosting the AGM or a National Conference in 2003? No.

2. Increase Revenue

2.1 Corporate Sponsorship: NA

Does your chapter/association have a formal sponsorship program? NA

- How is sponsorship solicited in your organization? NA

- What do you offer sponsors? NA

- Do you have any policies or restrictions surrounding the program? NA

List your Corporate Sponsors. NA

Total value of cash or in-kind donations in the last year. NA

2.2 Fundraising Activities: NA

Does your chapter/association fundraise? Briefly describe the objectives, methods and results. NA

2.3 Government Funding: NA

Has your chapter/association been successful at applying for government funding? If so, describe your process. NA

2.4 Financial Statement:

We will leave a 2001 financial statement for the National Secretariat.

We are aware that it is a constitutional requirement that we deposit one to the National Society each year.

3. Enhance the Perception of Design

3.1 Marketing:

Marketing initiatives have been targeted toward existing and previous members, primarily event promotions. Good response. Primary format: emailed PDF / images.

3.2 Other promotion ideas could include a small GDC display ad in the 2002 ACE Awards Programme.

4. Promote Professionalism

4.1 Accreditation:

4.11 Non-accredited Chapters/Affiliated Associations:

Limited informal discussions concerning accreditation occurred at local events.

20% pro-accreditation, 20% anti-accreditation, 90% GDC-apathetic.

We are not interested in pursuing accreditation over the next two years: low membership and infrastructure.

4.12 Accredited Associations:

Describe how your members feel about accreditation and what it has done for them. How do they feel about the fees, the events, the benefits? NA

How many designers were grandfathered? How many take the exam each year? What % passed/failed? NA

Describe the structure of RGD - the Chapters don't really know how the whole bureaucracy works. NA

- ie: the board and the examination board - how it all works and how it is funded? What people are paid and not paid? Have you found this difficult to set up and make it all work? NA

What have you found difficult about the accreditation process since the name act was passed?

What has been easy? NA

How have educational institutions responded to the accreditation process? How is accreditation being approached with /promoted to design schools? NA

5. Increase Communication

5.1 Web Sites:

Our Chapter does not have its own web site.

We have focused our energies on using GDC.NET, and have held a free workshop to train our membership.

5.2 Mailings:

No postal mailings were delivered this year.

Images of mailed items. NA

5.3 Emailed PDF files, digital-based event invitations, and old fashioned telephone calls were used with members.

6. Other Information

6.1 Milestones in 2001 included our GDC.NET Workshop and Cynthia Hoffos Farewell.

6.2 Short-term and long-term goals include maintaining the momentum for the Chapter, SK S merger discussions.

6.3 What is your biggest challenge in 2002?

A merger with the SK S Chapter might be a good initiative, and National input would be of interest in this regard.

We encourage you to bring printed samples to the AGM for browsing or distributing.