

ACM SIGGRAPH EC Meeting Minutes

Saturday, January 30, 2016 – Sunday, January 31, 2016
Smith-Bucklin Offices, Chicago, IL

Attendees (20) – Brian Wyvill, Jessica Hodgins, Ashley Cozzi, James O’Brien, Mona Kasra, Jerome Solomon, Farrah Khan, Paul S Strauss, Jeff Jortner, Dave Shreiner, Mark Barr, Scott Owen, Alain Chesnais, Richard Chuang, Rebecca Strzelec, Roy Anthony, Cindy Stark, Mark Thorsby, Carol Currie, John Petrick

Smith Bucklin Workshop – Saturday, January 30, 2016

Introductions

- **Roy Anthony** - new Conference Chair (2018)
- **Richard Chuang** – new Advisor to the CAG

Mark Thorsby Presentation: Governance and Executive Strategy

- Governance and Executive Strategy workshop, focused on Mission, Vision, Strategy, Goals, Objectives, Rules, Procedures. Reviewed Survey responses and conducted Group Workshops.
- Action items:
 - Rebecca, Jeff, James Evan, Mark Thorsby: Create organizational outline
 - Rebecca, James Evan, Mark Thorsby: Follow up meetings with Mark
 - Jeff: Explore additional support options with ACM

EC Meeting Agenda – Saturday, January 30, 2016

Attendees (18): Brian Wyvil, Jessica Hodgins, Ashley Cozzi, James O’Brien, Mona Kasra, Jerome Solomon, Farrah Khan, Paul S Strauss, Jeff Jortner, Dave Shreiner, Mark Barr, Scott Owen, Alain Chesnais, Richard Chuang, Rebecca Strzelec, Roy Anthony, Cindy Stark, John Petrick

Approval of November internal meeting minutes (Jeff)

- Will postpone vote until we can present public minutes

SIGGRAPH Asia Report (Alain)

- Preparing for Macau, looking for 2017 site with two bids in. We will go back to Japan on a regular basis, alternating between Hong Kong and Macau. Exploring feasibility of other sites.

Working with KM on contract details.

Bogota status report (Brian)

- Extending Bogota conference with an academic part, gaining support with the Columbian government to help underwrite. Minister declares when conference happens, unfortunately coincides with SIGGRAPHY (Brazil)
- Action Item
 - Brian: Report on outcome

PhD Award Update (Brian)

- Ming has done a great job.
- Working on getting the word out, soliciting theses. Working around challenges with SIGGRAPH mailing list, balancing restrictive use of list and consolidation of communications. Email subscription service is difficult under current system architecture.
- Trying to determine if there will be issues with adding another award on the stage during presentation.
- Action item:
 - Ashley to follow up on identifying an ACM resource for press releases

Nominations Update (Scott)

- Slate went out in January, posted to ACM site. President asked for bylaw change to align with conference, and was approved. Start date of election will be shifted, so there isn't attrition. ACM membership number will be included in email.

Conference Journal Proposal (Jeff)

- Working to determine if proceedings from specialized conferences should go into a journal provided by ACM. We are only SIG that publishes proceedings. Desire to distinguish between standard and proceedings-based journal, approved per conference, then involved on an ongoing basis
- Action item
 - Jessica to work on Conference Journal implementation details

Specialized Conferences – Pay for RegOnline Costs? (Jeff)

- ACM is currently paying for three different submissions tracking packages, propose using RegOnline to streamline efforts.
- **Motion: Approve SIGGRAPH paying for use for RegOnline for Specialized Conferences, for currencies in US, CAN, Euro**
 - Moved: Jessica Hodgins

- o Second: Brian Wyvil
- o Yes (6): Jeff Jortner, Jessica Hodgins, James O'Brien, Dave Shreiner, Evan Hirsch, Brian Wyvil

Computer Research Association -Women Grad Cohort Allocation (Jeff)

- **Motion: Vote to approve Computer Research Association -Women graduate student travel funding of \$15,000**
 - o Moved: Brian Wyvil
 - o Second: Evan Hirsch
 - o Yes (6): Jeff Jortner, Jessica Hodgins, James O'Brien, Dave Shreiner, Evan Hirsch, Brian Wyvil

Conference Session Recording and SVR

- Exploring how to record, stream and distribute digital content. Discussed benefits of working with vendors, distribution of digital content, turnaround time, legacy content, costs, long term strategy, and potential revenue streams.
- Action items:
 - o Jeff to send out all information to EC
 - o Jeff, Rebecca, and Cindy to provide proposal/benefit analysis in 30 days

Attendee tracking

- Discussed value in having attendee tracking, at what cost/importance level, what to do data (reporting and visualization), what type of registrant. RFID is easiest to implement solution. Discussion regarding passive or active tracking, venues, and budgetary considerations. Motion to spend \$75k on RFID tracking, with additional vote required for any additional spend.
- **Motion: Authorize spending up to \$75,000 of budget for RFID tracking, additional vote required for any additional spend**
 - o Moved: Evan
 - o Second: James
 - o Yes (6): Jeff Jortner, Jessica Hodgins, James O'Brien, Dave Shreiner, Evan Hirsch, Brian Wyvil

Zoom Conferencing

- Used for EC Chairs call, once we work out details, will share with the larger group.

SIGGRAPH Next (prep for joint discussion)

- TED-type presentation for SIGGRAPH Next. Ramesh has people lined up to help/present. Different schedule than technical sessions. What is impact on conference?
- Action Item:
 - Ramesh to provide a report, roadmap

CCC Project on the Future of Graphics (Jessica)

- Working on Future of Graphics Programs with CCC, they will wait until we morph it. Got traction on Future of the Field. They would fund about a dozen people to come together for a meeting. Will prepare an initial draft, and identify contributors
- Action Items:
 - Jessica to further investigate proposing a future of graphics workshop to the CCC

EC Meeting Agenda – Sunday, January 31, 2016

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S2015 Update (Mark Barr)

- Conference was profitable, some figures still being settled. Attendance and quality-wise it was successful, feedback was complimentary. Post press was favorable. Platinum access was well received. Efforts were well supported by EC.
- Discussion on what to do differently in the future, issues, positives, policy reminders, review of current positive fund balance, and strategic opportunities for investment.

SIGGRAPH 2016 (Mona/Cindy)

- **Registration Categories**
 - Scaled down the number of categories while improving what you get
- **Registration Fees and Increases**
 - Reassessed some figures to be closer to other conferences, with an emphasis on simplification and value. Simplification of session titles, workshops. Change to Family Policy. Return of Exhibits Only registration.
- **Presentation of 2016 Budget**
 - Current budget projections are balanced, expecting to receive income donations
- **Income assumptions**
 - Projections re: Select Conference One-Day (10%) vs. Full Conference One-Day (90%) passes based on S2013 actuals. Expecting a decline in Full Conference

registrations. Charging Exhibitors a nominal Exhibits Fast Forward. Renegotiated Job Fair contract.

- **Budget Shortfalls**

- Exhibits Revenue trending -2%, an all-time low, exhibitors are scaling down. Companies are paying for hotel suites to host parties, rather than rent meeting rooms. Annual increases to exhibits floor pricing doesn't really affect revenue. Use display boards to help manage crowd flow? How to scale pricing.
- Action Item:
 - Evan and Dave to investigate downward trend with Exhibits Revenue and propose a recommendation. Roll this into Revenue Streams discussions.

- **S16 Conference Administration Fees**

- S16 Financial Costs – Past conference administration contract costs are in current year budget
- Action Item
 - Contract costs to be covered by Reserve Fund request. Jeff, Rebecca, and Mona: Will work out details and make a present proposal to Reserve Fund committee

- **Balancing the Budget**

- Discussed accommodations to balance the budget, including minimization of costs, reduction of production sessions, better electrical ordering, reducing travel costs, and reduction of reliance on discretionary funds.

- **Ambiguities**

- Not sure how SIS project management and fee allocation is handled across S, SA, and Org. Need provisions for ad hoc work as well as larger expenditures/structural changes that require committee approval.

- **Org Gatekeeping Social Media Channels**

- Believed that Marketing efforts related to social media are gated by Communications Committee - no access to metrics, can't download and repurpose content, inability to modify descriptions, CTA and annotations to enhance social media. Problem is larger than just posting, extends to web architecture. (YouTube was actually only gated channel)
- **Motion: Give Smith Bucklin access to post, edit, download, delete content to YouTube, Facebook, and Twitter**
 - Moved: Evan Hirsch
 - Second: Paul S Strauss
 - Yes (5): Jessica Hodgins, James O'Brien, Dave Shreiner, Evan Hirsch, Brian Wyvill
 - No (1): Jeff Jortner

- **First Time Exhibitor Package**

- Normal rate, with extra benefits

- **Experience Hall Donations**

- Reduction in exhibit cost, heavily reduced costs to purchase Tech Talk slot

- **Virtual Exhibition map, advertising/voucher, digital document sharing**

Approve S2016 Budget

- **Motion: Approve S2016 budget as presented**
 - Moved: Brian Wyvill
 - Second: Dave Shreiner
 - Yes (4): Jeff Jortner, Jessica Hodgins, Dave Shreiner, Brian Wyvill
 - Abstain (1): James O'Brien
 - Absent (1): Evan Hirsch

CG&A track for SIGGRAPH or SA (Scott)

- We will not introduce an IEEE/CG&A Track at SIGGRAPH Conference.

International and Scoop Review Update (Jeff)

- Scoop provided support over 50 trailers, contributor stories, etc. for conference at SA2015. Number of views are nominal. Falls under Communications Committee budget. They help run international center, social media in other countries, localization/translation, and man the SA booth during conference. Are we getting good value out of Scoop? Or diluting our own content?

FY2015 Fund Review

- Given healthy balance, should think about investment projects, new income channels. Do we need a strategic investment committee? We have a mechanism online to capture investment proposals, and have it brought forward to a board member. Provisions for investment, travel grants, etc. Treasurer usually makes a recommendation on how much money we should dedicate to strategic projects.

Strategic Investment

- Governance needs to establish priorities, and bring forward proposals that benefit all SIGs to SIG governing board (volunteers). ACM will act based on approvals/changes by board, but ACM has to prioritize resources. SIGs need to forward look at trends and technologies.

Google Apps Update (Jeff)

- Scheme has been worked out, allowing access to share via personal accounts. Access will be easier to manage, and should roll out in the next 30 days. Will do a small rolling integration.

Motions

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