ACM SIGGRAPH Executive Committee Meeting Agenda

Friday & Saturday , 19 & 20 April, 2024

Santa Clara, CA

Attendees:
Mona Kasra, Executive Committee Chair
David Spoelstra, Executive Committee Treasurer
Ginger Alford, SIGGRAPH 2025 Conference Chair
Elizabeth Baron, Executive Committee Director, Past Chair
Tomasz Bednarz, SIGGRAPH Asia Conference Advisory Group (SACAG) Chair
Ashley Cozzi, ACM Program Director
Dena DeBry, Nomination Committee Member
Shimin Hu, Executive Committee Director
Masa Inakage, Executive Committee Director
Eakta Jain, Executive Committee Chair - Elect
Jeff Jortner, Awards Committee Chair
Brad Lawrence, Executive Committee Treasurer - Elect
Barbara Mones, Executive Committee Director
Mikki Rose, Conference Advisory Group, (CAG) Chair
Courtney Starrett, Executive Committee Director
Scott Owen, Governance Advisory Board (GAB) Chair
Marcia Daudelin, Conference Adminsition
Thierry Frey, Nominations Committee Chair

Invited Guests:
Pol Jeremias, Netflix Games Studio Blue
Gordon Wetzstein, Stanford University
Allen Y. Yang, UC Berkeley

Agenda:

Friday 19 April , 2024
NVIDIA CAMPUS (Morning Rooms: **SC-EN2-0560-Midgar–VC** and
SC-EN1-1220-Multiverse-VC; Lunch and afternoon session: SC-VR1-S103-CENTAURUS-VC)
2788 San Tomas Expressway
Santa Clara, CA 95051

Time	Agenda Item	Presenter
9:20 AM	**OKRs - Working Group Time for Teams** Pre-reads: 1. EC's Foursight Team Profile	OKR Teams

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	2. 3 Essentials for Setting OKRs: Insights from Measure What Matters by John Doerr *(1-page handout)* 3. *An example of a set of OKRs from top to bottom:*	

10:30 AM	**Meet with Greg Estes, NVIDIA's CMO**
	1. Greg's Ideas for a Partnership with ACM SIGGRAPH and NVIDIA.
	    a. Want to collaborate with ACM SIGGRAPH on NVIDIA focused courses.
	        i. Connect with the community 52 weeks per year.
	            1. Omniverse courses.
	            2. Teaching kits to educators.
	            3. Train educators to teach NVIDIA courseware,and give it to them for free (they charge industry).
	            4. Work in connections with academia, state/local governments (upskill and re-skill workers).
	            5. AI training
	                a. Democratize AI learning to community colleges (not just elite institutions).
	    b. Webinars
	        i. Monthly webinar series, co-hosted by NVIDIA and ACM SIGGRAPH, about some aspects of CG&IT.
	    c. Exhibits
	        i. How does it make good business sense?
	            1. Start ups
	                a. NVIDIA can help bring them in since they are in its start-up program.
	                    i. Start-up village.
	                b. Recommendations to not separate the Emerging Technology from the exhibition hall.
		Greg Estes

11:00 PM	**OKRs Presentations & Discussions & Next Steps** 1. Team #1 - EC creates an organization-wide communication plan and protocols. 2. Next Steps a. **Action Item**: An initial rollout at the conference and	OKR Teams

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	have a group test the calendar. i. Identify a team of people to provide information about events in the calendar. Identify testers and test before release. b. Determine event calendar configuration and access for internal and external users. c. Contact ACM to investigate plans for DL AI bot. Determine information/intelligence of bot, and determine FAQs volunteers might ask to train the bot. i. Ask SVs at their conference orientation and again with intermission slides at ET for their top 5 FAQs they would like to have answered 3. Team #2 - EC develops new membership benefits. a. Progress i. The Membership Chair now has access to the membership database. CAF tickets process defined. Decided to post the survey on Social Media platforms rather than send individual emails. b. Next Steps i. Creating a survey of benefits preferred by our members and sending the survey to (past ?) and present members. ii. **Action Item:** Hope to launch the survey mid-May; will be in the May 21st SIGGRAPHITTI. 4. Team #3 - Clear strategic direction to guide organization decisions a. Progress i. Piloted budget proposal: Treasurer had the forms handy during their discussions; OKR Team 3 reviewed the filled forms: this review surfaced SCs that need intervention perhaps, and what can be tweaked about the form itself. b. Next Steps i. The team needs input from the EC on the next steps. 1. Designing the annual report form in a way that asks SC chairs for alignment between completed activities and strategic pillars and impact of completed activities. 2. Communicate cadence of activities to	

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	EC and to SC chairs. 3. Building feedback mechanisms for course correction based on annual report form. ii. How do we do this with the Liaisons? 1. They would work with the committees to complete the form; 2. And sit in on the budget meeting. 3. Align strategy to their plans. 4. Also, converting plans into numbers. iii. Concern - the purpose of the Liaison role is to be a go between the committees and the EC. 1. Stretching the directors thin with the proposed Liaison role by Team #3. 2. Clarity - the liaison should review the proposal form; and make sure the proposal aligns. 3. Suggestion from Marcia is to mimic the Conference Chair vision process. a. The liaison could then review and give their thoughts when they submit their form; it won't be so pie in the sky when they get to the point of submitting the form. 4. Suggestion - developing a timeline with the benchmarks. iv. Goal - Better alignment between EC's strategic vision and SC activities, how do we make that happen? v. **Next steps** - further discussion is needed from the EC regarding the liaison role.	
12:00 PM	**SGB Meeting Updates** I. Open Access Updates: A. How does ACM SIGGRAPH inform the membership about ACM Open? 1. Stephen Spencer, is willing to do webinars for the EC. The Director of ACM Publications has been doing Q&A blog posts and webinars and willing to do it if the EC wants. 2. Have sessions at the conferences a) Town hall meetings 3. **Action Item:** Prepare communications	Mona Kasra Brad Lawrence

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	regarding ACM Open within committees i.e. Chapters, Pioneers, Specialized Conferences, etc. a) Post on social media and YT b) Connect with Marketing regarding educating attendees and contributors about ACM Open via slides during the Technical, Art Papers sessions, and other conference programs (1) What is the right approach for getting the word out regarding the Art Papers program? (a) Loop in Victoria Szabo regarding how best to educate our artists/submitters. c) Will need to discuss with Paul Kry, Specialized Conferences regarding the impact on specialized conferences and how to communicate effectively about ACM Open Access. 4. How will the organization support authors from underrepresented communities? Can the organization provide funding support to help cover the fees? 5. **Next Steps:** The strategy will be to get communications out to ACM SIGGRAPH members about ACM Open Access. 1. Need Alla Sheffer in these discussions to strategize since ACM is not changing course. 2. Conversations need to happen with both Alla Sheffer and Stephen Spencer. II. Sustainability A. Something for the organization to consider. B. Other SIGs are including the following in their bids: 1. Green locations for conferences. 2. Sustainable food and water practices for conferences. 3. Listing the carbon offsets for events. III. SIGGRAPH CARES A. SGB encourages SIGs to have SIGCARES 1. Who will serve as the committee's	

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	representative, and what approach will the organization take towards this?
	  B. The role is to send the information to ACM.
	      1. Modeled as a mandatory reporter.
	      2. Need to provide the list of people who will be in SIGGRAPH Cares so they are covered (indemnification).
	      3. This also covers academic integrity.
	
	SGB wants SIG CARES to continue, the roles do not need to be specific roles. Interest in the topic, approachability, and if the individuals want to be on SIGCARES. The EC will think about the roles, and look into training those individuals, and have those individuals be added to the website.	

2:15 PM	**SIGGRAPH Asia Conference Advisory Group (SACAG) Updates & Discussion**
	  I. SIGGRAPH Asia 2023 Overview
	      A. With 5690 attendees hailing from more that 40 countries and featuring 30 exhibiting brands, the conference and exhibition exemplified the industries vibrant dynamism and rapid growth.
	      B. The theme 'Connecting Stories' rang true among participants, who described how important it was to convey how their technology was being applied in an everyday sense.
	          1. There were 21 curated programs and over 900 accepted technical papers, 18 invited speakers to name a few of the highlights from the conference.
	          2. The top 3 favorite programs: Technical Papers (16.1%); Birds of a Feather (12.3%); and Keynote Sessions (11.8%).
	  II. SIGGRAPH Asia 2024 - Tokyo Japan (3-6 December 2024)
	      A. Conference Chair, Takeo Igarashi
	      B. Venue - Tokyo International Forum
	      C. Theme - 'Curious Minds' - curiosity, a strong desire to see the unseen, drives science, technology, and ary. Spurious minds around the globe meet in Tokyo 2024 to share their findings and creations in computer graphics and interactive techniques, to inspire and get inspired by other curious minds.
		Tomasz Bednarz

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3:40 PM	**Standing Committees (History and Practitioner Career Development)** III. History Committee A. Overview 1. Now that the 50th Anniversary for SIGGRAPH is over. The workload of the committee is not as arduous. 2. This is the current chair's last term. B. Suggestion regarding the future of the History Committee 1. Suggestion: Moving under the Pioneers Affinity Group. 2. The current Chair recommends Pioneers moves under the History committee. C. What are the current projects of the committee? 1. Archiving is the primary ongoing project. a) What will happen to the archive when Bonnie Mitchell retires? (1) Next Steps (a) Need to find an institution to house the physical archive items. (b) Need to capture in the archive the ACM SIGGRAPH Leadership (past, present, and future). D. The EC's decision regarding the History Committee 1. The EC will keep the History Committee as an active committee. a) **Action Item:** Will need to recruit a candidate that is focused on continuing the efforts of the current chair and not taking on new initiatives. IV. Practitioner Career Development Committee (PCDC) A. Discussion 1. The original vision for this committee was to engage and bring in those who don't normally have interest in SIGGRAPH. a) For example, industries like manufacturing, aero, auto, etc. 2. This current committee's mission and activities have moved away from that purpose.	Mona Kasra

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	B. The EC's decision regarding PCDC 1. The EC has decided not to extend the current term of the PCDC Chair. 2. **Action Item:** Elizabeth Baron will lead this effort. 3. David Spoelstra moves to withdraw the ACM SIGGRAPH call for Chair of the Practitioner Career Development Committee and the Governance Advisory Board (GAB) will work with the Nominations Committee to develop a new job description for next year. Masa Inakage seconds. a) Vote (11 yes, 0 no, 0 abstain) (1) PASSED. V. **Action Item:** develop a process for updating the job descriptions for all leadership roles. The EC will review and approve. Once approved they will go on the website.	
4:45 PM	**SIGGRAPH 2025 Updates** 1. Conference Committee a. The committee is a good mix of both ACM SIGGRAPH leadership and locals to Vancouver. i. The S25 Chair has invited Vancouver chapter members to work the booth in Denver. b. The S25 Chair has been invited to SPARK CG. 2. New Role and Program a. New EC Liaison Role & Responsibilities i. Early engagement across the organization. ii. Facilitate communications to align and amplify all our efforts. b. VR theater - Spatial Storytelling i. Evolve to broaden concepts of 3D narrative and expression. ii. Theater/ Performance/ Dance 1. Music a. Spatial sound iii. Emphasize process iv. Restructure current delivery of VR theater 3. Current Conversations a. In person Technical Papers Committee Jury Meeting. i. Looking into the cost of this meeting. ii. Juror invites will go out before the conference.	Ginger Alford

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	b. Big Wow Opportunities
	      i. Onsite virtual production volume
	      ii. Drone show
	   c. Games Community Engagement
	      i. How do we tackle and how do we speak to the community's needs?
	         1. Connecting with the games community (Epic)
	   d. Evolving the VR Theater Program
	   e. Theme Development/Graphics Identity
	4. Closing session similar to SIGGRAPH Asia - recognition to the organization and its chairs and directors.	

	Digital Arts Award
	1. Special Request
	   a. Copper Giloth, Distinguished Artist Award Committee Chair, reached out to the EC Chair requesting a waiver of the policy regarding that awardees must be a member of ACM SIGGRAPH.
	      i. Supermajority vote is required to waive the policy requirement for this year's awardee to allow them to receive the award.
	      ii. **Action Item:** The EC will evaluate this policy and make a decision at a future meeting.
	   b. Mona Kasra moves that anyone who is not a member can receive an award this year. Courtney Starrett seconds.
	      i. Vote (10 yes, 1 abstain, 0 no).
	         1. PASSED
	         2. **Action Item:** The EC Chair contacted Copper Giloth and Jeff Jortner regarding the EC's decision.
		Mona Kasra

Saturday 20 April, 2024
Hilton Santa Clara
4949 Great America Parkway, Santa Clara, CA 95054
Executive Boardroom, 8th Floor
Breakout room - Suite 722, 7th floor

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	EC MEETING + Invited Guests: 1. Pol Jeremias, Netflix Games Studio Blue 2. Gordon Wetzstein, Stanford University 3. Allen Y. Yang, UC Berkeley	
9:00 AM	**Welcome, Introductions, & Meeting Objective(s)**	Mona Kasra
9:20 AM	**Review of Organization Structure & Strategic Vision** 1. EC Liaison 2. Standing Committees a. What kind of strategy and support is the EC providing?	Mona Kasra

9:30 AM	**Organizational DEI Program (e.g., Integration within the ORG structure, activities, and conferences, Setting DEI Goals for the next 3-5 Years, Cultural and geographical nuances, Providing guidance and direction for the DEI group on key priorities and strategies)**
	1. Breakout Group Feedback
	    a. Group 1
	        i. Need to gather data (awards, committee structures, conference) to see what the problem areas are.
	        ii. Maintain a connection between conference and organization committees.
	        iii. Partnering/partnership opportunities regarding DEI.
	        iv. Technical Paper has a good model of making sure new people are coming in.
	    b. Group 2
	        i. Talked about the corporate model of recruitment, training, and retaining employees as an approach to volunteers and jurors.
	        ii. Suggestions for the Nominations Committee Regarding DEI:
	            1. Ensure that the nominations process aligns with the strategic direction of
		Mona Kasra

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	the organization specific to DEI. 2. Explore ways to expand the pool of candidates. Change the way we reach out to potential candidates beyond the sources that we have historically found volunteer candidates. 3. Explore if the traditional process of interviewing and selecting candidates should also evolve to be the best fit for reaching candidates. 4. Explore greater consistency in the content of the interviews for comparison purposes. iii. Look towards the corporate world in how they recruit and retain diverse candidates. iv. Mindset of technology- - create for the general user, then expand for accessibility, and universal design. v. Consistency in implementation is important. vi. Measurements: 1. Applications to the travel grant 2. Testimonials from those who receive the grant 3. The Nomination committee can measure who interviews and who is selected for positions; how can the committee accomplish this? c. Group #3 i. How can the DEI program be integrated into ACM SIGGRAPH organizational structure and activities? 1. Learn from organizations doing DEI well. 2. Starts with leadership/nominations. Leadership should ensure values are communicated and carried throughout each area of the organization. 3. DEI committee should be focused on other activities outside of the SIGGRAPH Conference. 4. What year-round support/activities can the organization support with a focus on DEI?	

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	5. Who is the target for support? Define a framework for who the EC wants to reach? 6. Webinars 7. Sharing resources with the community. d. Group #4 i. What should ACM SIGGRAPH DEI efforts focus on in the next 3-5 years? How can/should we measure progress? 1. Education a. Educating the members around language and how we use language when talking about underrepresented groups. b. A DEI focused test/questionnaire developed by a professional in the DEI industry. Send out to the EC and SC. 2. Data collection and management; utilizing the data to measure success. 3. Outreach a. Opening student chapters at HBCUs. b. Opening student chapters at women only universities. c. SIGkids - middle school and high school outreach. 2. Final Thoughts and Next Steps a. Have DEI built into all juries. i. Do we have a diverse and balanced jury and reviewer pool? ii. It is noted that there is 'historical bias' within the Technical Papers program. 1. Is there data? The analysis of data will show where the discrepancies or gaps lie. b. How do we further emphasize equity? i. Borrow other agencies' ideas? For example, the Small Business Grant. ii. Finding individuals and supporting them financially to become ambassadors for their	

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	communities and spreading the word of the organization and the conferences. c. **Action Item:** Hiring an external DEI professional to provide training and help develop a framework for success. d. From Ashley Cozzi - "other SIGS aren't measuring the success of their DEI initiatives. It is noted that the conferences do this better than the SIGs".	

11:15 AM	**Priorities & Partnership (e.g., Review of current external relations/partnerships, Criteria for partnerships, Assessing current relations)**
	I. Discussion
	    A. Current MOUs - Questions to Consider
	       1. How did we get this list? Was there a strategy to have these partnerships?
	          a) There was not a strategy for the partnerships
	       2. What does the organization want out of these agreements?
	       3. What do they get and what do we get?
	       4. What other conferences are willing to add to the agreements?
	       5. Why do we have these relationships with other conferences that are considered competition?
	    B. Breakout Groups Feedback
	       1. Group 1
	          a) 4 categories for the organization to consider when selecting organizations to partner with:
	             (1) Regional /intercontinental (i.e. Asia Graphics) or National
	             (2) Local organizations (region or city specific CG & IT organizations).
	             (3) Professional societies
	                 i. Professional societies/ organizations that are complementary to graphics, such as arts societies, which is important because of the SIGGRAPH Art
		Mona Kasra

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	Papers program. Similarly, IEEE VGTC for visualization, and maybe others, like VR, and simulation related societies. 2. What should the EC take into consideration when selecting organizations to partner with: a. If it benefits ACM SIGGRAPH members, b. If it benefits our organization, to increase membership c. It encourages innovation for emerging unsolved problems (e.g. simulation) d. Are members getting a discount or a benefit? b. Group #2 i. Be honest with our partners and sit down with each of them and have them assess the potential value for SIGGRAPH and for them. ii. Make sure the organization is doing its due diligence. iii. Analyze the potential value of the agreement from different perspectives: demographics, geography, topics of focus, attendees, speakers. c. Group #3 i. The External Relations message has become unclear on what we as an organization are doing. ii. The agreements cannot be one size fits all. iii. What is the reason for establishing a relationship? 1. We need an evaluation criteria that are consistent with that rationale. 2. For example , DCAJ - it is a relationship that has a lot of value - for getting submissions for our Emerging Technology program. a. We do not track the number of submissions from Japan. i. We should be able to	

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	see if it is consistent each year. 3. Need accurate and consistent record keeping and management. d. Group #4 i. What MOUs do we need to consider adding to increase membership/keep current/serve members? 1. Develop a value criteria for MOUs. a. What do we want to achieve from the partnership? ii. Once answered: 1. What do we get out of this partnership? 2. What do they get out of this partnership? 2. Final Thoughts and Next Steps a. Discourage the EC from deciding to stop or discontinue any agreements. i. There might not be value now but there is a benefit for the SIGGRAPH community. b. For SIGGRAPH i. What is the cost of having pieces at our conference? 1. This is an organization committee so the organization covers the cost. c. **Action Item:** The EC Chair will meet with the new External Relations Committee Chair to discuss the feedback in today's meeting as well as share the list of current MoUs to get clarification regarding their status.	
1:30 PM	**Conference Advisory Group (CAG) Topics for EC Discussion & Feedback (e.g., Future conference locations, Identifying emerging trends, industries, or sectors of interest, Artificial Intelligence in conference submissions, CAF traveling show) -** SIGGRAPH 2023 Attendee & Contributor Evaluation Report I. Result of the CAG's Priorities Survey A. CAG & EC Survey Feedback 1. Survey background: a) Over past 2 years, CAG has been focused on rebuilding conference following pandemic (financials, programs, attendee experience, etc) b) As of 2024, the conference is well	Mikki Rose Marcia Daudelin

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	positioned for CAG to be more future-thinking. 2. Survey respondents: a) 11 CAG members (includes EC reps to the CAG) b) 8 EC members 3. **Action Item:** CAG to use survey feedback & today's discussions to identify a few strategic initiatives for the next 3-5 years. B. Discussion 1. Audiences - not well served a) Feedback regarding CAG survey results: (1) The Conference track (Technical Papers) has really opened the door for people to submit to the conference and probably contributed to the increase in submissions. i. SIGGRAPH was THE conference for Technical Papers and that has not been the case the last few years. ii. It was noted that the Technical Papers leadership are hindering progress by not being open to change. iii. Gordon W. - CVPR had over 10K plus submissions; students are happier; the submission process is not as 'soul-crushing' and reviewers are still very critical. iv. **Action item** - Gordon W. Will email his recommendations regarding the Technical Papers program to Mikki	

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	Rose and Mona Kasra. 1. The issues can be fixed by implementing some logistics. b. Digital - Twin i. SIGGRAPH can contribute in this area of simulation. (recommendation by Allen Y.) c. Generative AI will be in AI robotics. 1. SIGGRAPH has an opportunity to accept papers in this area and be the ones to spread the word. 2. Consider having presentations or workshops in Frontiers. d. More tracks? So more people can submit in non-traditional SIGGRAPH Technical Papers tracks. e. Shimin Hu suggestion for generative AI : i. Special issue of TOG ii. PACM-CGIT - maybe create a new issue that focuses on Generative AI. f. CVPR workshop - small focused workshop; if you do not get accepted in the main conference you could attend a CVPR workshop which is attended by people who	

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	would have attended your talk at the main conference. i. Frontiers program is a venue for people to present new ideas but not to publish. g. Workshops are very important and workshops are published (CVPR workshop publication; which does not have the same prestige). h. Workshops can occur for one year or 5 years and then it's over; good for hot topics. i. Very successful at other conferences. 2. Risks a. Younger Generation Engagement - social media is very important to millennials and Gen Z. b. They do not want to do free labor anymore (i.e. free internships) - they are doing a cost benefit analysis regarding their time (they value their time and mental health). 3. CAF traveling show a. How valuable is it to the organization? i. Chapters benefitted the most from it; but there have been hiccups over the years. ii. It is a community builder. 1. A lot of benefits for students; who do not have the means or access to attend	

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	SIGGRAPH. iii. Aligns with the strategic pillar - year-round activities. b. Does the organization see the show as a marketing outreach tool? c. How important is it to the conferences? d. Is there support for a CAF traveling show producer role? i. **Action item** - letting the EC know when there is a proposal for the CAF producer role. Mikki Rose will let the EC know when Mark is ready to present.	
3:15 AM	**Enhancing Alignment of the Org's Activities/Initiatives with the Strategic Vision (e.g., Ensuring alignment, Identifying gaps & opportunities, Liaison's roles, Methods for adjustment and re-alignment) -** ACM SIGGRAPH Current Strategic Pillars 1. Discussions a. How do we design the annual report form in a way that asks SC chairs for alignment between completed activities and the pillars? (report outs to the EC and the organization's annual report form). i. Communicating the structure to make sure the EC has what it needs - the right data. ii. Cadence of EC activities and to SC chairs. 1. Looking for ways to communicate the cadence of activities - so everyone knows what to expect. Better planning practices. 2. Need feedback mechanisms for course correction. a. How do we do this and who is involved? b. How can we incorporate feedback from the EC to the SC chairs? And can we start doing this this year?	Eakta Jain

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	c. The intention is not to add more reporting; but to leverage the reporting we have.
	d. One idea - (Elizabeth Baron) during liaison meetings record the section of the meeting where the chairs provide what are the top items they have been working on. Then it's transcribed and sent to the EC.
	e. Ginger Alford's idea - Benchmarks with 1-2 goals for each and add metrics attached to it one.
	f. Eakta Jain is proposing that these are the minimum amount of check-pointing the EC needs to do.
	    i. **Action items** - the EC should really think about the liaison groupings; evaluating the current.
	    ii. **Action Items:** Elizabeth Baron, David Spoelstra, OKR Team 3, and DeAnn Dyhr are nominated to design the annual report form (OKR Team 3 key results).
	    iii. **Action item** DeAnna Dyhr will email Eakta a google doc with the annual report questions for her to workshop.	

4:30 PM	**Next Steps - Reflections / Final Thoughts/ Action Items** 1. The EC will need to focus on the EC terms for officers. 2. A focus is needed regarding interactive techniques. The organization and conferences have a heavy focus on computer graphics.	Mona Kasra Eakta Jain

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	3. Need good job descriptions - need help getting them produced and keep them up to date. a. Brad Lawerence's suggestion - EC directors write their own job description. i. What are you asking me to do? ii. What is the time commitment? iii. Maintaining consistent communications with the Nominations Committee. 4. Mentorship (DEI) - that we can mentor students outside the conference (year -round). 5. DEI leadership training via External professional. Future Locations Recommendations : 1. Mexico City, Mexico 2. Salt Lake City, Utah 3. Austin, Texas	