ACM SIGGRAPH Executive Committee Meeting Minutes

Thursday, September 03, 2020

2 - 3 PM PT/ 5 - 6 PM ET

Meeting Attendance:
Adam Bargteil, Executive Committee Chair
Jesse Barker, Executive Committee Director
Elizabeth Baron, Executive Committee Director
Bob Berger, Leadership Consultant
Ashley Cozzi, ACM Program Director
Jenna Feldman, Project Manager
Adam Finkelstein, Executive Committee Director
Mashhuda Glencross, Executive Committee Director
Evan Hirsch, Communications Committee Chair
Jessica Hodgins, Executive Committee Past-President
Mona Kasra, Executive Committee Director
Brad Lawrence, Executive Committee Treasurer
Scott Owen, Governance Committee Chair
Hanspeter Pfister, Executive Committee Director
Peter-Pike Sloan
Mikki Rose, Conference Advisory Group Chair
Cindy Stark, Conference Management
David Spoelstra, Ex-Officio Executive Committee Member
Paul Strauss, Executive Committee Director

Approve EC Meeting Minutes - 20 August, 2020
<mark>APPROVED</mark>

SIGGRAPH Conference Updates

1) **Conference Updates**
   a) SNA (Mikki/Cindy)
      i) Mikki provided a report on the SIGGRAPH Virtual Conference that occurred from August 17-28. Overall, Mikki reported that the conference went well despite some challenges. Overall, there were a lot of lessons learned and they will take time to review feedback on what worked/didn't work for various programs and learnings to take into 2021. The CAG spoke earlier in the day and will look to a hybrid experience in future, both virtual and in person components.
         (1) Some of the feedback includes missing hallway conversations, feedback on BOF's, calendar and times not syncing, and some attendees requesting refunds.

(2) They also had a contingency of attendees who requested closed captioning. During the conference weeks, they prioritized content that was specifically requested as they had limited time. However, all content will have closed captioning before they go into the Digital Library.

ii) Registration Report (as a note, the numbers below are not final as registration will remain open until October 27, 2020):
   (1) Total attendance: 9,854
   (2) Technical attendance (Ultimate and Ultimate Supporter registration) total number: 4,329
   (3) Enhanced registration attendance: 440
   (4) Basic registration attendance: ~5,000
      (a) For DC, the conference originally projected for 6,300 full conference attendees in person.

iii) Adam asked Mikki to share details about feedback from the CAG meeting.
   (1) Mikki believes they will have a more in-depth debrief soon that they will share with the EC and Cindy noted that they will likely receive this report sooner than in previous years.. The call they had earlier was brief and to discuss having a virtual component in 2021 and how to approach conversations with LA.
      (a) The EC would like to know the takeaways and lessons learned. Cindy noted that they have documented every CAG meeting since 2015, and that they are available for review on the committee google drive.
   (2) Regarding the attendee survey, Cindy reached out to Marketing and they confirmed that the survey typically done at the end of each conference was eliminated as part of the contractor reductions. The survey itself is not part of the Marketing contract. It is a separate line item in the program budget for marketing. The budget for the survey was eliminated at the time the cancellation budget was put together. Marketing offered to do a scaled-down version, at no charge, as to have some feedback from the conference.
      (a) In its place will be a shorter survey with not as much detailed analysis. Currently, they are hoping to close the survey next Friday. As is typical, if they do not feel they have enough participation to make it statistically sound, they will extend the date of participation.
         (i) They hope to have a brief report ready by the end of the month.

ACTION Item: Stark will inform the EC about when the attendee survey will go out and the plan. (COMPLETED)

SIGGRAPH Conference Debrief & Round-Robin Feedback

2) Round-robin SIGGRAPH Debrief (Bob)

    a) *For the round-robin activity, Bob asked each individual to go around and share two things they enjoyed about the conference and want to preserve, and two things to improve or were missing.*

        i)   Things that was enjoyed during the conference:

            (1) On-demand content; having the flexibility of watching it at off times and watching various content that might not have been able to view otherwise due to scheduling conflicts. Liked being able to watch it before, during, and after the conference.

            (2) Flexible schedule.

            (3) Keynote.

            (4) Liked ability to rewind or speed up content.

            (5) Q&A's were good to have focus on the specific content.

            (6) Award videos/talks were good and worked better than in person

            (7) Liked how some presentations had more than one speaker, as opposed to live.

            (8) Great to see more junior students being able to present because they could have multiple presenters.

            (9) Excited to have better material for the Digital Library.

            (10)   Good creativity with structure of conference format overall

            (11)   Town halls were good for feedback

        ii)   Things to improve or were missing:

            (1) Time zones not syncing made it hard for some attendees to attend any live events.

            (2) Networking and being able to be social and mimic hallways conversations.

            (3) Missed hallway conversations and seeing everyone at SIGGRAPH.

            (4) Didn't like not being able to watch certain content in advance.

            (5) Q&A's did not have the 'hang-out' ability to chat after the session without having to use a personal line.

(6) Need to enhance the attendee experience, and felt the conference was dry. Need to find a way to allow for buzz and for sharing exciting things between attendees.

(7) Missed energy of the live event.

(8) Audio quality across content could be better and more consistent. Some content was hard to hear.

(9) Scheduler was an issue to work with, not being able to convert to a personal calendar.

(10) Scheduling for business people and academics was hard because they were not able to necessarily request time off from work as they would for an in-person conference. It made it more difficult to balance work, home life, and attending the conference for some. Missed the feeling and ability to 'get away'.

(11) Felt the experience hall wasn't as good as in-person. Recognized it's hard to replicate the energy of it in a virtual world.

(12) Think about posting content earlier so people can watch it even a week earlier.

(13) Thought ADA was difficult and could be done better in the future.

(14) BOFs were problematic for some attendees.

(15) Changing registration levels for attendees was difficult.

(16) Contributor recognition.

3) **[EC-minus Only] (10 minutes)**

   a) General agreement that the support from Smith-Bucklin has enabled the organization to function more smoothly and effectively. Some concern voiced about cost, especially in the current environment. Renewal of the 'SmithBucklin Executive Committee Contract' unanimously approved.