ACM SIGGRAPH Executive Committee Agenda

Thursday, December 12, 2019

2 - 3 PM PDT/ 5 - 6 PM EDT

Attendees:
Adam Bargteil, Executive Committee, *Director and Chair-Elect*
Marc Barr, Conference Advisory Group, *Chair*
Bob Berger, Leadership Consultant
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*
Mona Kasra, Executive Committee, *Director*
Brad Lawrence, Executive Committee, *Treasurer*
Scott Owen, Governance Committee, *Chair*
Mikki Rose, Conference Advisory Group, *Incoming Chair*
Peter-Pike Sloan, Executive Committee, *Director*
Cindy Stark, Conference Director
Paul Strauss, Executive Committee, *Director*
Brian Wyvill Executive Committee, *Vice-President*

1) **Approve EC Meeting Minutes - November 14, 2020**
     i)   **APPROVED**

2) **Conference Updates**
     a) SA (Mashhuda)
          i)   Mashhuda will secure figures from the SA conference.
          ii)   Mashhuda is looking into how to best integrate SACAG into discussion for the next EC strategy meeting.
ACTION ITEM: Mashhuda to write a proposal for the SACAG/EC meeting and share with the EC.

3) **Approval of SIGGRAPH membership benefits (Jessica)**
          i)   As a high-level overview, the EC decided not to change the membership rates, as they were increased the prior two years in a row.
               (1) VOTE: 1) Approve not increasing membership rates, 2) and approve the list of outlined benefits.
                    (a) Adam Moved. Mashhuda seconded.
                         (i)   Paul, Brad, Peter-Pike, Mashhuda, Mona, Jessica, Adam B., Brian, Marc, Adam F.
                              1. **APPROVED**

4) **Papers deadline (Peter-Pike)**
   a) Report on survey results
      i) Outline of content for dear colleague letter and web page with survey results
      ii) The EC agreed that what's important is to communicate to the community the results of what happened.
         (1) Idea to put data up through a blog and then have a virtual town hall on the subject.

ACTION Item: Data committee will write first draft of this blog post and send to EC for review by February 1.

5) **Removing the free reg for people who register for full conference at the non-member rate (Peter-Pike)**
   a) The EC voiced agreement that it's more important to have engaged members, and to attract them by providing value.
      i) Mashhuda will report back on the number of students joining for membership
      ii) VOTE: The EC votes to discontinue the free membership included in full-conference registration to emphasize the desire for the quality of engaged members over the sheer quantity of members. Overall, SIGGRAPH is more interested in engaged membership and with this change truthfulness in the number of members will be more accurately represented.
         (a) Add data that many members who became members this way did not know they were members.
            (i)   Adam Moved. Paul seconded.
               1. Paul, Brad, Peter-Pike, Mashhuda, Mona, Jessica, Adam B., Brian, Marc, Adam F.
                  a. **APPROVED**

6) **Proposal for Kathleen to do needs identification for digital presence (Evan/Paul)**
   a) Kathleen Cohenwas not able to complete the report in preparation for the Dec 12 EC call due to personal conflicts.
      i) Upon reviewing the current proposal, Paul would like to reassess the goals and gain clarity on the project details before bringing it to the EC for a vote. The EC will continue the discussion by email.

7) **Proposal for Communications off-site with conferences/CAG/SACAG and a few EC folks (Evan)**
   a) The goal of this meeting is to address issues from the Florida EC Strategy Meeting, and take recommendations and evaluate from a strategic light.

> > i) Proposal for a 2-day meeting someone from CAG, SB, SA CAG, proposal for meeting
> > ii) VOTE: To approve Communications off-site with conferences/CAG/SACAG
> > > (1) Paul moved. Adam B. seconded.
> > > > (a) Paul, Brad, Peter-Pike, Mashhuda, Mona, Jessica, Adam B., Brian, Marc, Adam F.
> > > > > (i) <mark>**APPROVED**</mark>

8) **Team leads to update the description of the Strategy Subcommittees (Bob/Jessica)**

   a) Bob noted that based on the Florida in-person meeting, it would be useful if all strategy team leads could update and make appropriate changes for high-level description of what each subcommittee is doing.

ACTION ITEMS: Strategy leads to update document with overview of subcommittee strategy