ACM SIGGRAPH EC and EC/CAG Meeting Minutes
Friday 05/15/2015 – Sunday 05/17/2015
Renaissance Chicago O'Hare, 8500 W Bryn Mawr Ave, Chicago, IL, 60631 - (773) 380-9600

EC Attendees (20) - Jeff Jortner, Kristy Barkan, Jessica Hodgins (absent Friday), Masa Inakage (absent Sunday), Evan Hirsch, Brian Wyvill (~8:00pm arrival Friday), Bob Berger, Tony Baylis, Jacki Morie, James O'Brien, Ramesh Raskar (absent Sunday), Scott Owen, YT Lee (remotely), Jackie White, Barb Helfer, Colleen Case, Brad Lawrence, Tom Appolloni, Dave Shreiner (absent Friday), Ashley Cozzi, Farrah Khan

Minutes: Kristy Barkan, ACM SIGGRAPH Project Manager

FRIDAY, MAY 15

1. **Affiliation agreements (Scott + Jeff, 15-20 mins)**
   a. An overview was provided of our current affiliate process and strategy, in response to some questions that were posed about multiple affiliates in the same geographical area (Brazil), with the same focus (animation).
   b. It was suggested that the EC take a closer look at organization/festival credentials to make sure each potential affiliate is established and that it makes strategic sense to partner with the group.
   Consensus: There will be a follow-up with the two recently-signed affiliates after their festivals conclude, to confirm that the agreements are in line with ACM SIGGRAPH's strategy.

2. **EG / ACM / SIGGRAPH in-coop (Scott + Jeff, 15 mins)**
   a. There has been some discussion about being in-cooperation with EG or IEEE across the board for all events. Jeff and Brian have looked at the financials; specifically, how it would impact conference revenue if all EG members received registration discounts at SIGGRAPH. Jeff and Brian need to follow up on this further, and if the agreement is made -- whether it should be across the board or for individual conferences.
   Action Item: Brian and Jeff to follow up on this and get more information before a decision is made.

3. **IEEE VGTC / ACM SIGGRAPH MoU (Scott, 10-15 mins)**
   a. A potential cooperation agreement with IEEE VGTC has been drawn up, with some modifications from the standard ACM SIGGRAPH affiliate agreement. The agreement would pave the way for high-quality visualization content at SIGGRAPH or SIGGRAPH Asia.

4. **(Tangental Strategy Discussion)**
   a. The point was made that SIGGRAPH may have become too narrow in focus over the years, and ways should be found to broaden the organization and conference's appeal.

5. **Information Services Chair appointment (Scott, 15 mins)**
   a. Aaron Hosier has been the chair for the last three years, and has reapplied for the position.
   b. The nominations committee recommends Aaron for a second term.

Motion: To reappoint Aaron Hosier as the information services chair for another three year term. Motion passed.

6. **Cherri Pancake's motion about retirees (Scott, 15 mins)**
   a. At a recent SGB meeting, Cherri Pancake suggested that all of the SIGs agree to allow retirees to register for conferences at student rates and pay for their memberships at student membership rates
   b. For this proposal, retirees are defined as people who: 1) have been in the field at least 10 years, and 2) are at least 60 years old
   c. Cherri later modified her proposal (after feedback from ACM SIGGRAPH that it would significantly impact the SIGGRAPH conference revenue) to state that retirees be offered student membership rates, but pay standard registration fees
   d. Scott believes this motion will pass
   e. It was suggested by an EC member that people over 60 who are employed should not receive this discount, and that we might add a checkbox for people to confirm their retirement status. This would create four membership categories: student, standard, pioneers and retirees.

7. **Expanded open access option (Jeff, 15 mins)**
   a. Starting with SIGGRAPH 2014, SIGGRAPH content has been made available to everyone at no cost, through open access links found only on SIGGRAPH.org. These links stay active for a period of one year after the conclusion of each conference. Once the links expire, the content is only available to members or those willing to pay for individual downloads.
   b. ACM is now offering its SIGs the option to offer open access links that never expire, so content can always be accessed for free (only through SIGGRAPH.org, however -- anyone entering the ACM DL directly would not see the open access option).
   c. If ACM SIGGRAPH were to decide to extend the open access period indefinitely, it would have a financial impact in the future, as the Digital Library revenue would likely decline.
   d. One meeting attendee mentioned that offering continual open access would decrease the value of ACM SIGGRAPH membership.
   e. Other meeting attendees pointed out that the loss of income could be significant.

   Action Item: Jeff to follow up with acm and get more information on this option.

8. **PhD Award Chair recommendation (Brian, 15 mins)**
   a. Brian would like to propose Prof. Min Ling of UNC to chair the PhD Award

   Motion: To approve the PhD award, which is approximately in line with the Eurographics PhD award, with the details to be submitted by the chair. Proposed by Brian Wyvill, seconded by Jacki Morie. Six votes in favor, one against. Motion passed.

   Motion: To appoint Min Ling as the chair of the PhD award committee, which will to develop the policies for the phd award. Motion passed.

Motion: To approve a policy change to limit public meeting minutes to the following: (1) discussion topics, (2) summaries of discussions, (3) consensus/decisions, (4) action items and (5) motions. as to motions, a vote of yes, no or abstain will be recorded for each EC member, except for votes about people. individual votes about people will be recorded in the internal minutes only. Additionally, the notes will not specify whether a vote is unanimous, if it is recorded as a pass or fail motion. Proposed by Jeff Jortner, seconded by Evan Hirsch. Jacki Morie, Masa Inakage, Evan Hirsch, Jeff Jortner, Brian Wyvill, Ramesh Raskar and James O'Brien all voted in favor. Motion passed.

9. **EG / ACM SIGGRAPH DL concerns (Brian, 15 mins)**
   a. It was recently discovered that ACM SIGGRAPH was selling Eurographics papers in the Digital Library. It was an error that has been corrected by ACM.

SATURDAY, MAY 16

1. **SIGGRAPH Asia + role of SACAG (Brian, 1.5 hrs)**
   a. Potential changes to SIGGRAPH Asia were discussed, with the ultimate goal of moving toward a more financially viable conference.

   Motion: Four motions were proposed to establish the initial framework for the EC's approach to evolving SIGGRAPH Asia into a more viable conference. Three of the motions passed, one failed.

2. **EC rep to SACAG (Jeff, 30 mins)**
   a. Alain Chesnais and Dave Spoelstra have both expressed interest in joining the SACAG.

   Motion: To appoint Alain Chesnais as a second EC rep to the SACAG, taking effect immediately. Motion passed.

   Motion: To change the existing EC policy to have two EC reps to the CAG instead of one. Proposed by Jeff Jortner, seconded by Jessica Hodgins. Jeff Jortner, Evan Hirsch, Brian Wyvill, Jacki Morie, Jessica Hodgins, James O'Brien, Masa Inakage and Ramesh Raskar voted to approve. Tony Baylis voted against. Motion passed.

3. **EC role & member responsibilities (Evan, Bob, 1.5 hrs)**
   a. The expectations of ACM SIGGRAPH EC members are not clear -- both what is expected of them, and what they can expect of others.
   b. It was recommended that a list of desired competencies for EC members be drafted to assist the nominating committee's recruitment efforts.
   c. There is a recommendation to create subcommittees on specific areas of strategic importance to the organization, and have each EC member participate in two of them.
   d. Concern was expressed that requiring EC members to participate in two subcommittees would increase the time commitment beyond what members are willing/able to commit.
   Motion: To approve the establishment of subcommittees on areas of strategic importance to the organization (specific subcommittees to be determined, and evaluated on a yearly basis),

with each EC member participating in a minimum of two. Proposed by Evan Hirsch, seconded by Jessica Hodgins. Jeff Jortner, Evan Hirsch, Brian Wyvill, Jacki Morie, Jessica Hodgins, Tony Baylis, and Ramesh Raskar voted to approve. James O'Brien and Masa Inakage voted against. Motion passed.

4. **Motions**
   a. **January 2015 minutes**

   Motion: To approve the minutes from the January 2015 EC/CAG meeting. Proposed by Jeff Jortner, seconded by Brian Wyvill. Jeff Jortner, Evan Hirsch, Brian Wyvill, Jacki Morie, Jessica Hodgins, James O'Brien, Masa Inakage, Tony Baylis and Ramesh Raskar voted to approve. Motion passed.

   b. **Reserve fund committee**
      i.   In May 2013, changes to the reserve fund committee were discussed but never voted on.

   Motion: To officially approve the policy put forth in the May 2013 meeting, with one change: that the makeup of the reserve fund committee consist of the EC Treasurer, EC President (or presidential appointee), CAG Chair, CAG chair appointee from CAG, and Small Conferences Committee Chair. Proposed by Jeff Jortner, seconded by Brian Wyvill. Jeff Jortner, Brian Wyvill, Jessica Hodgins, James O'Brien, Ramesh Raskar and Tony Baylis voted to approve. Masa Inakage, Jacki Morie and Evan Hirsch abstained. Motion passed.

   Action Item: Project Manager to add the updated RFC information to the policy document.

5. **EC/CAG structure (Evan, Bob, Jeff, 45 mins)**

   Motion: To change the CAG Chair from an ex-officio member of the EC to a full member of the EC. Motion passed. Note: the execution of this motion is pending, as it must be approved by a membership vote or the SGB.

   a. EC/CAG joint meetings were discussed. It was mentioned that having all EC and CAG meetings jointly is no longer a viable option; there is not enough time for either group to fully cover all topics on their respective agendas.

   Consensus: The EC and CAG will be moving away from 100% joint meetings.

6. **SIGGRAPH 2015 status update (Marc, 15 mins)**
   a. Sales of the new "platinum" full conference registration are high.
   b. Housing reservations are looking good; on par with past years.
   c. Exhibit space sales are on par with last year.
   d. There are more international exhibitors than last year.
   e. There will be a special event: the 40th anniversary of ILM, hosted by Dennis Muren.
   f. Three years of sponsorship for the Pioneer mentor program has been provided by the National Science Foundation.
   g. IEEE and UIST will have special sessions featuring papers from their conferences.
   h. DoubleDutch will be the SIGGRAPH 2015 mobile app, was the app at GDC -- volunteers are excited about it.

7. **ACM SIGGRAPH student memberships (Marc, 20 mins)**
   a. There was a request by the SV chair that student membership benefits begin prior to the conference.

   Action Item: Jeff and Marc will talk with Corinne about opening up student membership benefits (reel reviews, etc) to student volunteers prior to the conference.

8. **The Story of Computer Graphics**
   a. The Story of Computer Graphics is ready and will be shown at SIGGRAPH 2015. There may be sponsorship of the creation of an updated version of the film in an IMAX format.

9. **Communications Committee - role and responsibilities (Barb, 30 mins)**
   a. Communications and Membership Chair Barb Helfer provided and overview of the Communications Committee's achievements over the past year. Social media followers are up significantly from the year prior.
   b. The newsletter has been updated; it's now responsive.

10. **Digital Media Assets Chair Report (Brad, 15 mins)**
   a. Process, procedures and policy for the content on the ACM SIGGRAPH video channels need to be clearly defined.
   b. The budget for the YouTube channel is spread over multiple committees.
   c. The ACM DL is not ready for video streaming yet.
   d. The DMA Chair would like to develop and operational procedure for handling content. Jeff Jortner authorized Brad to move forward with an operational procedure by SIGGRAPH 2015.
   e. The DMA Chair would like to establish a subcommittee. Jeff Jortner authorized the creation of such a committee.
   f. The DMA Chair would like to bring SVR, SCOOP, YouTube and Vimeo under one budget.

SUNDAY, MAY 17

Sunday Minutes by Cindy Stark, SIGGRAPH Conference Event Director

1. **Education Chair Report (Colleen Case)**
   Colleen explained she came on as Interim Education Chair when Marc Barr became conference chair. She took time to observe and get acclimated to what was going on as she had been gone for five years. Attached is the slide deck she generated of her goals/her SWOT method of analysis/ Conference Activities.

   She did point out that:
   1. A new Education Chair is to be appointed by June 30.

2. She suggests providing guidelines on the direction of this position to any potential candidates. Owen pointed out that the potential candidates are asked for a Vision Statement and their CV.

3. A lot of discussions on instituting strict term limits, term limits where people simply need to reapply or some way to evaluate committee members. The goal is to get new blood transitioned in without losing the continuity and experience of the members with longevity. Putting some type of evaluation in place at the same time as the Chair position begins is a natural time to access the existing committee.

2. **SXSW Report (Mona Kasra)**

Mona and James O'Brien attended SXSW. A slide deck of the findings from this trip are attached. The information in this report was not being shared to say this is what SXSW does and SIGGRAPH should mirror their success. Instead it was meant to understand how their conference works and review what parts are successful and why. The hope is that we can identify key takeaways and figure out how to apply those factors to make the conference stronger and better.

Various discussions surrounding the slides included:

1. How do they do their content selection? Mona explained that the big rooms are curated but that the smaller rooms are part of a submissions process. The submission for SXSW varies. Some things are reviewed by committee, some by panels, and then all go to the final selection committee. Jacki Morie pointed out that some content is also selected by popular vote; and that you can vote over and over again. James pointed out that contributors may be told they are not being accepted "right now," but they may get back to them later and want to add it.

2. All content gets a rating, e.g., advanced, intermediate, beginner. These ratings were geared toward using the tools, not necessarily creating it. For our Technical talks we sit mostly at the top level; SXSW sits more at the intermediate level.

3. Exhibitors are not selling or recruiting. They just want to be there for the Millennials.

4. All talks have a hashtag associated with them. Submitters definite what their hashtag is; SXSW has the authority to change.

5. Traditional media is not traveling to conferences as much. Jessica advised that Disney Research puts their press releases on Eurekalert. Their requirements are you have to have a membership (approximately $1K) and be associated with a publication within three months of the press release. CNN Net and Tech Crunch usually pick them up (usually just a cut/paste but at least it gives attention). If we did that with the Papers and Etech could that be a way to get some press? Evan felt something needed to be done; for example, why was Birdly not in the New York Times?

6. They are always in same city and successful. City wants them as much as they want the city. Huge economic impact.

7. Jeff wanted to know what our 'pitch' was to get sponsors. Clearly SXSW is successful. James noted that SXSW has starts with the past sponsors to get them to renew. But they also have the advantage of the small local guys that may only give a little, but when you add them all up equals a lot. They each pressure each other as they all reap the benefits of the event being in town so they should all support sponsoring the event.

8. It was felt that we don't have a Value Proposition. Creating one would require many different factors to be taken into account: where you are in your career; are you an

attendee, sponsor, exhibitor, contributor. Important we don't just tell them how valuable SIGGRAPH is to them; have to show them.

9. Jortner wondered if we needed to go out "stumping" to start investing in these relationships. He pointed out it was not always about $$$$, could be equipment, trade-outs.

10. Back in '97 Jackie said they had a promo video of all kind of sound bites. The longer trailers we do (CAF, etc.) are same things for 5-6 minutes; too long for today's audience. Marc pointed out the Media team is already doing some of this; Jacki Morie said she has already retweeted some of this.

11. Barb follows a lot of the people who are involved in SIGGRAPH and retweets their tweets. This is a good way to help show the value they have to us.

12. Barb wants the names of companies on the show floor. She wants the names ahead of time to build excitement.

13. Pointed out that the CAF showings are shown at Chapters, but there is no video that talks about SIGGRAPH beforehand. There should be something with a personal invitation from Marc inviting them to SIGGRAPH 2015.

14. Colleen talked about the HOW conference she went to; much smaller but had two incredible keynotes. They also setup startup opportunities to meet with investors instead of letting networking happen haphazardly.

15. Mona pointed out that every board member says what they are excited about and what they think people should go see on the SXSW website. We can generate that excitement right now on our site.

3. EC Meetings (Jeff Jortner)

Onsite Meeting, Conference

Friday morning will be standard business (conference updates, committee chair report outs, strategic discussion) with guests. The afternoon will be geared toward committee breakouts.

Fall Meeting

Need to determine if this will be a joint/separate meeting with the CAG. Once that is decided, a doodle will be sent out to the group with possible dates. Doing a quick straw poll (it was noted all incoming candidates were not there so there could be additional conflicts):

October 2-4 (Evan unavailable)

October 9-11 (Scott unavailable)

October 16-18 (Ramesh unavailable)

October 23-25 (Rebecca unavailable).

November 13-15 (Ashley, Supercomputer)

November 20-22 (Ashley, Supercomputer)

Strategy Meeting

Scott asked if there were any plans for a full-blown strategy-only meeting with CAG/EC and invited guests? Jeff said Rebecca and he will need to talk to see if this can be managed but was a good idea to try to make happen. Rebecca feels strategy meeting should be only the people who have to do with governance and enforcing the strategy. May look to do this with the January meeting.

4. **RFID**

Jortner advised that the proposals received were too expensive, but also noted that we weren't very focused in our approach other than we want to know where everyone is at every moment. He is encourage the EC to start fine-tuning what data we really need, what we are going to do with it, and who is doing the analysis so we can start the process now and have in place for SIGGRAPH 2016.

Various thoughts on the topic:

1. Jessica has felt for a number of years that it was a shame we don't have data. Suggests creating a working group to find a more cost-effective solution.
2. James talked about putting a barcode on each badge and having volunteer scans them. Probably less than $60K. At SXSW the scan also showed the picture of the person who registered for the badge (you were required to submit a picture when registering). May help in reducing badge sharing. Mona added if we simply added $5 to every registration, we would cover this cost.
3. James also pointed out we shouldn't look at the cost but look at the value. If it's just to know where people are, then it's a complete waste of money. If it's using the information to improve the conference, and those improvements increase full conference by a mere 5%, becomes much more valuable.
4. Rebecca addressed whether we would really act on the information we get? We haven't even started to formulate the list of questions that we want to measure against?
5. Dave indicated the person he worked with last year had great connections. We simply had no money to institute it.

Action Item: Create a small working group that will look into what we need to collect, how we would analyze the data once we get it.

5. **Video Conferencing**

Mona shared how the 2016 committee used Blue Jeans for a two-week trial period and it worked really great. Could be used to save money on virtual juries and other conference calling options. Yearly cost received for the service from SmithBucklin's Blue Jeans contact was $12K. Owen suggested this was something ACM should look into purchasing as they have so many conference calls.

Action Items:

1. Stark to verify how many people can use it at the same time (different calls)?

2. Ashley to look into whether there is any potential for ACM to invest in Blue Jeans?

3. Jeff had other services he thought we should investigate. He will send a list of other possibilities to SmithBucklin.

6. **Miscellaneous Items**

Motion: To approve the January 2015 EC meeting public minutes. Everyone on EC approved that was in the room. (note from project manager: this is assumed to have been Jeff Jortner, Jessica Hodgins, Evan Hirsch, Brian Wyvill, Tony Baylis, Jacki Morie and James O'Brien).

1. Jortner discussed that currently everything on Google Apps is open to everyone with a login (except specific directories that say private, financial and about people). Unfortunately that means we lose control of our documents as anyone who has access can export and send any document to anyone. Jeff will be changing it so you must log into your Google account to access any documents.
2. Jessica mentioned it is still helpful to have the zip file attached to the email so you don't need to go to docs.

Action Items:

1. Jeff Jortner to update Google docs to require login to your account to access files.

2. Jortner will be having exit interviews with Executive Committee members and any Standing Committee Chairs. Hopes to do this at the conference, but if they won't be there, will coordinate in advance of their role ending.

3. For incoming EC members, Jortner will schedule a quick overview of roles/responsibilities so they will not be walking into the onsite EC committee meeting cold. Onsite, he will do a more thorough orientation either before or after the meeting.