



9 June 2010

### Greetings GDC Members,

I'd like to introduce myself as the new President of the Society of Graphic Designers of Canada (GDC) for 2010–2012. I take over from Rod Roodenburg who is now Past-President.

I'm sending you this note today to inform you of **important proposed membership changes** the GDC Council voted on at the 2010 AGM in Vancouver. Following the voting, it was brought to our attention that not **all** GDC members were notified of the proposed Constitutional changes 60 days in advance as required in article 35.7 of the GDC Constitution:

**35.7** Proposals to **substantively** modify a bylaw or bylaws must be circulated to every member in good standing to his or her last address or e-mail address recorded in the records of the Corporation at least 60 days prior to the meeting at which they are to be presented.

This would have allowed **the entire GDC membership** opportunity to review the proposals and to contact their National Representatives to inform them of their opinions before they voted at the 2010 Annual General Meeting (AGM). Your Chapter National Representatives are your voice on National Council.

The National Executive (NEX) sought professional advice and the recommendation we received was to provide our entire membership with the motions as amended, convene an extraordinary meeting of the GDC National Council no less than 60 days after circulating the proposals, **and vote again** on the proposals. *To give every member ample opportunity to get in touch with their National Representatives and to make your opinions known, and to avoid this interfering with summer holidays and vacations, we are extending the 60 days to 90 days.*

#### **Please be advised that these proposals:**

- **eliminate the LGDC category and replaces it with a new category, Provisional, with modified criteria;**
- **change the name of the Associate category to Affiliate and restricts graphic designers from that category;**
- **delete the Graduate category;**
- **change the MGDC professional designation to CGD (Certified Graphic Designer) which, during voting, changed to CCD (Certified Communication Designer).**

Following is the purpose and preamble to give you a sense of the motivation behind these changes:

### **Proposed Membership Category Constitutional Changes brought forward by the National Membership Committee**

#### **Purpose**

- Increase the value of certification and recognition in the marketplace
- Adapt to online applications
- Make the upgrade path logically coherent
- Minimize abuse of membership categories

#### **Preamble**

At the AGM in 2007, the membership structure was updated to reflect a changing educational landscape, improve upgrade paths, and adjust requirements for application to LGDC/MGDC to help increase successful reviews and maintain the GDC's belief in the value of education by mandating a set number of years of education and/or experience.

These changes were an important step in making our organization more accessible and more professional. The goal now is to further simplify our categories, strengthen our brand, and effectively deal with our new online application system.

Throughout the past year, a variety of issues, problems and solutions were brought forward through an ongoing discussion with the National Executive and Chapter Membership Chairs. While there was not consensus on the details of the solution, it was agreed that proposals should be brought forward for discussion, amendment if needed and vote at the National

Council. **In this light, the following recommendations for changes to the membership categories and designations are being presented:**

1. Establish a new **Provisional Category** for online professional applicants awaiting a portfolio review, graduates of a programme of studies in graphic design and/or those working, freelancing or looking for work in the field of graphic design (see *Constitutional amendment #1*).  
**Licentiate Member Category is replaced by the Provisional Category.**  
No new LGDC applications. Two transition options:  
a) LGDCs have two years to become Professional Members, or at that point, become Provisionals.  
b) LGDCs are grandfathered to Professional Member.
2. Associate Category: **Change Associate to Affiliate and restrict from those working in the field of graphic design** (see Constitutional amendment #2).
3. **Graduate Category: Delete** (see Constitutional amendment #3).
4. Professional Member Category: **Change MGDC to CGD — Certified Graphic Designer** (see Constitutional amendment #4).
5. Correct designations/terms in the Constitution as necessary to reflect approved changes (see Constitutional amendment #5).

**Proposed Executive Committee Constitutional Change brought forward by Member Kirsty Armstrong**

1. 25.5 The Executive shall meet with quorum a minimum of six times in the calendar year with meeting minutes to be distributed and received by National Council Representatives within 30 days of this meeting (see Constitutional amendment #6).

I encourage everyone to review these proposed changes and get in touch with your Chapter National Representatives within the next 90 days and make your opinions known. Thank-you.

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Valerie Elliott	pastpresident.vibc@gdc.net	Chapter Past President, Vancouver Island Chapter
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Sincerely,



Jim Hudson, BDes MGDC

GDC National President 2010–2012



## PROPOSED MEMBERSHIP CATEGORY CHANGES – CONSTITUTIONAL AMENDMENT #1

Submitted by Patrice Snopkowski, Chair, National Membership Committee

### CURRENT ARTICLE

#### 8. Licentiate Member

- 8.1 Each Chapter, on behalf of the President, shall admit every person to Licentiate Membership who applies in proper form and provides evidence satisfactory to the Executive that he or she:
- a) has completed at least five (5) years and less than seven (7) years, in total, of combined graphic design education and professional practice, and
  - b) whose work and professional integrity are of such standards as the Executive may, at its discretion, deem acceptable to it, and
  - c) passes a portfolio review, provides two (2) references from MGDCs and/or employers or clients, and
  - d) is living and working in Canada, or is a Canadian citizen, and
  - e) subscribes to the objectives, general goals and Code of Ethics and Professional Practices of the corporation.
- 8.2 A Licentiate Member in good standing may append after his or her name, following the highest earned academic degree shown, the designation LGDC.

### PROPOSED

Motion to **change Article 8** to read:

#### 8. Provisional Member

- 8.1 Each Chapter, on behalf of the President, shall admit every person to **Provisional** Membership who applies in proper form and provides evidence satisfactory to the Executive that he or she:
- a) **is living and working in Canada, or is a Canadian citizen, and**
  - b) **subscribes to the objectives, general goals and Code of Ethics and Professional Practices of the corporation, and**
  - c) **has the qualifications for professional membership and is awaiting a portfolio review or has completed a programme of studies in graphic design and/or is working, freelancing or looking for work in the field of graphic design.**

**And delete Article 8.2**

### MODIFIED TO

There were no changes or amendments to the proposed motion during the voting process.

### RESULT / WHAT THIS MEANS

**This motion passed with the modifications highlighted in red.**

#### **This means**

- the Licentiate Member Category is replaced by the Provisional Category.
  - No new LGDC applications.
  - Two transition options:
    - a) LGDCs have two years to become Professional Members, or at that point, become Provisionals.
    - b) LGDCs are grandfathered to Professional Member.
- The specific details on how this will work are being worked on over the next year.

#### **Do you agree or disagree?**

**Please inform your Chapter's National Representative and voice your opinion.**



## PROPOSED MEMBERSHIP CATEGORY CHANGES – CONSTITUTIONAL AMENDMENT #2

Submitted by Patrice Snopkowski, Chair, National Membership Committee

### CURRENT ARTICLE

#### 18. Associates

The Chapter Executive, on behalf of the President, may by resolution grant the status of Associate to any person who applies in proper form and who provides evidence satisfactory to the Executive that he or she:

- a) is engaged in the field of graphic design or in an occupation related to graphic design,
- b) lives and works in Canada or is a Canadian citizen, and
- c) subscribes to the objectives, Code of Ethics and Professional Practices and general goals of the Corporation.

### PROPOSED

Motion to **change Article 18** to read:

#### 18. Affiliates

The Chapter Executive, on behalf of the President, may by resolution grant the status of **Affiliate** to any person who applies in proper form and who provides evidence satisfactory to the Executive that he or she:

- a) is actively engaged in a related industry or allied profession
- b) lives and works in Canada or is a Canadian citizen, and
- c) subscribes to the objectives, Code of Ethics and Professional Practices and general goals of the Corporation.

### MODIFIED TO

#### 18. Affiliates

The Chapter Executive, on behalf of the President, may by resolution grant the status of **Affiliate** to any person who applies in proper form and who provides evidence satisfactory to the Executive that he or she:

- a) **is not a graphic designer, but is actively engaged in a related industry or allied profession**
- b) lives and works in Canada or is a Canadian citizen, and
- c) subscribes to the objectives, Code of Ethics and Professional Practices and general goals of the Corporation.

### RESULT / WHAT THIS MEANS

**This motion passed with the modifications highlighted in red.**

#### **This means**

- Associates are now called Affiliates and the category is restricted from those working in the field of graphic design.

#### **Do you agree or disagree?**

***Please inform your Chapter's National Representative and voice your opinion.***



## PROPOSED MEMBERSHIP CATEGORY CHANGES – CONSTITUTIONAL AMENDMENT #3

Submitted by Patrice Snopkowski, Chair, National Membership Committee

### CURRENT ARTICLE

#### 20. Graduate Associate

The Chapter Executive, on behalf of the President, may by resolution grant the status of Graduate to any person who applies in proper form and provides evidence satisfactory to the Executive that he or she:

- a) has graduated within the previous three (3) years from a program of studies in graphic design approved for the purpose by or otherwise acceptable to, the Executive,
- b) lives in Canada or is a Canadian citizen, and
- c) subscribes to the objectives, Code of Ethics and Professional Practices and general goals of the Corporation.

### PROPOSED

Motion to delete Article 20, Graduate Associate

Delete the entire 20. Graduate Associate category.

### MODIFIED TO

There were no changes or amendments to the proposed motion during the voting process.

### RESULT / WHAT THIS MEANS

This motion passed with the modifications highlighted in red.

#### This means

- there is no longer a Graduate Associate category.

#### *Do you agree or disagree?*

*Please inform your Chapter's National Representative and voice your opinion.*



## PROPOSED MEMBERSHIP CATEGORY CHANGES – CONSTITUTIONAL AMENDMENT #4

Submitted by Patrice Snopkowski, Chair, National Membership Committee

### CURRENT ARTICLE

#### 9. Professional Member

- 9.1 Each Chapter, on behalf of the President, shall admit every person to Professional Membership who has entered into professional practice of graphic design, or design administration or design education, applies in proper form and provides evidence satisfactory to the Executive that he or she:
- has completed at least seven (7) years, in total, of combined graphic design education and professional practice, instruction, or administration of graphic design, and
  - whose work, experience and professional integrity are of such standards as the Executive may, at its discretion, deem acceptable to it, or
  - has received professional status in a province which, through legislation, registers or certifies graphic designers, or
  - passes a portfolio review, provides two (2) references from MGDCs and/or employers or clients, and
  - is living and working in Canada, or is a Canadian citizen, and
  - subscribes to the objectives, general goals and Code of Ethics and Professional Practices of the Corporation.
- 9.2 A Professional Member in good standing may append after his or her name, following the highest earned academic degree shown, the designation MGDC.

### PROPOSED

Motion to **change to Article 9.1-9.2** to read:

#### 9. Professional Member

- 9.1 Each Chapter, on behalf of the President, shall admit every person to Professional Membership who has entered into professional practice of graphic design, or design administration or design education, applies in proper form and provides evidence satisfactory to the Executive that he or she:
- has completed at least seven (7) years, in total, of combined graphic design education and professional practice, instruction, or administration of graphic design, and
  - whose work, experience and professional integrity are of such standards as the Executive may, at its discretion, deem acceptable to it, or
  - has received professional status in a province which, through legislation, registers or certifies graphic designers, or
  - passes a portfolio review, provides two (2) references from **GDC Professional Members** and/or employers or clients, and
  - is living and working in Canada, or is a Canadian citizen, and
  - subscribes to the objectives, general goals and Code of Ethics and Professional Practices of the Corporation.
- 9.2 A Professional Member in good standing may append after his or her name, following the highest earned academic degree shown, the designation **CGD (Certified Graphic Designer)**.

### MODIFIED TO

#### 9. Professional Member

- 9.1 Each Chapter, on behalf of the President, shall admit every person to Professional Membership who has entered into professional practice of graphic design, or design administration or design education, applies in proper form and provides evidence satisfactory to the Executive that he or she:
- has completed at least seven (7) years, in total, of combined graphic design education and professional practice, instruction, or administration of graphic design, and
  - whose work, experience and professional integrity are of such standards as the Executive may, at its discretion, deem acceptable to it, or
  - has received professional status in a province which, through legislation, registers or certifies graphic designers, or
  - passes a portfolio review, provides two (2) references from **GDC Professional Members** and/or employers or clients, and
  - is living and working in Canada, or is a Canadian citizen, and
  - subscribes to the objectives, general goals and Code of Ethics and Professional Practices of the Corporation.
- 9.2 A Professional Member in good standing may append after his or her name, following the highest earned academic degree shown, the designation **CCD (Certified Communication Designer)**.

### RESULT / WHAT THIS MEANS

**This motion passed with the modifications highlighted in red.**

#### **This means**

- the MGDC professional member designation will change to CCD (Certified Communication Designer).
- It does not mean we are changing the name or designation of FGDC members.
- It does not mean we are changing the name of the Society of Graphic Designers of Canada.

#### **Do you agree or disagree?**

**Please inform your Chapter's National Representative and voice your opinion.**



## PROPOSED MEMBERSHIP CATEGORY CHANGES – CONSTITUTIONAL AMENDMENT #5

Submitted by Patrice Snopkowski, Chair, National Membership Committee

### CURRENT

GDC Constitution 2009

### PROPOSED

Motion to correct designations/terms in the Constitution as necessary.

Motion to **correct designations/terms in the Constitution as necessary** to reflect approved changes.

### MODIFIED TO

There were no changes or amendments to the proposed motion during the voting process.

### RESULT / WHAT THIS MEANS

**This motion passed with the modifications highlighted in red.**

#### **This means**

- the Corporate Secretary has the mandate to review the Constitution and change numbering (for example the proposed removal of article 20 means that articles following will need to be renumbered), grammar, references to changes that were approved that affect the wording but not the intent of other articles (for example if there is a reference to Associates, it will need to change to Affiliates, etc.

***This is a general housekeeping motion and does not require your feedback.***



## EXECUTIVE COMMITTEE CHANGE – FEBRUARY 2010

Submitted by member Kirsty Armstrong

### CURRENT

25.5 The Executive shall meet from time to time at the call of the President or any two other Executive Members, at a time and place designated by the President or two other Executive Members, as the case may be.

### PROPOSED

#### Constitutional Amendment #6

Item 25.5 of the Constitution's Executive Committee should be amended to read:

25.5 The Executive shall meet **with quorum a minimum of six times in the calendar year with meeting minutes to be distributed and received by National Council Representatives within 30 days of this meeting.**

### MODIFIED TO

25.5 The executive shall meet **with quorum a minimum six times in a calendar year** at the call of the President or any two other Executive members at a time and place designated by the President or two other Executive members as the case may be.

### RESULT / WHAT THIS MEANS

**This motion passed with the modifications highlighted in red.**

#### **This means**

- the National Executive must meet, with quorum, a minimum of six times per calendar year. It cleans up the "from time to time" subjective language.
- It should be noted the National Executive regularly meets 12 or more times per year.

#### ***Do you agree or disagree?***

***Please inform your Chapter's National Representative and voice your opinion.***