



AIGA Minnesota

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AIGA Minnesota Job Description Director (or Co-Directors) of Education

Purpose of Position

To oversee the Chapter's education activities, by developing and nurturing relationships between AIGA Minnesota and regional educators, schools, student groups and students. To act as an advisor to and liaison between the Chapter board, educators and students to ensure that Chapter activities address critical education issues and student needs. To supervise and work with the student representative to ensure that Chapter programs and communications strategies offer educationally enriching opportunities. To ensure that AIGA Minnesota's education objectives are aligned with AIGA national initiatives as well as our Chapter's purpose statement.

General Responsibilities

1. Education Committee: establish annual goals and initiatives, recruit members and student advisors, run bi-monthly meetings, and submit monthly board report.
2. Communications: encourage student and faculty members to participate in all AIGA Minnesota events through emails, Distiller, Facebook Student Community and Twitter. Survey students and faculty about needs and wants, and respond appropriately.
3. Campus visits: visit as many campuses as possible, deliver Why Join? Keynote presentation, encourage AIGA student membership, and—most importantly—bring cupcakes.
4. Recruitment: work with the Associate Director of Student Affairs to promote and manage student group discounts. Answer membership questions.
5. College connections: actively communicate with design educators, faculty advisors, students – between AIGA and the schools, and from campus to campus.
6. Budget Management: confer with the Chapter treasurer about the use of funds for campus visits, scholarships, student group initiatives and communications.
7. Career offices: manage a list of college career offices as an internship and hiring resource for firm principals and corporate design managers.
8. Portfolio 1-on-1: be an enthusiastic presence at the event, plan the faculty forum, give the AIGA Minnesota scholarship and the Design Camp® scholarship, work with the Associate Director of Student Affairs to organize the student social on Friday evening.
9. Design Camp®: gather students and faculty, make contacts, discuss needs, offer special student programming.
10. High School (or younger) outreach program: serve as liaison to local schools for educational programs such as Create! Don't Hate and The BrandLab.
11. Art Buddies: help recruit students and faculty to participate.

Required Areas of Expertise and Work Experience (required)

1. Minimum 5 years experience in professional practice in education or related/affiliated field
2. Be an active member of the design education community and/or have a long-standing interest in educational issues
3. Exceptional communication, organization and leadership skills



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4. Confident and able to take initiative with little direction
5. Previous team or committee experience (in any capacity); must be a team player

Critical Knowledge and/or Skills (preferred)

1. Previous AIGA committee experience
2. Previous experience leading/working with students

Teams & Resources

1. Associate Director of Student Affairs and Student Advisors– assist in the development of Student/Educator Chapter programs and student group initiatives
2. Education Committee – work with committee members to achieve our goals and implement initiatives
3. Membership Director – help identify student member needs; serve as resource for student member relations
4. Programming and Communications teams – identify areas of opportunities for student members and communicate to respective teams as necessary

Powers, Nomination and Term

1. **POWERS:** Voting member of the AIGA Minnesota board of directors.
2. **NOMINATION:** Nominated by any AIGA Minnesota member or self-nominated for consideration by the AIGA Minnesota nominating committee; appointed to the slate by the nominating committee; ratified to serve on the board by majority vote of the membership.
3. **TERM:** 2 years, with option to reapply for second and third term. Not to exceed maximum of 6 consecutive years of (voting) Chapter board service.