

Executive Committee Strategy Meeting
December 5-8, 2019
Naples, FL

Meeting Attendance:

Adam Bargteil, Executive Committee, *Director and Chair-Elect*
Marc Barr, Conference Advisory Group, *Chair*
Bob Berger, Leadership Consultant
Richard Chuang, Conference Advisory Group
Jenna Feldman, Project Manager
Adam Finkelstein, Executive Committee, *Director*
Mashhuda Glencross, Executive Committee, *Director*
Evan Hirsch, Marketing and Communications Committee, *Chair*
Jessica Hodgins, Executive Committee, *President*
Eakta Jain, University of Florida (guest)
Mona Kasra, Executive Committee, *Director*
Paul Kry, Specialized Conferences Committee
Brad Lawrence, Executive Committee, *Treasurer*
Muunuu Nandig, 2022 Conference Chair
Scott Owen, Governance Committee, *Chair*
Phil Renato, Conference Advisory Group
Mikki Rose, Conference Advisory Group, *Incoming Chair*
Vathsai Veena Shashidhar, Strategy Group
Peter-Pike Sloan, Executive Committee, *Director*
Justin Solomon, Massachusetts Institute of Technology (MIT) (guest)
Cindy Stark, Conference Director
Paul Strauss, Executive Committee, *Director*
Turner Whitted, Strategy Group
Brian Wyvill Executive Committee, *Vice-President*
Victor Zordan, Clemson University (guest)

Overview

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Generally, the purpose of the strategy meeting was to revisit the vision, set the big-ideas for the near future, and define the long-range goals for SIGGRAPH. Throughout the weekend the group focused on three major themes: 1) 'where are we now', 2) 'where are we going', and 3) 'how will we get there'.

Where are we now:
Friday, December 06, 2019

Data/Trends (Industry/Org/Conference)

The group discussed data from various surveys and data sources as they pertain to the industry, organization, and conference. The data and feedback was meant to serve as context and background for discussions later in the meeting. This discussion also included reviewing data from prior organization and conference surveys as well as a SWOT analysis and pre-meeting survey conducted before the meeting.

Current Strategy Review

Each strategy group lead provided an overview of the work their subcommittee has done, highlights and accomplishments, and future plans for the strategy. Subcommittees include Nurturing Communities, New Communities, Have a 21st Century Digital Presence, MarComm, Data, and Governance.

Recommendations from Marketing Review

Two representatives from the MarComm (Bob Berger and Evan Hirsch) Subcommittee presented on the marketing report and recommendations from Marketing TBD.

ACTION ITEM: Berger and Hirsh to share the full report and recommendations with the EC following the EC strategy meeting.

Exercise: What Are We Doing Well/Not Doing Well/Missing or Failing?

The group split up into small teams to discuss what's working well, what's not working well, and what's missing/failing in regard to the current SIGGRAPH strategy.

Where are we going:
Saturday, December 07, 2019

Exercise: 5 Year Vision: First pass & Stay the course, Change direction, or Add/Drop Focus

The group split up into their small teams and evaluated the current vision and six strategic subcommittees. During this activity, each group was to evaluate a strategy subcommittee on whether they should 1) stay the course, 2) change direction, and 3) add focus/drop focus.

Then, the group identified the top four priorities that are most important for SIGGRAPH to pursue in the next five years. The top four priorities identified by the group are listed below:

- 1) Improve messaging about CG&IT.
- 2) Digital Presence (Networking/Community/Education Emphasis).
- 3) New Communities.
- 4) Talent (lifelong learning).

ACTION item: Hirsh will create plan to mobilize communications subcommittee strategy meeting and report to the EC.

How will we get there:
Sunday, December 08, 2019

Exercise: What strategies are needed to achieve the vision?

The group split off into small teams and their respective strategy groups to discuss 'go forward' strategy, volunteer recruitment and development, and membership..

Selection of Strategies:

In regard to the 'go forward' strategy for each strategy subcommittee, a variety of action items emerged. See those below:

ACTION item: Data strategy group to transfer to ITS Standing committee and find a new member that straddle data science and graphics.

ACTION ITEM: Adam F. to transition from Data to Nurturing Communities

ACTION Item: Brian to speak to Mikki (CAG) about the transfer of operational projects.

ACTION Item: New communities to take on Conference in a Box

ACTION Item: MarComm to have a meeting and then create a report for the EC on Thursday about strategy.

ACTION Item: First January EC call will discuss Advocacy with Victor spearheading

ACTION Item: Hirsch to hire a content manager.

In regard to the discussion on volunteer recruitment and development, a variety of action items emerged. See those below:

ACTION Items: EC to have minutes approved by January 1.

ACTION Item: Jessica will reach out to Corinne to discuss the option of leverage the XSV program to pipeline volunteers into the org, or creating a similar program.

Next Steps: Actions and Reflection

The Executive Committee stated they would address a variety of next steps on the following EC call and decide on a date for the next in-person strategy meeting.