

## ACM SIGGRAPH Executive Committee Agenda

JW Marriott Hotel, Olympic Room 3

Saturday, 5 August 2023, 9:00 am - 5 pm PDT

ACM SIGGRAPH organizational policies and procedures document - [linked here](#)

### **Attendees:**

Jesse Barker, Executive Committee Chair  
Elizabeth Baron, Past Executive Committee Chair  
Tomasz Bednarz, SIGGRAPH Asia CAG Chair  
Andres Burbano, SIGGRAPH 2024 Chair  
Erik Brunvand, SIGGRAPH 2023 Conference Chair  
Donna Cappel, ACM Director, Office of SIGs Services  
AJ Christensen, Professional and Student Chapters Committee Chair  
Ashley Coozi, ACM Assistant Director, Office of SIGs Services  
Glenn Goldman, Education Committee Chair  
Barbara Helfer, Membership Committee Chair  
Kristen Hickey, Conference Administration  
Aaron Hosier, ITS Committee Chair  
Shimin Hu, Executive Committee Director  
Masa Inakage, Executive Committee Director  
Yannis Ioannidis, ACM President  
Eakta Jain, Executive Committee Director  
Joaquim Jorge, External Relations Committee Chair  
June Kim, SIGGRAPH Asia 2023 Chair  
Mona Kasra, Executive Committee Chair-elect  
Brad Lawrence, Treasurer  
Adele Newton, Communications Committee Chair  
Barbara Mones, Executive Committee Director  
Scott Owen, Governance Advisory Board (GAB) Chair  
Hanspeter Pfister, Executive Committee Director  
Mikki Rose, Conference Advisory Group Chair (CAG)  
Victoria Szabo, Arts Advisory Group (AAG) Chair  
Stephen Spencer, Publications Committee Chair  
David Spoelstra, Executive Committee Treasurer-elect

### **Agenda:**

Agenda Item	Presenter
Welcome from EC Chair	Jesse Barker

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<b>ACM Staff Introduction</b> <ul style="list-style-type: none"> <li>• Yannis Ioannidis- ACM President</li> <li>• Donna Cappelletti- Director, Office of SIG Services</li> <li>• Ashley Cozzi, Assistant Director, Office of SIG Services</li> </ul>	Jesse Barker
<b>Virtual Platform Demonstration</b> <ol style="list-style-type: none"> <li>1. Demo</li> <li>2. Q&amp;A</li> </ol>	Kristen Hickey
<b>Updates from Conference Chair(s)</b> <ol style="list-style-type: none"> <li>1. S2023 Erik Brunvand <ol style="list-style-type: none"> <li>a. *SIGGRAPH 2023 Updates and Highlights <ol style="list-style-type: none"> <li>i. Budget has been reached and the registration goal has been met.</li> <li>ii. Virtual access registration has slipped further behind 2022.</li> <li>iii. VR Theater is sold out and working on stand-by ticket options for tickets not redeemed.</li> <li>iv. Autodesk sponsored the Time tunnel and Pixar sponsored the teapots at the conference.</li> <li>v. Time Tunnel Experiences <ol style="list-style-type: none"> <li>1. Computer Graphics Animated Timeline</li> <li>2. Synaptic Time Tunnel</li> <li>3. Connections – Robot that connects people</li> <li>4. Postcards from the Future</li> <li>5. Catch a Falling Star and other interactive experiences</li> </ol> </li> <li>vi. 50 Years at a Glance <ol style="list-style-type: none"> <li>1. SIGGRAPH publications grid</li> <li>2. SIGGRAPH Conference Posters</li> <li>3. Information Visualization of Computer Graphics History</li> <li>4. So much more!</li> </ol> </li> </ol> </li> </ol> </li> <li>2. S2024 Andres Burbano <ol style="list-style-type: none"> <li>a. SIGGRAPH 2024 Updates and Highlights <ol style="list-style-type: none"> <li>i. Denver, Colorado <ol style="list-style-type: none"> <li>1. Returning to Colorado where the first SIGGRAPH happened at CU Boulder.</li> </ol> </li> <li>ii. Theme: The Next 50 years: Transition Design. <ol style="list-style-type: none"> <li>1. Transition design involves an iterative process of envisioning a desirable future, backcasting to inform tangible action in</li> </ol> </li> </ol> </li> </ol> </li> </ol>	

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<p>the present, and continually updating the long-term vision based upon what was learned from near-term project outcomes.</p> <ol style="list-style-type: none"> <li>2. The SIGGRAPH 2024 Team currently consists of 24 programs, 27 people across 5 continents with a great gender and geographical balance.             <ol style="list-style-type: none"> <li>a. This is the first year that SIGGRAPH will have a program chair from Botswana                 <ol style="list-style-type: none"> <li>i. Mohu Moruti, 2024 Art Gallery Chair .</li> </ol> </li> <li>b. First year we will be utilizing conference program clusters; there will be three clusters (i.e Lead, Global Diplomat, and Frontiers together in one cluster working with each -synergy).</li> <li>c. The content will intertwine the theme with Computer Graphics Interactive Techniques from the smallest to largest scales (i.e atom/cell to body, to built environments to space and imagination).</li> </ol> </li> <li>3. CAG Chair Mikki Rose             <ol style="list-style-type: none"> <li>a. CAG Chair Update to the EC                 <ol style="list-style-type: none"> <li>i. Seeking feedback regarding the following conference programs and experiences. Take note of any feedback and send it to the CAG Chair.                     <ol style="list-style-type: none"> <li>1. Exhibition Hall - This is Tradeshow Logic's first year.</li> <li>2. VR Theater</li> <li>3. Virtual Platform                         <ol style="list-style-type: none"> <li>a. Linklings integration of virtual access directly in the S2023 website.</li> <li>b. Many sessions live-streamed and recorded for later viewing (where permissions allow).</li> <li>c. The platform is open for a month post SIGGRAPH.</li> <li>d. Content transferred to ACM Digital Library after that time</li> </ol> </li> </ol> </li> </ol> </li> </ol> </li></ol>	

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<p>period (where permissions allow).</p> <ul style="list-style-type: none"> <li>ii. Send feedback to the CAG Chair specifically at <a href="mailto:cag-chair@acmsiggraph.org">cag-chair@acmsiggraph.org</a> and/or send feedback to the entire CAG at <a href="mailto:cag@siggraph.org">cag@siggraph.org</a></li> </ul> <p>b. Recruiting for SIGGRAPH 2026 Conference Chair</p> <ul style="list-style-type: none"> <li>i. Several informational meetings are scheduled with candidates during the conference week. <ul style="list-style-type: none"> <li>1. A candidate list will be sent to the EC soon for their feedback.</li> <li>2. Applications are due 18 September 2023.</li> <li>3. CAG interviews will take place in October. <ul style="list-style-type: none"> <li>a. Recommendations will be sent to the EC in late October/November.</li> </ul> </li> </ul> </li> </ul> <p>c. SIGGRAPH's Future</p> <ul style="list-style-type: none"> <li>i. SIGGRAPH 2024 in Denver, preparations well underway.</li> <li>ii. SIGGRAPH 2025, likely Vancouver, confirmation still in progress.</li> <li>iii. SIGGRAPH 2026, negotiations in progress.</li> <li>iv. SIGGRAPH 2027, Initial outreach to four East coast cities is underway. Cities include Washington D.C., Boston, MA, Orlando, FL, and New Orleans, LA.</li> <li>v. SIGGRAPH 2028, potential multi-year deal with 2025 being worked on.</li> <li>vi. SIGGRAPH 2029, potential multi-year deal with 2026 being worked on.</li> </ul> <p>d. Request for Proposals (RFPs)</p> <ul style="list-style-type: none"> <li>i. Currently in progress are RFPs for Conference Management and Conference Administration for 2024 and 2025.</li> <li>ii. Audio Visual <ul style="list-style-type: none"> <li>1. Initial request for proposal with scope of work documents have been sent out. <ul style="list-style-type: none"> <li>a. Currently three companies are interested.</li> </ul> </li> </ul> </li> </ul> <p>e. Program Reviews</p> <ul style="list-style-type: none"> <li>i. VR Theater <ul style="list-style-type: none"> <li>1. High cost program and in the process of verifying Return on Investment (ROI) for attendees.</li> </ul> </li> <li>ii. Diversity, Equity, and Inclusion (DEI) <ul style="list-style-type: none"> <li>1. The CAG is trying to figure out how this works with the conference.</li> </ul> </li> </ul>	

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<p><b>ACM President's Presentation</b></p> <ol style="list-style-type: none"> <li>1. ACM 4.0           <ol style="list-style-type: none"> <li>a. Celebrating the last 75 years and looking forward to the next quarter century. How do we move forward?               <ol style="list-style-type: none"> <li>1. ACM Mission - ACM is a global scientific and educational organization dedicated to advancing the art, science, engineering, and application of computing, serving both professional and public interests by fostering the open exchange of information and by promoting the highest professional and ethical standards.</li> </ol> </li> <li>b. Presidential Task Forces               <ol style="list-style-type: none"> <li>i. Under the ACM 4.0 plan will develop 10 task forces as promised during his candidacy. It is taking longer than expected but they are currently under formation.                   <ol style="list-style-type: none"> <li>1. A call for participants went out and 600 plus people responded to the call.</li> <li>2. The top 3 task force(s) or most popular task forces have to do with values (i.e. Open Science, Code of Ethics, and UN Sustainability goals).                       <ol style="list-style-type: none"> <li>i. More than half of the offerings were for values and society which shows that they care about how we serve the community and is an important point on how we move forward as an organization.</li> </ol> </li> <li>b. The next top task forces are Unification, Globalization, and Membership.</li> </ol> </li> <li>ii. Will present the task forces with the five pillars of the strategic plan.</li> <li>iii. We are serving both our members and society.                   <ol style="list-style-type: none"> <li>1. New Membership Model                       <ol style="list-style-type: none"> <li>a. There are ACM chapter members but they are not ACM members; there is a need for a unified membership model.</li> </ol> </li> <li>2. Globalization - ACM's footprint isn't what it used to be. The USA is a part of the minority presenting 45% of the</li> </ol> </li> </ol> </li> </ol> </li> </ol>	<p>Yannis Ioannidis</p>

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<p>membership.</p> <p>3. Youthify the Membership - The average age of the membership is increasing. How do we bring the youth to ACM?</p> <p>4. How do we serve society?</p> <p>    a. UN Sustainable Goals present the biggest challenges that humanity is facing right now. None of them can be solved without digital technology. How can ACM with its control and central position can help to achieve this? How do we move the membership to help?</p> <p>5. ACM Code of Ethics</p> <p>    a. What is our social responsibility?</p> <p>    b. Generative AI, what do we do about it? We have a responsibility.</p> <p>6. Open Science</p> <p>    i. January 2026 - ACM will be opening up the Digital Library. Open access is only a piece to Open Science, which is a new way to do science. How do we incorporate this into our scientific method in computing?</p> <p>7. Product &amp; Services Portofolio</p> <p>    i. What are we offering our membership and their needs?</p> <p>        1. In the last 75 years, ACM has never done a SWOT analysis.</p> <p>        2. Ideally, Products are the key things for a nonprofit. The other four pillars of the strategic plan are the means to achieve that.</p> <p>8. New Financial Model</p> <p>9. ACM Bylaws</p> <p>10. ACM Staff Around the World</p>	

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<ul style="list-style-type: none"> <li>c. The full ACM 4.0 presentation will occur in the ACM Village Theater on Tuesday 8 August 2023, 3pm.</li> <li>d. Action Item - The EC will send Yannis a copy of the meeting deck and he will share his presentation with the EC as well.</li> </ul>	
<b>Professional &amp; Student Chapters Committee Leaders</b>	AJ Christensen & Leaders
<b>ACM SIGGRAPH Membership</b> <ul style="list-style-type: none"> <li>1. Presentation <ul style="list-style-type: none"> <li>a. Membership Priorities <ul style="list-style-type: none"> <li>i. Focus on member to member marketing. <ul style="list-style-type: none"> <li>1. Looking to revise the member profiles by making the interviews more in-depth and reflective on why people are members of ACM SIGGRAPH and post those profiles on LinkedIn. The purpose is to market our membership.</li> <li>2. Revise Interaction Newsletter <ul style="list-style-type: none"> <li>a. Develop a content calendar that allows for better targeted content for the membership (i.e. topics like Generative A.I.)</li> </ul> </li> <li>3. Evaluate ACM SIGGRAPH Member Benefits <ul style="list-style-type: none"> <li>a. The organization currently does not have a paywall for its content. <ul style="list-style-type: none"> <li>i. This creates an issue because it will be difficult to place content behind a paywall because the organization has given away free content.</li> </ul> </li> </ul> </li> <li>4. ACM SIGGRAPH Membership Data <ul style="list-style-type: none"> <li>a. Need to make the process for requesting data easier and accessible for the Membership Chair.</li> </ul> </li> </ul> </li> <li>ii. Feedback from ACM <ul style="list-style-type: none"> <li>1. It is noted that all SIGs are struggling with membership and across all SIGs membership numbers are decreasing but engagement is not decreasing.</li> </ul> </li> </ul> </li> </ul> </li> </ul>	Barb Helfer

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<ul style="list-style-type: none"> <li>a. Is membership the right tool for engagement? If not, what is?</li> <li>b. Questions for the EC to consider: <ul style="list-style-type: none"> <li>i. Why do we need more members?</li> <li>ii. What is the purpose of increasing membership? Is it revenue or is it engagement?</li> <li>iii. What types of content can be offered with the membership?</li> <li>iv. How do we continuously add value?</li> </ul> </li> <li>iii. Recommendation: <ul style="list-style-type: none"> <li>1. Developing a member network</li> <li>2. Update the membership sign up form to include check boxes for areas of interest. Can use this area of interest data for targeted outreach.</li> <li>3. One membership for all SIGs <ul style="list-style-type: none"> <li>a. The ACM President does believe this is possible. If you join ACM you should be able join other SIGs with your membership.</li> </ul> </li> </ul> </li> <li>2. Next Steps <ul style="list-style-type: none"> <li>a. The Membership Chair will conduct a survey of the current membership regarding member benefits and will present findings to the EC at the next in-person EC Meeting.</li> </ul> </li> </ul>	
<i>EC Only Present</i>	
<b>Fiscal Year-End-Report</b>	Brad Lawrence [No contractors present]
<b>The EC's Short-term &amp; Long-term Goals</b> <ul style="list-style-type: none"> <li>1. EC Steering Committee Proposal <ul style="list-style-type: none"> <li>a. Streamlining Executive Committee and Standing Committee's interactions by making changes to the frequency of EC and SC meetings</li> <li>b. Plan for Implementation <ul style="list-style-type: none"> <li>i. Once both proposals are approved by the EC then will present the approved proposals to the</li> </ul> </li> </ul> </li> </ul>	Eakta Jain Hanspeter Pfister



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<p>Standing Committee Chairs for their feedback and approval.</p> <p>2. Feedback from the New EC Directors</p> <p>a. Eakta' s experience for the first year...it was challenging taking over the Career Development Grouping and the Nurturing Communities Committee (NCC). Having the former chair lead the meetings for NCC for the first 6 months and then stayed on while she led the meetings was beneficial and critical.</p> <p>b. Shimin's experience for the first year - the meetings are run well but agrees with Hanspeter and Eakta that there are too many meetings.</p>	
Closing Remarks	Jesse Barker

\*as of 4 August 2023.