ACM SIGGRAPH Executive Committee Agenda

Thursday, March 18, 2021

2 - 3 PM PT/ 5 - 6 PM ET

Meeting Attendees:
Adam Bargteil, Executive Committee Chair
Jesse 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
Michele Hellrung, Conference Marketing Management
Jessica Hodgins, Past-President
Mona Kasra, Executive Committee Director
Brad Lawrence, Treasurer
Scott Owen, Governance Committee Chair
Hanspeter Pfister, Executive Committee Director
Mikki Rose, Conference Advisory Group Chair
David Spoelstra, Treasurer-elect
Cindy Stark, Conference Management
Paul Strauss, Executive Committee Director

Approve EC Meeting Minutes - March 04, 2021
  - i)   **Approved by unanimous consent**

Spring Strategy Meeting Planning & Exercise

1) **Spring Strategy Meeting (Bob and Michele Hellrung)**
    a) Final schedule
        - i)   o Friday, April 30, 5-8 PM ET
        - ii)   o Saturday, May 01, 5-8 PM ET
        - iii) o Friday, May 14, 5-8 PM ET
    b) Strategic Communication Discussion
        - i)   Michele discussed the power of identity, positioning and personality of an organization as it is perceived by the greater community. She presented several topics and led the group through various activities regarding the mission statement, competitors of SIGGRAPH, and factors that discern which conference one would attend.

Strategy Group, Standing Chair, & Conference Updates

2) **Strategy Group Updates**
   a) Digital Presence (Paul)
      i) The group has been working to upload digital assets, including all SIGGRAPH video reviews, artistic slides sets, and digitized courses.
      MarComm (Bob/Adam B.)
      ii) The EC feels it's important to have this strategy group, as they've invested time and money into this initiative, noting they need someone with marketing experience in this role that can really help SIGGRAPH.

ACTION Item: Bob to connect with a contact referenced at the previous EC Santa Rosa meeting

2) **Updates from Standing Chair meetings**
   a) Online Communities (Paul)
      i) Year-round and online events: Adam Shay doing a lot of things in parallel and how expressed that it's challenging working with all committees at once.
      ii) Communications: The group is getting quotes for revamping the org site and looking to hire and bring on a website content manager.
      iii) Chapters: The group reported a productive LA Chapter meeting, and is now putting videos up on LA channel and the org channel.
      iv) Juan is working on importing data to the database.
      v) History: Mary wants to add the front and back of conference proceedings onto the DL.
      vi) Publications: The PACMCGIT process is going well and will be finalized soon
   b) Career Development (Adam B.)
      i) Research: Doing great and trying out many different initiatives.
      ii) Lifelong Learning: The chair and group are finding their footing.

3) **Conference Updates**
   a) SA (Mashhuda/David)
      i) The SACAG representatives reported an effort to formalize processes, procedures, team drives, paperwork, and ensure all are aware where they can read and learn about specific processes.
      ii) They reported new sponsors. They are also reaching out to Netflix Japan and Sony to sponsor the CAF program.
      iii) Looking at several keynote speakers that they feel are very interesting.
      iv) SA22 - Re-visualizing the convention center and where we are going to place specific venues.

v)   SA 2023: kicked-off with Sydney to discuss deadlines and documents, connected with the 2023 Conference Chair. No contracts have been signed for 2023 as of yet.
vi)   The SACAG has been discussing policies and procedures for partnership events.

ACTION Item: Scott will examine the governance policy and confirm with David online if there are any policies or procedures regarding partnerships.

SA Courses Chair, EC Voting-Only Meetings, & Online Communities Succession Planning

4) **SA Courses Chair (Adam B.)**
   a) Min H. Kim nominated as SIGGRAPH Asia 2022 Courses Chair
      i)   <mark style="background-color:#00ff00">**APPROVED**</mark>

5) **Schedule EC Voting-Only Strategy Follow-up Meetings (Adam B.)**
   a) These meetings will be scheduled to discuss the results from the Spring Strategy meeting within the EC. Scheduling poll to follow in the coming weeks.

6) **Rescheduling EC Meetings (Adam B.)**
   a) The group agreed that the current time still works for everyone.

7) **Online Communities Grouping - Succession Plan (Adam B.)**
   a) The EC discussed who would be best to step into Paul Strauss's roles once he steps down in September 2021.
      i)   The EC noted that there will be three new EC members come fall that may be good fits for those roles. The EC agreed this conversation will be easier once the new EC members are identified.
      ii)   Additional conversation occurred regarding the need to focus on general feelings of volunteers during the pandemic, and look at ways to nurture volunteers and improve upon their experiences during this time considering the challenges of team building and lack of face-to-face connections in the virtual environment.