ABOUT THE IGDA®

The **International Game Developers Association** is the largest non-profit membership organization in the world serving individuals who create video games. Our mission is to advance the careers and enhance the lives of game developers by connecting members with their peers, promoting professional development, and advocating on issues that affect the developer community.

THE IGDA® IMPACT

Since 1994, the IGDA has been actively engaged in elevating the profession of game developers, advocating on their behalf whenever necessary and providing a pathway for the next generation. This list highlights some of the key accomplishments of the IGDA in just 2014 and early 2015:

- Spoke out about the King.com trademark controversy and subsequently published a "**Position Paper on Trademarks**" to educate developers about IP and trademark issues.
- Designed and conducted the new, annual **Developer Satisfaction Survey** aimed at better understanding the perspective of individual game developers on issues such as industry diversity, their quality of life and employment conditions.
- Supported our **international developer communities,** such as open opposition to a potentially intrusive game ratings system in Mexico as well as the Australian government's withdrawal of financial support for its game industry.
- Enacted a new, explicit **Inclusivity Policy** to be applied to all IGDA-related communities and activities.
- Facilitated **IGDA Scholars** groups at GDC, E3 and TGS to help upcoming graduates gain positive exposure to the game industry and be partnered with key mentors in their fields.
- Coordinated with the FBI on **cybersecurity threats to game developers**, including the grievous harassment and doxing issues that came to light during the #GamerGate controversy, and launched an Online Harassment Resource Center.
- Partnered with Intel in their broad-based multi-year "Diversity in Technology" initiative to **increase the number of women and people of color in the game industry**.

WHY YOUR SCHOOL SHOULD BE AN IGDA® ACADEMIC AFFILIATE

The IGDA Academic Affiliate Program is a key method by which educational institutions can support the mission of the IGDA and help us continue making a positive impact worldwide. By joining the Academic Affiliate Program, a school sponsors the IGDA while its students gain an individual IGDA student membership, which instantly connects them with the global community of game developers.

EMPOWER YOUR STUDENTS

Your most valuable asset is your students and as an Academic Affiliate, all of your students (or a specific number designated by you) will become individual IGDA student members. As such, they receive all of the great benefits of being a student member of the IGDA, including numerous discounts on industry events around the world (including GDC events), discounts on publishers, tools and other tangible benefits. They will also be eligible to participate in our IGDA Scholars program to directly connect them to the game industry and mentors in their field. In addition, your students will be able to connect locally and internationally with their peers and professionals via IGDA Chapters and seek professional development opportunities via our Special Interest Groups and forums.

SUPPORT THE GLOBAL COMMUNITY

By signing up as an Academic Affiliate, you are empowering the IGDA and are openly supporting the IGDA's mission to improve the game industry through the well-being and professional growth of your students. To recognize this vital support, the IGDA provides the following key benefits to our Academic Affiliates:

- IGDA.org presence: One custom profile page for your academic institution on the IGDA website.
- Job board: Ability to post up to 5 academic job openings per year on the IGDA job board (coming soon; additional postings are available at a nominal cost).
- Webinar: Opportunity to present a game development topic via an IGDA webinar (no direct sales/promo topics)
- Marketing: Opportunity to distribute information/swag at select events in which the IGDA participates (GDC, E3, etc.; school is responsible for providing and shipping the items).
- Annual academic institution highlight in the monthly *IGDA Perspectives* newsletter about your school program, student culture, etc.
- Occasional academic institution highlight in the weekly *IGDA Insider* email.
- Research: Opportunity to help distribute the annual Developer Satisfaction Survey amongst your students.

PROGRAM FEES

The cost of becoming an IGDA Academic Affiliate is based on a simple calculation of the Student Membership rate of $30/year (U.S. dollars) multiplied by whichever number of students you wish to cover.

Example: If your school has 150 students, your annual IGDA Academic Affiliate cost would be $4,500.

Support your future game industry professionals and the mission of the IGDA.

For more information about becoming an IGDA Academic Affiliate or to sign up, please email: academics@igda.org