Join a nationwide network of future trendsetters.

AIGA student groups offer aspiring professionals the opportunity to get involved, create community, and build leadership skills.

There are more than 200 AIGA student groups at college campuses across the country. AIGA encourages the formation of student groups and is committed to developing these groups as a way of encouraging students to take the first step in demonstrating a commitment to their professional interest and assisting them in understanding the profession.

As the largest professional association of designers in the world, AIGA is committed to advancing the value and impact of design, both locally and globally, and working together to inspire, support and learn from each other, at every stage of our careers. Together we can do amazing things.

Get started as a Contributing member with your student group for just $50 a year.

→ aiga.org/join
Students represent tomorrow’s professional designers and the future of AIGA. When student members organize to become student groups, they serve as a microcosm of AIGA—complete with their own board, programming and needs for community, inspiration and organization—and cultivate the next generation of design leaders.

Forming an AIGA student group is the single best link between student life and professional practice. Guided by faculty advisers who actively support them, student groups become leaders of on-campus programming and events, uniting students into a larger community and preparing them better for their careers as professional designers.

Student group members will:

• Gain access to leadership training and skills through their local chapter boards
• Connect directly with professional designers—both locally and nationally
• Gain first hand experience and exposure by volunteering at the annual AIGA Design Conference.
Requirements

- Each student group must have a faculty adviser.
- The group must have at least 10 students with active AIGA memberships at all times.
- The faculty adviser must submit the agreement form to start or continue a group. Agreements are due once a year to renew.
- The faculty adviser is required to maintain a current roster of who is in the group. Any changes should be updated on the user dashboard (see pages 9-10 for instructions).
- The faculty adviser must encourage students to keep their contact information updated (e.g., email, change of address, graduation date, major) by logging in to their own profiles at my.aiga.org.
- The faculty adviser is required to complete a year-end survey provided by AIGA Membership outlining the group’s activities throughout the year. This survey must be completed by July 1.
- The faculty adviser is responsible for communicating with both the AIGA headquarters and their local chapter in regards to organizing programming and funding.

Group Structure

**Student group** - the collected students from a single college or university, consisting of a minimum of 10 AIGA student members.

**Faculty adviser** - the faculty leader of the student group and the liaison between the student group, school, AIGA headquarters, and their local chapter.

**Student group president** - the group leader and liaison to local chapter. This person is strongly encouraged to connect with their local chapter board and report on the activities of their student group, attend board meetings and local chapter events whenever possible.

**Student officers** - assorted roles for other student members who lead the student group with the president. These positions may be modeled after the local chapter board. At best, the student officers also become active volunteers for the chapter.

See suggested roles on following page.
Student officers

An effective student group requires leadership by members of the group. Student officers are expected to carry the purpose of AIGA and the vision of their local chapter to other members of their group. All those who serve as student officers must be AIGA members in good standing.

Student officer responsibilities include:

- Being familiar with and dedicated towards the mission of AIGA.
- Abiding by the endorsed AIGA standards and ethics.
- Serving as a liaison to the local chapter board.
- Attending all student group meetings.
- Keeping their faculty adviser and national office informed of current contact information.
- Serving as a leader to the student group.
- Actively promote AIGA and their student group.
- Creating and organizing effective events and activities.
- Actively participating in local chapter events.
- Performing duties of office held within the group.

“AIIGA has introduced me to more professional opportunities than I can count—and some of my favorite people too.”

Jennifer Visocky O’Grady, Design Leader
Member since 2002

Suggested leadership roles for student officers:

The number of roles may vary depending on the size of the particular group. Positions should provide a well-rounded structure and allow for each officer to serve a distinct function or role.

- **President** - The president is the leader of the student group and works with the faculty adviser on the agenda of group meetings. The president will also represent the group to the chapter board.
- **Vice president** - The VP assists the president as needed. When the president is absent, the vice president performs the president’s duties, such as introducing speakers and leading student group meetings.
- **Secretary** - The secretary maintains the group’s records, including meeting agendas and summaries of events and activities. These records should be shared with the faculty advisor and the chapter’s education director.
- **Treasurer** - The treasurer handles money at events, provides a report of current finances at group meetings and assists the faculty advisor in keeping track of funds. The treasurer does not hold funds, however—this responsibility is held by the faculty adviser.
- **Communication director** - This person utilizes all online and in-person tools to keep student members, nonmembers and faculty at the school informed of upcoming events and activities. This includes maintaining the group’s Facebook page and sending out group-wide emails.
- **Programming director** - The programming director outlines the necessary steps for arranging events or group activities. They may also seek other opportunities within the school, with other student groups, and around the community.
- **Membership director** - The membership director assists the faculty advisor in distributing and collecting applications and keeps contact information for each member.
Faculty advisers

Usher in the next generation of design professionals as an AIGA faculty adviser. Help prepare your stand-out students for the field by teaching them skills like event planning, project management, teamwork, and leadership. Consider becoming a faculty adviser and encouraging today’s students to become tomorrow’s design leaders.

Each student group will have one faculty adviser, who must submit a formal agreement in order to activate the group every year. The faculty adviser is the liaison between the students and AIGA, and is responsible for the formation and maintenance of the student group. In return for the extra work required of the faculty adviser to run a successful group, AIGA provides the adviser with a complimentary membership at the Supporter level. Failure to submit an agreement will cause the student group to be deactivated.

Submit your agreement form:

bit.ly/faculty-adviser-agreement

Manage your group online:

We’ve loaded all active AIGA Student Groups in the new portal. To view your student group, log in to my.aiga.org, then click “My Groups” in the menu bar.

Click the name of your school. This will take you to your faculty adviser portal. Once on your faculty adviser portal, you can manage your student members.

You will see a button called “Manage Group Members” in the top right of the page — click there and sort to view these members using the view button on the upper left of the pop-up.

To modify anyone in this view, click the “Edit” button next to their name. The editable fields will appear. The only thing you will need to change is “Status”.

- Students applying to the group will have a status of “Request Submitted”.
- To add a student, change the status to “Active”.
- To decline a student entry, select “Request Declined”.
- To remove a no longer active student, select “Deactivate”.
- Save.

What a student sees on my.aiga.org:

Once a student has logged on to my.aiga.org, they will see “Student Group” as an option along the top menu bar. All members can see this menu; non-members cannot.

If clicked, they will be brought to a menu page of ALL student groups. They can then type the school name in the search bar.

From there, they will only see a list of members and a join button. To request to join, click the “Join” button.

Once they have clicked, the button will turn to “Pending Approval”. If approved, they will then be able to see “My Groups” displayed on their profile on the left.
AIGA student groups should, as much as possible, be involved in programming their own events. Your local AIGA chapter will have its own guidelines for how student members and chapter officers communicate when they have questions or requests for resources, but the following is a recommended system:

- Students at schools without a student group should contact their chapter’s education director, who works with the chapter board.
- Students in a student group should contact the group president and/or faculty advisor, who contacts the chapter’s point of contact.
- Student group officers should contact the faculty advisor, who contacts the education director.
- Many student groups ask the president to represent their school at AIGA chapter board meetings. Some chapters are even large enough to create a separate board made entirely of student group leaders.

Dues reimbursements and funding

AIGA chapters are reimbursed a portion of dues paid by each of their members, regardless of whether the member is part of a student group. Chapters are required to utilize a portion of their dues towards programming and content for student and education audiences. We encourage chapters to develop a mechanism for granting each student group a portion of chapter funds for programming activities on campus.

The amounts and methods of distribution vary by chapter, but it’s important that when a student group needs funding, they know they can rely on their chapter to provide it for them in a reasonable and timely manner. The faculty adviser of the student group should connect with their local chapter to determine the various mechanisms for facilitating this.

Top 10 student groups by chapter:
Brand your AIGA student group

Student groups have several resources at their disposal to help them run meetings, create programming and locate resources.

Most local AIGA chapter boards have a chapter education chairperson who will be the primary contact for your student group. Your local chapter's education director is responsible for distributing the AIGA identity resources for student groups which includes the following:

- An Illustrator file of the AIGA logo and tagline
- An EPS file of the AIGA logo and tagline
- A PDF of AIGA's student group identity guidelines
- The approved AIGA fonts

A student group has two naming options:

- AIGA [School] student group
- [School] AIGA student group

Logo guidelines for student groups:

Student groups must utilize the logo on all communications the same way chapters do, as well as follow the identity guidelines.

Example:

Creating social pages:

Follow the naming guidelines listed above for your page or handle, and use the main AIGA logo as your profile photo.
Tips for a successful student group

Have a goal or mission for the group - The first meeting of the school year should address a mission or set of goals for that coming school year. What does the group want to accomplish? Some examples might be: increase membership, have more design education events, have more field trips or studio tours or hold fundraising activities so students can attend distant events like the AIGA Design Conference.

Be a part of your local chapter - Look to see what your chapter has planned for the coming year. This helps you from hosting overlapping or conflicting events, and helps you consider what kind of programming your group can put on. Be sure to promote the chapter’s events to your fellow students, and try to organize carpools or supplemental “on the town” activities that will encourage more students to attend chapter events.

Create effective events and activities - When creating events for any group of people, always begin by polling the target audience for what their interests are. In the case of student groups, your target audience is you. Ask yourself what you want to see from a student group. What’s missing that can be done easily? What can benefit the widest possible group of students? What would supplement what you’re learning in classes and studios?

Plan programs well - Your group will have a much better experience if your programs are considered with careful planning and preparation. Use budget sheets, event timelines, communication plans and other documents that cover every detail of your program.

Keep things simple, inexpensive and fun - Planning and programming is most effective when it’s all three of these. Ask yourself, “What’s the main goal of this event?” Is it to educate fellow students? Inspire them? Bring them together? Try to stick to the main goal like it’s a mission statement.

Have regular meetings - The student officers should work with the faculty advisor to select a regular meeting schedule. Advertise these meetings for the benefit of other students who may wish to serve as officers or get involved in the group’s activities. This can be done through Facebook, by email or with flyers posted around campus.

Meet your chapter board members - Encourage the education director and president to visit your school when preparing to start a student group or for kicking off a group’s programming year. If neither of these can visit your school, ask another board member to do it.

Keep all students informed and included - Your entire student group will likely meet less frequently than your student officers. But to have a successful student group, all students need to know what’s going on with your group. AIGA strongly recommends holding an event that kicks off each semester as a way to get everyone to meet each other and stay informed about upcoming activities.

Be creative - It’s what design students are naturally great at!
Get more involved

Network and volunteer with your local chapter
Volunteering is a great way to meet other creatives with similar interests, hone your professional craft, as well as give back to the creative community. Build your professional network, learn a new skill, and help facilitate change through strategic initiatives with your local chapter.

Portfolio reviews
AIGA chapters and student groups plan regular portfolio reviews to help emerging designers prepare for the next step in their careers. Organized by the local chapter, a portfolio review is a day-long event that invites AIGA members and other professionals to review student members’ portfolios.

Participate in local chapter workshops and competitions
Local chapters often have student design competitions on an annual or bi-annual basis that align with university semesters. Students can get more involved by attending chapter hosted workshops that range in focus from professional development building, acquiring new technical skills, panel discussions, and more.

Stand out in the crowd and get more exposure for your work
As an AIGA member, your enhanced profile page can help you network, promote your work, and make connections. Update your my.aiga.org profile to take advantage of these amazing features. You can also create a Behance portfolio and add your name to the AIGA member portfolio gallery.

Ideas for engaging programming
- Studio tours
- Portfolio reviews
- Student buddies + mentorship
- Skill workshops
- Alumni panels
- Student board meetings
- Resume work sessions
- Guest lecturers
- On campus Design Week
- Mock interviews
- Personal branding workshop
- Professor swaps
- Job shadows
- Attend chapter events
- Movie nights
- Typeface scavenger hunt
- Work sessions and critiques
- Fundraising programs
- Community service
- Pinup shows + exhibitions
- Connect with other student groups
- Strategic Initiatives
AIGA member Angela Niemi said, “AIGA membership fuels my desire to learn and be an active member of the community.”

Angela Niemi, Supporter
Member since 2013

Free access to the Design Conference

AIGA recruits approximately 80 conference volunteers to help run the Design Conference in October every year. Total working time during the conference is expected to be approximately 30 hours, and conference associates receive complimentary conference registration. Additional activities that require pre-registration are not available to conference associates, as their on-site duties take precedence. Conference associates must be current AIGA members, and priority is given to AIGA student groups. In order to fairly offer volunteer opportunities to our diverse membership, there is a limit of five students per school.

To apply, or for more information, contact membership@aiga.org.

Volunteers at AIGA’s 2016 Design Conference, Las Vegas
The national AIGA office is here to help your student group succeed.

If you have any questions, please email studentgroups@aiga.org or call 212.710.3132.

Other online resources:

- AIGA Career and Education Guide
- WorldStudio Scholarship
- How to find your first design job
- Design job listings
- Free subscription to Skillshare for AIGA members
- Commitment to Community resource hub