

## ACM SIGGRAPH Executive Committee Meeting Minutes

Tuesday, 16 January, 2024

2 - 3 PM PT/ 5 - 6 PM ET

### Attendees:

Mona Kasra, Executive Committee Chair  
David Spoelstra, Executive Committee Treasurer  
Elizabeth Baron, Executive Committee Director, Past Chair  
Masa Inakage, Executive Committee Director (virtual)  
Eakta Jain, Executive Committee Chair - Elect (virtual)  
Brad Lawrence, Executive Committee Treasurer - Elect  
Barbara Mones, Executive Committee Director (virtual)  
Mikki Rose, Conference Advisory Group, (CAG) Chair  
Alla Sheffer, Executive Committee Director  
Courtney Starrett, Executive Committee Director  
Tomasz Bednarz, SIGGRAPH Asia Conference (SA CAG) Chair  
Scott Owen, Governance Advisory Board (GAB) Chair  
Marcia Daudelin, Conference Administration

**Link:** <https://us02web.zoom.us/j/2580029176?pwd=bIR1NmU1MFV3eUdOSElwRlhTOUMzQT09>

**Call-in:** +13126266799,,2580029176#  
or +13017158592,,2580029176#

**Meeting ID:** 258 002 9176

**Password:** siggraph

### Meeting Minutes:

1. 19 December
  - a. PASSED

### Agenda:

Agenda Item	Presenter	Time Needed
<b>Chair's Update</b> <ol style="list-style-type: none"><li>1. Approve Meeting Agenda &amp; Minutes</li><li>2. Strategy Meeting Post-mortem Doc</li><li>3. Objectives &amp; Key Results (OKRs) Templates:<ol style="list-style-type: none"><li>a. Project Plan</li><li>b. PSR - Project Status Report</li></ol></li></ol>	Mona Kasra	5 Mins

Agenda Item	Presenter	Time Needed
<p><b>Project Status Report (PSR) from Teams</b></p> <ol style="list-style-type: none"> <li>1. Recap of the November In-Person EC Meeting <ol style="list-style-type: none"> <li>a. Before our meeting the EC solicited a lot of feedback from the directors and Standing Committee Chairs.</li> <li>b. In November we reviewed the feedback; and looked at the top themes.</li> <li>c. We identified future vision ideas, plans, with the goal of developing the three key results; communication, clear strategic plan, and new membership benefits. <ol style="list-style-type: none"> <li>i. The EC now has to come up with actionable and tangible key results with deadlines.</li> </ol> </li> </ol> </li> <li>2. Questions Regarding the PSR Form <ol style="list-style-type: none"> <li>a. The <b>Probability section</b> will automatically populate.</li> <li>b. On the form the solid dots = completed and hollow dots = item to complete.</li> <li>c. The World Breakdown Structures (WBSs) will develop into a plan of action.</li> <li>d. The check in meetings, the PSRs will be presented on one slide which reflects the whole project plan. The redline is a moving element of the PSR that will show you where you are with the project (i.e. seeing what items are overdue).</li> <li>e. DASC - there is a legend to the far-right side of the spreadsheet. This is to be used if you want to track the “owners” of tasks. D = decision-maker, A = accountable. S= signoff, C= consult, and I= informed. <ol style="list-style-type: none"> <li>i. Action Item: Tomasz will provide instructions for the form to the EC after the meeting.</li> </ol> </li> </ol> </li> <li>3. Breakout Meeting with the Three Teams <ol style="list-style-type: none"> <li>a. 7-10 minutes</li> <li>b. Team One - Communication Plan (OKR #1) <ol style="list-style-type: none"> <li>i. Came up with a strategy for how to make regular progress.</li> <li>ii. This group has made the most progress in the areas of the HUB and the calendar. <ol style="list-style-type: none"> <li>1. The way to implement the HUB is through the development of the calendar. The plan is to make the calendar world readable.</li> <li>2. There will be a way to submit information and that to the calendar.</li> <li>3. Will need to provide clear guidelines and procedures for promotion and</li> </ol> </li> </ol> </li> </ol> </li> </ol>	Tomasz Bednarz	30 Mins

Agenda Item	Presenter	Time Needed
<p>communication of events.</p> <ol style="list-style-type: none"> <li>4. Utilizing an AI chatbot - specifically retrieval augmented generation.               <ol style="list-style-type: none"> <li>a. The issues the org is facing are things that are continually changing.</li> <li>b. The AI chatbot accesses an external database of information. So as soon as you change that database of information, the new information is accessible to the chatbot.</li> <li>c. This is the recommended path forward.</li> </ol> </li> <li>c. Team Two - New Membership Benefits (OKR #2)               <ol style="list-style-type: none"> <li>i. Goals                   <ol style="list-style-type: none"> <li>1. Increase Membership                       <ol style="list-style-type: none"> <li>a. Confirmed number of current members from ACM.</li> <li>b. Confirmed the application is working.</li> <li>c. Confirmed membership benefits via ACM and ACM SIGGRAPH websites.</li> </ol> </li> <li>2. Increase member satisfaction and engagement by 20%                       <ol style="list-style-type: none"> <li>a. Develop a survey to gauge current members' satisfaction and engagement.                           <ol style="list-style-type: none"> <li>i. Launch survey.                               <ol style="list-style-type: none"> <li>1. One idea is to allow non-members to take the survey.</li> </ol> </li> <li>ii. Review survey results.</li> </ol> </li> <li>b. Inform ACM regarding the proposed benefits                           <ol style="list-style-type: none"> <li>i. Implement new membership benefits.</li> <li>ii. Develop a plan to promote new membership benefits.</li> </ol> </li> </ol> </li> <li>3. Increase member renewal</li> </ol> </li> </ol> </li> </ol>		

Agenda Item	Presenter	Time Needed
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>a. Need to define what renewal means.</li> <li>b. Confirm the renewal percentages.</li> <li>c. Create a renewal marketing plan.</li> </ul> </li> <li>d. Team Three - Strategic Pillars (OKR #3)               <ul style="list-style-type: none"> <li>i. Goal                   <ul style="list-style-type: none"> <li>1. By June 2024, all members of ACM SIGGRAPH leadership know the strategic direction of the organization. Communicated by a new shared summary document defined by EC.</li> <li>2. By the end of 2024, each organization unit defines how their activities align with the strategic direction in their reports.</li> <li>3. In 2025, all organizational activities and structure align with the strategic direction.</li> </ul> </li> </ul> </li> <li>4. Next Steps               <ul style="list-style-type: none"> <li>a. How often will reports happen?                   <ul style="list-style-type: none"> <li>i. Report on one OKR each EC meeting. Each team will have 3 weeks in between each report.                       <ul style="list-style-type: none"> <li>1. Next meeting OKR #1 will provide an update.</li> </ul> </li> <li>ii. On the off weeks, Tomasz sends out emails to the teams to see how things are going. DeAnna can send out reminder emails on Tomasz' behalf.</li> <li>iii. DeAnna will provide task management support to the teams. Keeping an eye out to make sure teams are updating their PSR spreadsheets.</li> </ul> </li> </ul> </li> </ul>		