ACM SIGGRAPH Leadership Meeting Minutes

Colorado Convention Center, Room 304

Saturday, 27 July 2024, 9:00 am - 6:00 pm MT

ACM SIGGRAPH organizational policies and procedures document - linked here

Agenda Item	Presenter
Welcome, Introductions, & Overview from EC Chair	Mona Kasra

Updates from SIGGRAPH 2024 & 2025 Conferences, CAG Chair, and SACAG Chair
 	
S24 Conference Chair, Andres Burbano
  I.   Highlights
       1. SIGGRAPH 2024 will have excellent conference content.
       2. The Theme - How are Immersive Techniques and Computer Graphics impacting these areas of the microscopic world, body, environment, planet, space, and cosmos?
          a. Keynotes in each of these areas.
          b. Having the most prominent CEOs of big technology companies.
          c. The CEOs have attracted a great deal of media attention from around the country.
             i. Big news companies which provide an opportunity to expose the quality of the work and people here at SIGGRAPH.
       3. Numbers wise it has been challenging, i.e., changes in the industry.
S25 Conference Chair, Ginger Alford
  I.   Highlights
       1. For 2025, the plan is to look at the organization holistically.
       2. One of the big pieces is to re-engage conversations, collaborations, and alignment with what we do in this room today and what we will do in the conference center.
       3. New role - EC liaison, DIana Arrellano
          a. The purpose of the role
             i. To help align the strategic vision.
             ii. Continue to convey opportunities that come up between the organization and the conference.
             iii. This is a huge vision
          b. Expand the concept of the VR Theater and spatial
	Andres Burbano
	Ginger Alford
	Mikki Rose
	Tomasz Bednarz

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storytelling.
    i.   Migrating this program - space session wants to include the physical built environment including dance and performance.
    ii.   Do not have a firm title right now we are calling it spatial storytelling.
c. We are approaching budget time - and the focus is to reflect on SIGGRAPH and computer graphics.
    i.   What is it about the conference that we want to maintain and grow?
    ii.   One of the priorities is bringing back the in-person technical papers jury.
        1. How do we actually make that work?
d. The 2025 committee came in early and met together. The goal was to make sure we are mindful of sharing resources.
e. Looking for partners and sponsors.
    i.   New ways of thinking of how we work with those sponsors and partners.
        1. Like NVIDIA
f. Looking for new communities - making sure we share what we are doing with other communities.
    i.   For example, attending the augmented reality conference this year.
    ii.   Finding new opportunities to continue to grow our communities.
g. Come visit the 2025 booth and see what we are doing regarding the vision.
    i.   Blurring the lines of the physical and digital realm; increasing emergence and interacting with our senses and data.
h. Returning to the Vancouver Convention Center is a beautiful setting.
    i.   There will be nods to the natural world.
    ii.   Hope to find some of the easter eggs in the branding.
    iii. Trying to dissolve boundaries and not limit our thinking in any way.
 	
S26 Conference Chair, Chris Redman
   I.   Highlights
      1. Back in LA for 2026.
      2. Working with the CAG and past conference chairs, we are looking at long term goals.
      3. Looking for candidates for the 2026 committee. Please provide	

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recommendations directly to Chris Redman.

Conference Advisory Group (CAG) Chair, Mikki Rose
I.   Highlights
1. Welcome to Denver!
2. Gratitude to Andres Burbano for all his hard work.
3. All keynotes are open to all reg levels.
4. Use **SIGGRAPHSAVINGS** - for exhibit only virtual access to all 7 keynotes.
5. Spend some time this week thanking the exhibitors and sponsors.
   a. Go to the exhibits and exhibitor sessions, introduce yourself, and let them know how great it is to have them at SIGGRAPH.
      i. Send feedback regarding the exhibitors to Mikki Rose
6. What has the CAG been working on?
   a. Looking for candidates for 2027 Conference Chair.
      i. Send Mikki your ideas.
      ii. Will be holding interviews later this year.
   b. Happy to discuss the upcoming Request for Proposals (RFPs).
      i. This is how we find contractors.
   c. Location scouting.
   d. We are accessing the state of the industry.

SIGGRAPH Asia Chair (SACAG), Tomasz Bednarz
I.   Highlights for SIGGRAPH Asia 2024
1. 2024 will be in Tokyo, Japan
   a. In recent years, SIGGRAPH ASIA goes to Japan every three years. SIGGRAPH ASIA in Japan has always been the largest and most successful.
2. Conference Chair, Takeo Igarashi, University of Tokyo
3. Strong and diverse set of program chairs to run the conference.
4. Conference theme is Curious Minds
5. Curious 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.
6. First time in Japan
   a. Art Papers
   b. Educators' Forum
   c. WIGGRAPH Luncheon (BOF)
   d. Introducing Technical Papers in Japanese
7. Keynote Speaker - Yoshiyuki Miyamae (ISSEY MIYAKE)
8. New this year
   a. Technical papers committee, in-person meeting

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b. Papers fast forward on Monday evening c. Preface for all the proceedings (as a record)	

ACM SIGGRAPH CARES
 	
Incident Report Process
 	
      1. The goal is to prevent issues at the conference, though some incidents may still occur.
      2. There is a defined process for reporting incidents.
      3. Individuals can be directed to a CARES committee member for guidance on how to report incidents.
      4. Committee members' role is limited to directing people to the reporting process to ACM; they cannot be involved beyond that..
 	
Commitment to the SIGGRAPH Cares Process
 	
      1. It's important to adhere to the established process to ensure it functions effectively.
      2. A suggestion was made to have confirmation that a report was submitted.
 	
What Happens After the Report is Submitted to ACM?
 	
      1. After the committee members provide steps for reporting, ACM takes over.
          a. A third-party team is responsible for investigating the incident through ACM.
Limitations of the Cares Committee
      1. The Cares committee cannot mediate or intervene.
      2. If a committee member gets involved beyond the scope of the role, they will not have legal protection.
 	
Anonymous Reporting
      1. Reports can be made anonymously on behalf of someone else if the reporter is directly involved.
      2. If you witness an incident, you are encouraged to report it.
 	
Final Note: The Cares committee's involvement stops at reporting.
 	
DEI Best Practices Recommended by Tony Baylis, DEI Chair
 	
      1. Designated room to take people to explain the process;
      2. Contact one of the people who are a part of the committee;
      3. Wearing pin/badge for the designated individuals (Cares committee members)
Next Steps
   1. Consider reconfiguring the committee so that the members are people
	Courtney Starrett
	Mona Kasra

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who are less busy during the conference week. The committee currently has the busiest people at the conference. Courtney Starrett was added to the Cares committee. 2. Send feedback and interest in being a part of the Nurturing Communities Committee (NCC) who may help with devising a plan. 3. The goal is to have Best Practices to send to SIGGRAPH Asia and then have it in place for next year's SIGGRAPH.	
ACM SIGGRAPH Financial Update *No contractors were present.*	Mona Kasra David Spoelstra
ACM SIGGRAPH Leadership Recurring Events The purpose of today's exercise is to review as a group this calendar of activities. Reactions from the SC Chairs and EC Directors 1. DEI recommends starting off the new year prioritizing and discussing inclusion efforts, communications, and engagements for the year. 2. Connect the meeting to the goals of the EC vs. the season to help people know what to prepare for. 3. Nominations is developing a proposed timeline for electing candidates. Next Steps 1. Please continue to provide comments in the recurring events document. 2. The goal after completing this calendar is for the SCs to also create their own calendar of events.	Eakta Jain

ACM SIGGRAPH EC Initiative "Objectives & Key Results (OKRs)" Presentations & Discussion
 	
OKR Team #1 - Scott O., Barbara M., David S., Courtney S., and Elizabeth B.
1. Objectives
    a. Create an AI chatbot for volunteers and members.
    b. Develop a Master calendar for events.
        i. The team decided to prioritize the calendar.
 	
2. Calendar Development
    a. The ITS Chair recommended starting from scratch and building a new calendar.
    b. Outreach was conducted to all units; interested units responded.
    c. The web team found a calendar plugin for the website.
        i. Plug in features - supports up to 100 individual calendars. Also, allows integration into one main calendar.
	EC Directors

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3. Subscription Options
    a. Users can subscribe to individual calendars or the main calendar.

4. Calendar Best Practices/ Guidelines
    a. Membership & Communications Chair will establish guidelines for the calendar.
    b. Editorial guidelines will include: formatting, capitalization, and branding.
        i. The purpose is to make sure all events have the same level of details as well as removing a post because it violates a guideline.

5. Calendar Permissions
    a. The chair of the committee will manage permissions.
    b. Access will be granted via an invitation from the ITS Chair or the committee chair.

OKR Team #2 - Mikki R., Brad L., Thierry F. and Barb H.
1. Objectives
    a. Evaluating Membership Benefits
    b. Increasing membership

2. Membership Survey
    a. Successful distributed member survey via SIGGRAPHITTI and Interactions newsletters.
    b. So far there has been a low response rate; currently 60 responses.
    c. Will have a QR code in the Village for members and non-members to complete.
    d. The survey did not capture demographic information.
    e. 84% of members want the discount for the conference
    f. 64% or members want a discounted subscription to OverLeaf.
    g. The members are not interested in receiving the organizational newsletter.

3. Challenges
    a. Members not caring about the organization and only wanting a discount to the conference and networking at the conference.
    b. Benefits that members want but the organization is unable to provide, e.g.,medical insurance.
        a. This should be removed from the ACM website.

1. Chapters Membership
    a. The role of Chapters is to build small, local communities. They have their own dues structure.
    b. The key issue is whether the Chapters structure can be modified

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to increase overall membership; Chapters is viewed as an untapped resource.

    c. A suggestion is making all chapter members associate members of ACM.

        i. The concern is regarding the members who do not pay dues; you cannot be a member of ACM without paying dues.

            1. To clarify, the Associate membership allows people to be limited members of ACM SIGGRAPH without paying any dues. However, these associate members do not count when SGB votes are taken.

    d. Another suggestion is having the chapter events be streamed and placed behind a paywall for members to access online.

OKR Team #3 – Masa I., Alla S., and Eakta J.

    1. Objective

        a. Develop a clear strategic direction and align activities to the strategic pillars.

    2. Annual Report Form

        a. Created a strategic pillars survey and incorporated it as an annual report form for the standing committees to complete.

        b. The goal is better alignment of organizational activities and pillars.

            i. At the end of the year they will be able to communicate what was completed and what was not.

            ii. If activities are not aligning after 2 years then there is some intervention that needs to happen.

    3. Feedback

        a. This new process has helped streamline the budget process and organize priorities.

        b. Helped the DEI committee focus their goals for next year.

        c. Membership committee was unaware that completing the annual report would align with the strategic pillars.

        d. There is a need for further discussions on how to interpret the pillars and what the pillars encompass.

        e. Suggestion to share the best practices of the standing committees and share that information with everyone.

    4. Liaison Structure - Feedback from Standing Committees

        a. The current structure is working well for all chairs. It provides a way for the chairs to stay up to date about what is going on with the EC.

        b. Suggestion is to create other opportunities for the SCs to engage with the EC.

            i. Maybe next year during the EC only portion of the meeting

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that the SC meets exclusively at that same time. ii. The SCs can provide updates on current projects similar to the EC's OKRs.	
EC Only for the remaining meeting.	

Reflection on the Morning Session
   1. Takeaways
       a. The last few years the EC did not have a lot of facetime with the SCs and hopefully today was helpful.
       b. The goal was to include SCs as a part of the solution process.
	Mona Kasra

New Realities for Flagship Conferences
 	
What are the New Realities That Should be Prioritized?
   1. Trends in exhibitions
       a. Low exhibitor registration
       b. It is noted that the exhibition subsidizes a large percentage of the conference.
       c. Analyze the travel dollars compared to the loss of exhibition revenue.
       d. The CAG and Tradeshow Logic (Conference Exhibition Management) are tracking feedback from exhibitors.
   2. The EC should be looking at what is going on with the community. Engage with the community and professional partners and provide them with the trends they have observed.
   3. Downturn in the industry.
 	
Historical Context
   1. Previous losses:
       a. 2002 - September 11 occurred in 2001. People were not ready to travel at that time.
       b. 2009 - Great Recession
       c. In both years the revenue decreased and never fully recovered.
   2. Ashley Cozzi noted that ACM's goal is to bring historical and institutional knowledge as well as the best practices from other events.
 	
Suggestions for the EC
   1. The finance committee should provide the budget for the conference year and then let the conference manage it from there.
       a. The EC and the CAG should work collaboratively vs. the CAG being micro-managed by the EC. For example, SIGGRAPH 2013 lost money and the EC and CAG had joint meetings to figure out solutions.
   2. Suggestion is to learn from Supercomputing's Exhibition Floor.
	Mona Kasra
	Eakta Jain

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      a. Supercomputing is breaking records each year.
          i. They are different industries and models. Not sure if this can be replicated.

3. The EC will need to take a step back and ask the big question, 'Why the loss?' There needs to be more understanding of the why before planning on how to react.
      a. Analyze what happened with your professional lens with the contractors.

4. Having a growth mindset - There is a growth potential in those areas like supercomputing and A.I.
      a. Look at the new ways that people are interacting with computer graphics; what can we do with this information?
      b. We could focus on the industries that are scaling (i.e. Boeing that can make a lot of products).
      c. Focus on the groups of people, the areas in industry that sell the technology we are a part of.
          i. For example, AWE - Ginger Alford and Elizabeth Baron attended this conference and noted the exhibition floor was wildly successful and the clientele that was there were people from industries who can buy lots of these 'widgets' it was not one off researchers, educational institution but the Lockheed, Boeing, Caterpillar, etc. all these companies that can make things and buy lots of things. This is another growth opportunity.

5. Devising processes that will prepare the organization for these types of trends like changes in the industry and unforeseen occurrences.

6. Exhibition Floor - In Japan they do not allow the students on their floor because the exhibitors know that students do not buy.
      a. What does this look like?
          i. Making an appointment to be on the floor.
         ii. Would it be ticketed like the VR Theater?
        iii. How do we make it prestigious?
      b. Give a financial incentive to the exhibitors to come to the conferences.

7. New Paper Track whose topics are relevant to the industry.
      a. It is perceived that adding a new track would dilute the SIGGRAPH brand of being highly competitive to submit Technical Papers to.

8. SIGGRAPH Papers, keep journal track paper number stable, but increase conference track papers. Further, we could start a SIGGRAPH AIGC conference, co-located with SIGGRAPH and publish papers in PACMCGIT. Some rejected SIGGRAPH papers (borderline reject) could be transferred to the SIGGRAPH AIGC conference.

9. In-person Papers Committee (PC) meeting of SIGGRAPH - we could have SIGGRAPH Spring workshop in late March, co-located with PC

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meeting, participants could be PhD students, industrial researchers, 3 days, 2 day workshop plus 2 day PC, one day overlapped, and some PC members can give talks.
    a. For example, 10 talks from PC members, and 30 industrial talks. Then we could collect registration fees, and cover the expense of the PC meeting.
10. CVPR-type Workshops
    a. Defining Workshop - A call for workshop, a group of researchers say that they will have a workshop for a ½ day. In their proposal they state:
        i. The people who agreed to participate
        ii. They will encourage people to submit papers and they will accept three of those papers.
        iii. Someone reviews the workshop proposals based on this criteria:
            1. 1) how many can they accommodate with the budget and;
            2. 2) which are attractive to the community.
    b. The workshop programs are successful and work well. Will need a shared mental model for the CVPR - type workshops.
    c. The workshop track needs to be well defined. Can test this as a pilot and do a ½ day and see how it goes.
        i. Investigate CVPR workshop tracks.
            1. Talk to Gordon W., Tomasz B., and Eakta J. about this idea.
    d. Workshop organizers can have sessions at the conference as well.
    e. It is noted that for the workshop model the contributor does not have to pay to be in the DL (APC).
11. Next Steps
    a. CAG will work on the CVPR-like workshop program idea. Then pilot the program in 2025.	

Treasurer Role & Term
 	
One Year Term
    1. After next year (2026) we won't have a treasurer - elect for David's term; the chair after Eakta will not have treasurer elect.
    2. ACM SIGGRAPH is the only SIG that has an appointed treasurer.
        a. Other SIGs have directors do this role; elected directors are the practice and make sense to implement.
        b. This is a practice ACM does not want us to continue.
    3. Before Brad L. and David S. there were no processes in place. Now there are great workflows and processes in place with tools and resources for
	Mona Kasra
	Eakta Jain

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any predecessor.
    a. Brad L. has been working on a document 'Life of a Treasurer' and lays out all the steps and what happens each month.
The Goal
  1. By resolving the Treasurer term issue will enable the EC to be more active.
  2. The EC wants the SCs to take more ownership over their budget and not be 'handheld' by the EC.
    a. For example, when they are asked to cut their budget then they are empowered to do so because they set up the budget.
  3. The ideal support system for the treasurers would be for them to have the help of the standing committees and contractors. Have the help of the EC regarding the budgets that they set. So they can focus on the organization's financial health.
    a. One suggestion was to form a 'Treasurer Subcommittee' to help with tasks like bookkeeping, data entry, reviewing and approving expense reports.
Proposal
  1. Treasurer elect for one year, then they serve a two year term as Treasurer.
    a. 2 year term for treasurer - the first year to learn the job and the second and third year to actively do the job.
    b. GAB will draft a policy change for the treasurer term length.
 	
Courtney Starrett motions to allow the Nominations Committee to seek out a Treasurer-elect for the Director C Slate. Elizabeth Baron seconds.
  1. Vote (11 yes, 0 abstain, 0 no) PASSED.	

EC Chair Role & Term
 	
One Year Term
  1. One year is too short and too much work.
  2. The challenges:
    a. Continuity - The volunteers have a hard time figuring out who to go too. They are contacting the treasurer for things because they have not changed.
      i. Example Elizabeth's year, if she had another year she would have been more organized.
    b. Taxing - Don't know what is a good option, this job is really hard with very little support.
  3. On the contrary, one year is easier to get support from employers vs. 2-3 years.
    a. The way people and organizations view this type of work has shifted. The world is not the same.
	Mona Kasra

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b. Employers used to allow volunteers to take time off or reduced time at work to be a Chair. Do these types of employers still exist?
 	
Suggestions
1. Using the same treasurer model for the chair term (1 year as a Chair - Elect, 2 years as the Chair).
2. Have a Chair category similar to Director C for the Treasurer.
3. Make the Chair-elect role more of an active role. To help balance the responsibilities.
    a. Have a more defined role for the Chair- elect.
4. A steering committee or collective of chairs to share in the work.
5. Job descriptions are needed for all roles so that the Nominations Committee can find candidates.
    a. Returning to a model where one of the director slates was designated for candidates who are interested in being Chair and have been vetted for the role.
        i. It is important to recruit people who have the mind to be the Chair. Let's be super clear and open to what it means to be a chair.
        ii. The current model does not work.
6. Delegate more tasks to the liaisons.
7. Bring back the Finance Committee
8. Continue building a relationship with the Nominations Committee.
9. Effective shadowing between the Chair and Chair - elect.
10. Outgoing EC Chair being on call to support the current Chair.
 	
Next Steps
1. Will keep the same model for another year and will reevaluate next year.
2. The EC will consider the liaisons and Finance Committee having more responsibilities.	

Fall In-Person Meeting Discussion and Planning
 	
Topics for the Fall Meeting Agenda
1. Adjusting the strategic vision from last year for the new. At the fall meeting can provide guidance to the next year's conference and SCs preparing for their budgets.
2. We can discuss both the big picture and actionable tasks, then break down the broader goals into specific, achievable steps for the year.
3. Professional growth/development that happens at the fall meeting.
4. SIGGRAPH Cares (idea for professional development)
    a. Anti - Bullying.
    b. Inclusive conversations/training.
5. DEI training for the EC Directors
    a. Tony B. has recommendations for people who can facilitate DEI
	Eakta Jain

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training.
  b. There is DEI support from ACM available.
 6. The organization's finances
  a. Joint meeting with the CAG at the Fall meeting.
   i. Strategizing together
  b. One of the things that the CAG is good at doing is having their meeting locations that are either 1) cost saving or 2) strategic - scouting for locations for conferences.
   i. For this year the CAG is planning to do a virtual meeting for the Fall.
 	
Meeting Location Suggestions
 1. Airport hotel meeting (O'Hare Airport, past location)
 2. Chicago - Smithbucklin's office
 3. Gainesville, Florida
  a. The locations the organization selects sends a message to the community. It is important to be mindful where the organization has meetings and conferences. (very US centric feedback).
 4. University of Washington - San Juan Island; inexpensive and research oriented.	

Next Steps & Closing Remarks Meeting Takeaways 1. One year treasurer elect two years treasurer. 2. CAG will work on the CVPR workshop program idea. 3. Considering different models for membership. 4. Seriously consider Shimin's suggestions regarding the conference. 5. SCs finding value in the EC liaison role. 6. So excited for the new calendar and the marketing. 7. The setup of the meeting and agenda worked really well.	Mona Kasra