

**RGD**

DESIGNERS

DESIGNERS

# **Membership Committee Annual General Meeting Report**

Presented by: Elyse Maxwell RGD  
April 20, 2024

# Membership Numbers\*

**Certified RGD 848**

**Provisional RGD 339**

**Affiliates 424**

**Junior Affiliates 70**

**Teams 41**

**RGD Emeritus 185**

**RGD Emeritus+ 14**

**Students 2538**

\*As of March 8, 2024

# Member Orientation

Run & investigate ways to support and improve the monthly orientation meetings for new members to RGD.

- Orientation sessions run on a monthly basis (excluding summer), including special sessions geared towards students
- The launch of the new RGD website required an update to the deck and walkthrough at the beginning of 2024.
- Participants express strong interest in joining communities, and volunteer opportunities.



# Mentorship

Provides Provisional and Jr Affiliate members a chance to connect with an industry professional and benefit from their unique insight over a series of one-on-one calls.

- 43 mentors were matched with 44 mentees in 2023



# Slack

Investigate how to utilize Slack to best support our membership and increase engagement.

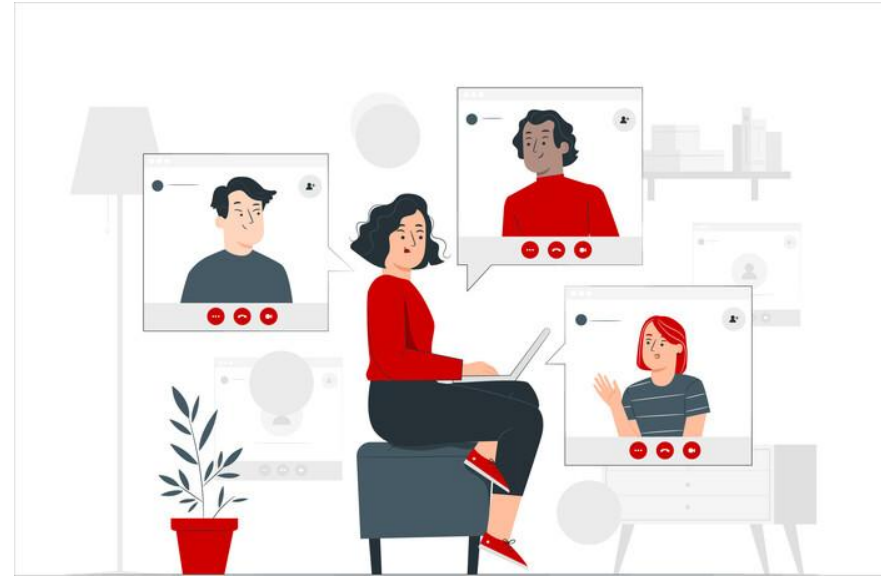
- Ongoing review of channels for engagement and relevance, removal of inactive channels.
- The accessibility channel has some of the most participation from a wider group of people.
- Increasing engagement to a wider base of participants is a key challenge.
- In the process of collecting testimonials for promotion of the platform to members of RGD.
- Archiving conversations is a manual process, so eliminating inactive channels is one way to cut down on the time commitment required for that process.



# Virtual Communities

Examine ways to support and develop the existing virtual communities.

- There are currently 6 virtual communities including a new group for illustrators, and the relaunch of the 2SLGBTQIA+ group.
- Adding a new community for Experiential Designers
- Quarterly surveys provided key insights on the status and needs of participating communities:
  - Engagement is the main challenge. Groups with 30+ members have better participation.
  - Co-leaders may ease the burden of posting/organizing meetups.
  - Virtual community pages on the new RGD site are being updated for accuracy.



# Book Club

A virtual bi-monthly book club featuring Q&A sessions with authors, and break-out discussions for participants.

- Launched at the beginning of 2023
- Has held 7 meetings to date
- Guest authors: **Bob Hambly, Ellen Lupton & Kaleena Sales, Kelly Small RGD, Dori Tunstall, Christoph Niemann, Mike Schnaidt, Paula Scher** (Recordings can be found on the RGD website).
- Published 3 gift guide articles, plus recaps on RGD.ca
- Hosted a sold-out *Design Writing Unleashed* panel at DesignThinkers Toronto
- Members connect between meetings on a dedicated slack channel

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VIRTUAL

BOOK

CLUB

RGD  
BOOK CLUB

Learn more and register at [www.rgd.ca/book-club](http://www.rgd.ca/book-club)

COMPULSIVE, DYNAMIC  
AND IRRESISTIBLE  
DESIGN LITERATURE.

EXTRA BOLD



LIFELONG LEARNING,  
VIBRANT NURTURING AND  
CREATIVE DISCOVERY.

ELLEN LUPTON



POSITIVE, STIMULATING  
AND THOUGHTFUL  
INTERACTIONS.

KALEENA SALES



# Creative Earners 2023

To encourage creative professionals to contribute their 2022 salary and billings information through a more inclusive survey that will better represent the diverse creative professionals who work in the design industry.

- The survey closed with 3343 completed responses
- Results were published in December 2023
- So far the report has been downloaded 1903 times
- The plan is to launch the next survey at DesignThinkers Toronto 2024

2023 Creative  
EARNERS

RGD

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CONTENT EDITOR



# Branding Awards

This award aims to recognize local and international design and branding firms, in-house creative teams and students for their work in branding, brand refreshes and elements of branding such as motion, logos, packaging and websites.

- The program launched in 2023 with 658 entries. 65 awards were presented.
- Submission deadline for the 2024 awards will be June 13, 2025
- Awards will be presented at DesignThinkers Toronto 2025



# In-House Awards

The In-House Awards offers an opportunity for in-house creative teams to be recognized for their work.

- We have received 257 entries for 2024
- 68 awards and an exhibition of work will be presented at DesignThinkers Vancouver 2024, May 27-28

DESIGNERS  
SUPPORTING  
DESIGNERS

# RGD In-house Design Awards



# Thank you to our Members

## **Certified RGDs**

Esther Sunghee Byun

Ian Chalmers

Ruth Farrugia

Valerie Giffin

Teressa Kelly

Kuba Krystyniak

Brent Long

Kyle Schruder

Sheree Stephenson

Elyse Maxwell

## **Provisional RGDs**

Olivia Baker-Sullivan

Sissa Morgado

## **Affiliate**

Dustin O'Donnell

## **RGD Emeritus**

Rod Nash

## **Former Committee Members**

Evelyn Csiszar RGD

Megan Rousseau RGD

Diego Casco RGD