ACM SIGGRAPH Executive Committee Meeting Minutes

Thursday, October 29, 2020

2 - 3 PM PT/ 5 - 6 PM ET

Attendees:
Adam Bargteil, Executive Committee Chair
Jess Barker, Executive Committee Director
Elizabeth Baron, Executive Committee Chair-elect
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
Pol Jeremias, SIGGRAPH 2021 Conference Chair
Mona Kasra, Executive Committee Director
Paul Kry, Specialized Conferences Committee Chair
Brad Lawrence, Executive Committee Treasurer
Mikki Rose, Conference Advisory Group Chair
Cindy Stark, Conference Management
David Spoelstra, Executive Committee Treasurer-elect
Paul Strauss, Executive Committee Director

Approve EC Meeting Minutes - 2020 October 15
    a) Approved

Strategy, Standing Chair, and Conference Updates

1) **Strategy Group Updates**
   a) Nurturing (Adam F.)
   b) New Communities (Hanspeter)
      i) Frontiers event at SIGGRAPH Asia on Nov 5 with another event happening at the end of November, and an 'Ask Me Anything' event in December.
2) **Updates from Standing Chair meetings**
   a) Focused Communities (Mona)
      i) The committees expressed interest in inviting their subcommittee members to more SIGGRAPH organization meetings, as they see value in providing opportunities to understand how the org operates.
      ii) D&I and Education Committees connected to plan and host year-round events.

    iii)   The Education Committee expressed a concern with the registration categories for past conferences, noting that it is not accessible to educators or students.

    iv)   The International Relations, Digital Arts, and Education Committees are looking to retrieve the recordings of the content from the past 2020 SIGGRAPH Conference.

    v)   Chapters reported strong engagement through the conference, and they are currently working on unifying chapters regionally and globally.

    vi)   The committees expressed interest in a collaborative ACM event calendar that SIGGRAPH members and communities can subscribe to and see all of their events.

ACTION Item: Feldman to reach out to Victoria, June, and Ginger regarding how to retrieve their conference content recordings (Completed).

ACTION Item: Feldman to research various calendar solutions for a collaborative ACM SIGGRAPH Event calendar that all committees can add to.

3) **Conference Updates**
    a) SA (Mashhuda/David)
        i)   Announced keynote speaker, going into testing on the virtual platform, and finalizing SV's roles for the conference.
        ii)   SIGGRAPH Asia is currently conducting biddings for 2023.

2) **In-Meeting Strategy Meeting Poll** (Adam B.)
    a) The Nov 20, 21, and Dec 5 meetings will take place from 5-8 PM ET with shorter breaks in between.

Specialized Conferences and SIGGRAPH 2021 Registration Pricing & SIGGRAPH 2021 Conference Format

3) **Specialized Conference Registration Pricing** (Adam B./Paul Kry)
    a) The EC discussed whether or not there is a need to provide guidance on registration pricing to their Specialized Conferences. Various points were raised to consider including the difference of costs between in-person and virtual events, types of fees charged to contributors, and the benefits of maintaining a monetary value on the conference content.
        i)   Paul expressed that he is unclear on the best practices for setting registration fees, whether SCC should provide specific guidelines as defined in concert with the EC, or let them figure it out as per their own discretion.
            (1) He noted that costs are different but thinks there is a benefit of not diluting the price of the conferences, and perhaps consider advising a minimum value (considering hidden costs), urging them

to price in a reasonable way which would also be helpful with respect to renewing the ACM SIGGRAPH and Eurographics agreement.

- (2) Brad noted that payments and costs have changed, but as long as the Specialized Conferences come out with a balanced budget, then he believes it should be their discretion.

- ii) Ashley recommends that if they want a standard for the Specialized Conferences, then the EC will need to discuss and recommend guidelines, which will influence both Ashley and Paul's conversations with the conference leaders.
    - (1) Paul would like guidance from the EC if there is a preference for the pricing structure regarding free vs. price valued for content.
- iii) There was not a clear consensus from the EC on guidance for the pricing structure. The continuing discussion on this was delegated to the SCC committee.

4) SIGGRAPH 2021 Conference Format (Pol/Mikki)
- a) Unanimous support for Pol's proposal for SIGGRAPH 2021.
    - i) The EC expressed support for the decision to focus on virtual and to consider an onsite component later on. However, the EC inquired if there is a milestone date that the conference plans to reevaluate the decision.
        - (1) Pol noted that the conference will likely not reevaluate the decision until Spring of 2021.
            - (a) Cindy noted that the convention center is aware that they are shifting their contract to 2023.

5) 2021 Conference Registration Pricing (Mikki/Pol)
- a) Pol provided an update on the new pricing model that was developed for SIGGRAPH 2021. In some categories, like Ultimate registration he noted a decreased early bird price and an increased regular attendance price. Typically, prices are equal or lower for early bird registration, and adjusted for standard registration.
    - **i)** Additionally, they rearranged content for the categories, including more for the basic registration category.
        - **(1)** Cindy provided a report on the Ultimate registrants in 2019 compared with 2020. In 2020, approximately 44% of total Full Conference attendance selected Ultimate. In 2019, approximately 33% of Full Conference total attendance selected Ultimate.
        - **(2)** Overall, the EC feels comfortable with this pricing structure and supports the conference in moving forward in this direction.