

# SIGCHI Executive Committee Meeting January 2012

In attendance: Philippe, John K, Paul, Elizabeth, Fred, Jenny, Jonathan, Loren, Gary, Tuomo, Scooter, Paula, Zhengjie, John T, Dan O. By phone: Fran, Ashley

## Conferences Update

### Presentation by Scooter

----- Scooter's content -----

- CHI 2012
  - On track
  - Issues:
    - PCS, Sheridan, ACM
    - Communities
- CHI 2013
  - Moving forward
  - Kickoff meeting on February 3
  - Issues:
    - Hotel block
    - Budget
    - Communities fix?
- CHI 2014
  - On track
  - Chairs: Philippe Palanque, Matt Jones
- CHI 2015
  - Took a \*long\* time to get responses back
  - Shanghai & Beijing were > \$1,000,000
  - Hong Kong had no availability
  - Seoul and Singapore both submitted reasonable bids
- CHI 2016
  - Chair: Alison Druin
  - Location: West Coast of North America
  - Time to start site selection

### CMC Activities

- Expanded full CMC to include
  - HRI (Julie Adams)
  - IUI (Angel Puerta)

- UBIComp (James Scott)
- Full CMC Meeting in Seattle
  - February 10, right before CSCW
- Specialized conference support
  - Agreed to provide specialized conferences\*:
    - PCS
    - Full page add in Communications
    - Full page add in interactions
    - Reg online
    - 50% of surplus (based on a formula)
- Concerns have been raised about the last item

\* That are  $\geq$  50% sponsored by SIGCHI

### Surplus Return

- Our plan:
  - 50% of the average of the previous 2 years surplus will show in their budget as a grant
- ACM would prefer:
  - Each conference committee will submit a request outlining how they intend to use the money

### CMC Issues

- ACM
  - Site selection
  - Policy communication
- Chair/TP training
- PCS data flow
- Conference repository
  - Publication templates
  - Templates for PCS forms
  - Documentation for venue chairs
- Policies and procedures
  - Data release policy and procedures
  - Data archive (PCS)
- Video dissemination
- CHI Course program
- CHI Communities

----- End of Scooter's presentation -----

Among other things, Scooter gave his thoughts on how to “fix” the CHI conference “Communities” role in the conference.

There was also discussion of the idea of “returning the surplus” to a conference series (such as CSCW, UIST, IUI, HRI, .... ). (Note that only some conferences are eligible for this: notably, a

conference series has to have a steering committee.) The issue of “oversight” -- by ACM and/or the EC -- was raised. Also, the benefits to the conference(s):

- financial
- “psychological” - a conference series feels that they have ownership over their conference. They benefit (some) from their financial prudence, and they are accountable (somewhat) for their lack thereof.

There was a very interesting discussion of the relationship between “SIGCHI” and specialized conferences, touching on issues such as communication, oversight, autonomy.

In the end, the EC re-affirmed the decision that had been made.

Also raised was the issue of how to provide support and “training” for the chairs of specialized conferences. The means being explored to achieve this goal is to have a steering committee for each conference series.

### **Presentation by Philippe**

Among other things, there was a discussion of in-cooperation conferences, both general issues and some specific conferences. It morphed into the issue of having different types of conferences on the same topic. The underlying philosophy for granting approval to (co-) sponsored conferences is that the set of them should pave the HCI area and they should not (as much as possible) overlap. There was a report on the progress of having a SIGCHI sponsored conference on Games.

-----beginning presentation (extracted from PowerPoint slides) -----

Updates on Specialized Conferences

Jean-Daniel Fekete, Regina Bernhaupt, Marco Winckler Philippe Palanque & Scooter

Current Activities

- Conference approval (Sponsored and in-cooperation)
- Granting approval
- New entry in SIGCHI web site
- Sending request for SIGCHI logo and link
- Data archival and processing
- Surveys
- Support to conference organizers (connected to the communities thingy)

Data Archive and Processing

Jean-Daniel is in charge. Not much progress was made since the last meeting, as other problems were worked on. (Sub-committee analysis and rebuttal impact presented at Toronto 2011 CMC meeting)

Connected to the PCS evolution

- Regonline (registration)
- PCS system (submissions)
- Sheridan (publisher)
- Conference survey
- Advance programme

Prepared data for CHI 2009, 2010 & 2011

- Opening plenary
- Closing plenary

Planned

- Data archive for SIGCHI as a society
- For CMC as decision support system (see above)
- For SIGCHI members to understand their communities (and the evolutions)

#### Website for Specialized Conferences

- Tab Conference on SIGCHI web site
- We have (or will have) 3 groups of pages
  - Conferences supported by SIGCHI (both sponsored and in-cooperation)
    - updated weekly-ish
    - History since 2007 (both in-coop and sponsored)
  - Information for organizers (so far main page)
  - Visible interactive SIGCHI data set (CHI data only)

- A complementary view on [www.interaction-design.org](http://www.interaction-design.org)

#### Issues (at last meeting)

- Attract conference belonging to SIGCHI area (infovis – visweek e.g. SoftVis), mobile

#### HCI, ...

- Done for MobileHCI, we hope to have visweek in-coop for 2014

- Not loose current Sponsored conferences

- DIS

- ICMI

- Jean-Daniel need to define the limitations of his tasks (availability of data)

- Issue of the things going very slowly handling the present (not much preparing the future)

#### DUX conference

- Gone since 2007

- Issues related to sponsors (AIGA, SIGCHI, SIGGRAPH)

- Trying to invite people to do something (KTH was interested – cancellation meeting in

#### December)

- DPPI seems to take over the empty space (in-coop with SIGCHI)

#### Game conference

- A lot of different events on that topic (Fun and Games, Game Developers conference, Design Pattern in Games, ACE, ...)

- Some in-coop with SIGCHI

- ICEC organized by IFIP TC 14 (pending of INTERACT)

- Other "independent" ones

- Katherine Isbister & Regina Bernhaupt (CHI 2011 & CHI 2012 Games Community co-chairs working on that) we should have a SIGCHI Games conference for 2013

#### Benefits for sponsored conferences (implemented)

- PCS Granted by SIGCHI to 50%+ conferences

- Regonline Granted by SIGCHI to 50%+ conferences

- FREE Advert 1 page in CACM

- FREE Advert 1 page in Interactions

- Conferences over 5 years old

- Steering Committee chair part of the extended CMC (implemented)

- Give back part of the benefits to the conference (for 50% and up conferences)

$$\text{InitBudget}(i) = ((\text{sum}(\text{ConfNet}(i-1) + \text{ConfNet}(i-2)) / 2) / 2$$

#### Unsure?

- A web site on the ACM web site

- Mailing list

- Plone (for data achival??)

Return to pay to SIGCHI (16% - 6% for UIST it is in the TMRF)  
A support platform (communities – not connected yet )

#### Benefits for in-coop conferences

Proceedings will appear in the ACM DL (no new from ICPS)

Advert 1 page in CACM \$1500 (instead of \$10k)

No impact on budget

Lightweight process (online with examples)

Issues

No follow up on the series

No visibility and no way to change things

Things are changing at ACM (still no communication -change in the person in-charge of in-coop not notified)

Proceedings process unclear (at least to me - due to the creation of the ICPS)

#### Surveys

Currently surveys are done for CHI & CSCW (using SurveyMonkey)

Proposal for a standard (few tunable questions) sponsored conference one

Proposed when PAF is signed

Made available to the Steering Committee

Enforced?

Other?

-----end of presentation material -----

#### **Further presentation by Scooter**

##### CMC Issues

Scooter pointed out that when ACM policies change (and they do), it is crucial for the changes to be communicated to the volunteers directly and in a timely way. Further, where can ACM policies be found?

Many issues with:

- Conference Chair / Technical Program Chair training
- PCS “data flow” project
- Conference “repository”
  - For example, where does one go to find “the” SIGCHI” publication template?
  - Documentation for venue chairs
- Conference data repository
  - data release policy and procedures - for example, for paper submission and reviewing data
    - who can get what data, for what purposes?
  - Scooter made it clear that the CMC is very aware of this issue and is working hard at it (resources permitting) to solve the problem as soon as possible
- Videos: where they are stored, how they are accessed and indexed (e.g., with captions to improve accessibility)
- CHI Course program

- how to systematize the courses that are presented at CHI... for example, to maintain a strand of courses which, if someone completes the entire strand, they earn some type of certification. Other issues, too, including overall composition of the courses, scheduling of the courses.

## CHI 2015

Currently, only two possible sites in Asia submitted acceptable bids: Seoul (1 bid) and Singapore (3 bids). Scooter will proceed with selecting a site based on the bids that have been received.

## Publications

Report by Dan

Updates on:

- TOCHI - huge improvement to the review process under the direction of Shumin Zhai
- Human-Computer Interaction Journal

Should have a face-to-face meeting at ACM once a year; helps with coordination

Dan to check how ICPS is progressing both with Bernie Rous and Tom Rodden

Jonathan sent around information about improving accessibility of pubs  
- Continued discussion about this

Indexing of HCI literature by ISI

We morphed into a discussion of the new CSCW review process, and all the issues it raises

- *Actual* quality of the resulting papers
- *Perception* by “outsiders” since the traditional quality “signal” -- a low acceptance rate -- no longer applies
  - Need “new” metrics such as impact factor
- Scaling of the model... if CHI did it, the model of presenting work at the conference would have to change
- What other implications does this have for the CHI conference?
- Note also that this is an ACM / Computer Science issue, not a SIGCHI issue!
- There was a charge from the EC to the CSCW Steering Committee (as personified by Gary) to report results of the 3 year experiment carefully back to the EC.

In general, the EC is very positive about the new process. Issue: does anyone have an idea to promote alternative quality signals?

- Impact factor is good, but it takes awhile
- ACM could publish a list of “A” conferences (obvious drawbacks to this idea; likely not viable)

Discussion of other changes to our conference papers

- Length limit? Notes a workable venue?
  - Dan suggests: get feedback from the CSCW Community
- Changing formatting to enable tablet-friendly reading
- Currently, we pay (to Sheridan) a fee per page. We'd like to work on changing this.

CHI Madness also was discussed. There is a scaling problem here as well. Some alternatives were discussed, including the use of video clips as a replacement. \*HOWEVER\*, there are problems with this approach, too, so this is not a currently viable solution.

# Communities

Report by Dan

There are 4 communities so far:

- CSCW
- EICS
- UbiComp
- UIST

Next step is to do widespread promotion

- Email to CHI-Announcements
- Local Chapters
- Interactions article
- Presentations at CHI and other conferences

Three features are missing -- for the EC to manage the process

- Knowing how many members a community has
- Next step in the community process, notably when the election is coming up
- A way for the EC to communicate with all the community leaders
  - Something like email
  - Survey mechanism
- The EC authorizes spending up to \$25K for the current vendor to do this, after we receive a detailed bid

More generally, functionality for community organizers and members is all still to be added. Dan's plan is to get feedback from these "users" in order to guide what we build.

There also was discussion of specific "communities" (e.g., the emerging East Asian CHI group) that should be encouraged to form communities. Another issue was how well the communities infrastructure could support groups with members that are not (all or even mostly) SIGCHI members. The answer is: it can do it easily. Restrictions are:

- Non-SIGCHI members cannot be \*elected\* officials
- Non-SIGCHI members cannot vote in elections

# Web site

Report by Fred

Some discussion of the CHI photo collection -- the site is being modified to better handle this.

Other ideas for new content and redesign of the site were discussed.

# Current Executive Committee Status and Future Plans

There was some discussion about any steps necessary for the transition to the new Executive Committee, which will happen this summer.

A decision was made that the Handoff Meeting will be July 26-28 in New York.

# Turing Centenary Celebration

Report by John T

One issue: a small number of students will be funded (travel expenses) to attend. How should students be selected? Could award it to winners of the CHI 2012 Student Research and/or Student Design Committee.

# Education

Report by Elizabeth and Jenny on analysis of the surveys and interviews on HCI Education that they and Ann Bowser did. Details of the presentation are below:

## **Education in HCI: 2011 Research Report**

Presented by Elizabeth Churchill and Jennifer Preece, based on a report written by Anne Bowser SigCHI EC research assistant. A slide deck summarizing results from a preliminary report were presented.

Objectives of the research project are to identify/address:(1) What HCI skills, knowledge and methods are taught in courses at universities and in practitioner/training courses?  
(2) How might professional organizations like SIGCHI support HCI education worldwide?

283 participants took part, answering surveys and/or being interviewed in person or on



the phone: 177 & 54 interviews. 3 groups of respondents: students, academics, and professionals. Main points of note in preliminary analysis: respondents perceived design as a practice and methodologies for design to be centrally important for education. Concerns across the three constituencies varied:

- Students  
Top concerns are about jobs
- Academics  
Challenge of fit across departments – who teaches what & interdisciplinary approach
- Professionals  
Believe that university courses are geared to academic

Next Steps: More analysis is currently being conducted.

Gather input and questions from the executive committee  
Solicit input from participants who have expressed an interest in knowing more and being part of ongoing work  
Finalise formal report and disseminate results

There was discussion of future work and the Executive Committee agreed to fund the next stage of research. Points raised during discussion:

- Look at successful educational programs, such as:
  - CMUC, Michigan professional Master's programs
  - UC Irvine Senior Capstone project: students do a year-long project for a client. Project involves both software engineering and HCI
- Agreement that it would be useful to survey a additional populations, e.g., people who don't particularly identify as "HCI"
- Note that there are a \*lot\* of educational efforts within ACM
- A desire was expressed for concrete deliverables based on real needs
  - For example:
    - Resources
    - Recommendations
    - Goals
    - Existing curricula, success models
  - How does HCI fit in various existing curriculum models
  - Furthermore, these may be different in different contexts, such as in North America, Europe, Asia. Obviously, they must apply both for academia and practice/industry.
- To disseminate results:
  - Interactions
  - CACM
  - SIGCHI Web site
- CRA may be another point of contact (Debra Richardson at UCI as point of contact)
- idea of holding some follow-on workshops (Asia, Europe?) to develop the ideas further

- Do a book on HCI education like the HCI Remixed book
  - What educational experiences, people, influenced you the most?
- Interesting discussion on role of theory and practice in academic education of students who are likely to go into industrial jobs
- Another issue brought up: is HCI its “own thing”? Or is HCI a topic or practice or set of problems engaged in by (for example) social psychologists, computer scientists, designers, etc.?

## Budget / Finance

Report by Gary

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### **SIGCHI Budget Summary – Jan 2012**

2013 budget will be worked out in detail in February/March time frame. Our approval required by mid-March. Gary will set up phone meeting for that.

2012 Fund Balance Over Required: \$1,500,000 - \$1,700,000  
 [does not reflect 2011-2012 conferences, since they appear in the 2013 budget]

#### *Special Categories of Expenditures in the 2012 Budget*

These were the amounts allocated in the 2012 budget process. We don't know yet how much of this was actually spent, but likely some of it was not.

Awards -- \$35,000  
 Development Fund -- \$150,000  
     HCI history go here – need a proposal  
 CHI Lunches -- \$4,000  
 Public policy -- \$10,000  
 Education workshop prior to CHI 2012 -- \$30,000  
 SIGCHI Education Project -- \$45,000  
 SIGCHI Support for Turing ceremony -- \$22,500  
 SIGCHI Publicity -- \$20,000  
 Meetings and Special Functions -- \$25,000  
 CMC -- \$70,000  
 Interactivity at CHI -- \$15,000  
 Specialized conferences -- \$25,000  
 Replacing video hardware -- \$45,000  
 PCS process improvements -- \$50,000

CHI Communities -- \$90,000 (+\$25,000)  
Pubs special projects -- \$25,000  
VP Chapters -- \$20,000  
Web Page Design -- \$30,000 à \$50,000 for next year  
    1-day design session – use a day in July EC mtg.  
    Elizabeth will prepare the session w/ Loren's help  
Interactions -- \$159,575  
Women's breakfast -- \$5,000

Need proposals for 2013 budget from all EC members with budget needs.

----- End of Gary's report -----

[sigchi.org](http://sigchi.org) web site redesign was discussed

- A decision was made that the EC will spend one day during the July meeting doing redesign, specifically of the information architecture
  - Elizabeth will prepare for and lead the session. Loren will help.
- We then will implement the architecture-- likely by having our vendor do it
- And changing the “look” also is easy

The EC also agreed to allocate some money to support ACM-W scholarships for female students to attend conferences

There also was a discussion of an HCI History effort.

- What is the most effective / compelling way to frame this?
- The EC will work with other ‘champions’ on this

We will put something on the SIGCHI website about the budget.

## Local Chapters

Report by Tuomo

ACM database indicates 37 active SIGCHI chapters around the world on 5 continents. 34 are professional chapters, 3 student chapters. In total, there are 2,300 reported members. However, it is highly likely this is much below the real number because of the lacking data in the ACM annual reports. The real number is estimated to be near 3,000 members.



### Map of SIGHI Local Chapters

Preliminary schedule for the Local Chapters Workshop in CHI'12:  
 Afternoon Sunday 6th of May, 4 hours

>Lunch<

Part 1 for the new/small chapters and people interested in chapters

-Intro

    New benefits (CHI course notes, communities)

    How to start a CHI chapter or community, what is required

-1.5 hours for chapter presentations

    Overview, successes, challenges

    How to get things going, what kind of support would be valued?

-Summary: action items

>20 min for break and networking<

Part 2 for the well-established chapters

-1.5 hours for chapter presentations

    Overview, successes, challenges

    What kind of support would be valued?

-Summary: action items

Local chapters can be supported by the new CHI Communities infrastructure. The community infrastructure and its benefits should be introduced in the Chapters Workshop. Chapters' needs that could be supported by the infrastructure should be collected.

The issue of access to CHI Course Notes by the Local Chapters also was discussed. This morphed into the larger issue of developing a standard SIGCHI CHI Conference "curriculum" or courses that will be offered regularly. It was suggested (JT) and general concurrence that a monthly column in INTERACTIONS featuring a local chapter would be a good idea. Tuomo

agreed to take this on.

# Public Policy

Discussion led by Jonathan

## Since last EC meeting in August:

Held face-to-face meeting of SIGCHI International Public Policy Committee in September in Lisbon during the INTERACT conference

- Attendance from nearly all 10 country committee members
- Very good discussions
- Plan for two events at CHI 2012 in Austin
- Plan for a workshop at CHI 2013 in Paris, with the goal to have a white paper on the topic as the output of the workshop

SIGCHI sign-on to comments submitted by USACM in response to ANPRM about legal guidelines for research involving human subjects (Oct 2011)

## Policy plans for CHI 2012 conference in Austin:

Vanessa Evers, member of the SIGCHI International Public Policy Committee, is organizing a SIG on “Changing requirements to HCI funding: A global perspective” and Janet Davis, member of the SIGCHI International Public Policy Committee and chair of the SIGCHI US Public Policy Committee, is organizing a panel on “INSERT ACTUAL PANEL NAME HERE.”

The goal is to have a workshop on HCI and public policy at the CHI 2013 conference in Paris, and write up and distribute a white paper based on the workshop.

Currently, members of the SIGCHI International Public Policy Committee are co-authoring a short article for Interactions Magazine about HCI policy issues in 2012 in 10 different countries.

There is a tentative plan to hold a face-to-face meeting of the SIGCHI International Public Policy committee in late 2012

# Awards

Report by Loren

## SIGCHI

Lifetime Research	Dan Olsen
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Lifetime Practice	Joy Mountford
Lifetime Service	Kevin Schofield Mike Atwood
Social Impact	Batya Friedman
CHI Academy	Ben Bederson Steve Benford Hugh Dubberly Carl Gutwin Joy Mountford Alan Newell Yvonne Rogers

## ACM

### Fellows

- Ron Baecker
- George Furnas
- Bob Kraut

### Distinguished Members / Scientists / Engineers

- Aaron Marcus
- Ben Bederson
- Clare-Marie Karat
- David Millen
- David Redmiles
- Shari Trewin

### Issues

- Feedback from ACM?
- Idea: Put packages together early enough to get feedback?
- May ask for feedback from Jim Horning (see “How to make a case for an ACM Fellow”)
- We need “our” ACM Fellows to serve on the relevant committees

# SIGCHI in the Developing World

Presentation by Zhengjie and John K

### Objectives

- Mutual learning between SIGCHI community and the local communities
- Help the local communities learn from each other and to be self organized to work on their own issues
- Use SIGCHI resources to help the local communities mature and self sustain

- Establish closer relationships with the local communities and get them better involved in SIGCHI activities

## Asia

### 1st SIGCHI Asia Workshop

- March 25-27 2011, Beijing, 26 delegates from 11 countries/regions and SIGCHI EC
- Helped SIGCHI EC better know about the current state of HCI in Asia
- Helped the local communities learn from each other
- Get local communities to organize following up activities to work on their own issues

### Follow-up activities

- 2nd workshop attached to CHI2011, May 8, 2011,, 25 delegates from 6 countries and SIGCHI EC
  - Identified commonly interested issues
    - Local organizations / conferences / journals, CHI2015
  - Set up working groups to work on some of them
    - WG1 - Local HCI organization
    - WG2 - Local HCI conference
  - 3rd workshop in Kunming, December 2-3, 2011, 14 delegates from 5 countries
    - Further work on
      - Local HCI organization
- APACHI - Asia Pacific Association of Computer Human Interaction?
  - Local HCI conference
- Reshaping APCHI
  - 4th workshop probably in April, 2012 in India in conjunction with IndiaHCI 2012
  - 5th workshop attached to CHI2012 in May
    - Core meeting
    - Town hall meeting (open to all the people who are concerning the HCI development in Asia)
  - 6th workshop late 2012 in Japan?

## Latin America

### 1st SIGCHI LA Workshop

- July 11-13 2012, Belo Horizonte, Brazil
- 22-25 delegates from 7 countries and SIGCHI EC
  - 4 Brazil, 4 Mexico, 2 Guatemala, 2 Colombia, 2 Chile, 1 Costa Rica, 1 Argentina (2-3 more for Brazil?)
  - 6 from SIGCHI EC
- Local organizers: Clarisse Sieckenius de Souza, Alfredo Sanchez, Raquel Oliveira Prates
  - Helped SIGCHI EC better know about the current state of HCI in LA
- Identify and explore how to better mature the local communities
  - Work still to be done
    - Participants nomination and invitation (underway)
    - Venue contract (underway)

- Position papers submission and review
- Agenda, local activities

### **Possible next steps**

- Continue sponsoring the workshop series in AP and LA
- Encourage SIGCHI communities/chapters to set up
- Expand the sponsored speakers tours to cover more regions
- Have some developing worlds focused sessions at CHI every year
- Identify key challenges in developing worlds like legitimacy, education, access to publications etc. and coordinate the SIGCHI resources to help

One issue discussed: what is the appropriate level of continuing financial support from SIGCHI for the Asian CHI workshops? This generalized into a re-articulation of the goals of SIGCHI's efforts in developing the HCI community in Asia. We achieved our initial goal of bringing together HCI-oriented people from different parts of eastern Asia, and we now are considering what our goals should be moving forward.

- For example, is there a desire to create some local/regional SIGCHI chapters? If so, this is a reasonable thing for SIGCHI to continue to support.
- To work with the eastern Asian "group" to help plan and promote CHI 2015
- To clarify the local group's vision of their relationship to SIGCHI

We also discussed the SIGCHI Latin America workshop, which will be held in July 2012 in Brazil.

One issue discussed was that SIGCHI has an extensive portfolio of conferences. Thinking strategically, it makes sense for the CMC to raise the issue with the steering committees for the specialized conferences that they should consider siting their conferences in our "regions of interest" in the future. These regions include Asia and Latin America. Any such thinking should be informed by what areas/topics of HCI are of most current interest within a particular region.

Are there other regions we should be looking at? Yes, Africa, specifically sub-Saharan Africa.

Other ideas to make CHI "more friendly" to people from many cultures:

- Student volunteers who are (a) familiar with the city, (b) fluent in the local language, English, and another 'important' language such as Mandarin. This was done at CSCW 2011 in Hangzhou and was very effective.

## **Town Hall Meeting at CHI 2012**

There was a planning discussion for the event.

The EC will report on the significant new efforts we worked on during our term:

- CHI 2015 update (Scooter)



- New CMC (Scooter)
- Initiatives with developing world HCI communities (Zhengjie and John K)
- Education initiative (Elizabeth and Jenny)
- Public policy (Jonathan)

# Publicity

## slides...

### SXSWi 2012

- Evaluating social media options to drive awareness:
  - CHI 2012 (two months later, same city)
  - CHI international locations
  - Workshops, emphasis on international
- Recruit ACM to help out as this is a larger issue regarding support for awareness campaigns
- Potential tie-in to a couple of panels (not ours)
  - Sound bite
  - Special pricing for CHI registration (limited time offer)
  - Swag?

### SXSWi options to price

- Swag
  - Options for print media (flyers, articles, Interactions, etc.)
  - Online links (pubs, membership, events/workshop schedules)
- Advertising
  - Conference program
  - Signage
  - Etc.
- Request budget to register Paul (no travel required)

### SIGCHI @ CHI 2012

- Distribute collateral at opening plenary
  - SIGCHI-branded bling
  - Town hall postcard with QR code pointing to site
  - Perhaps on chairs waiting for attendees at opening...
- Booth with volunteer staff
  - Videos, copies of pubs, etc.
  - Promotion by president at opening
  - Organized by chapters?
- Town hall
  - Another opportunity for swag
- SIGCHI-branded bling for attendees who missed opening
- Pubs and articles
- Discount on excess CHI t-shirt inventory?

### General Issues

- Press releases
  - Need to budget for issuing a few of them... workgroup to prioritize events worthy of PR?
  - Need to price them with ACM
- Driving org mission and website awareness

- Increase ad footprint in ACM pubs
  - Target ads in other pubs and at non-ACM venues?
- Privacy statement for website/org is opportunity for PR
- Other?

## Notes from resulting conversation:

### SXSW Interactive (SXSWi)

- Give SXSWi attendees a two week extension on early-bird pricing via a SXSWi registration code for their CHI 2012 registration
- Create a postcard with trackable QR code that links to mobile page
  - Cost it out and allocate funds ASAP! (Paul)
  - Announce extension to CHI 2012 registration
  - Announce Paris for 2013
  - Link to relevant websites
- A couple of friendly panels are likely to help us distribute the cards
- If not, is there a cost to insert postcards into attendee bags?

### CHI conference

- Student volunteers (SVs)
  - There is a dedicated SV photographer
- SIGCHI booth
  - Position by registration desk
  - The physical booth infrastructure is in storage
    - § Looks like it will last a couple more years
    - § But needs duct tape to assemble properly?
  - Advertise town hall, take questions in advance
  - Information on ACM and SIGCHI member services
  - Answer SIGCHI and ACM questions
  - Past issues of Interactions? Discussion seemed to say 'no' - same for swag
  - Preview of Paris and CHI 2013
  - Use SVs during off-peak hours - need SV chairs to pick staff, then we need to train them
  - Maybe share with chapters?
  - Paul and Jonathan during primary peak hours, available by appointment otherwise
    - § Sat morning 7:30 (opening) - 9:30 (2hrs)
    - § Sun morning 7:30 (opening) - 9:30 (2hrs)
    - § Sun evening 15:30 - 17:30 (closing) (2hrs)
    - § Mon morning 8:00 (opening) - 12:00 (4hrs)

### CHI 2011 registration hours (for reference)

Fri 16:00-18:00

Sat 7:30-12:00

Sun 7:30-17:30

Mon 8:00-20:30

- Plenary
  - Town hall postcards (see below)
  - Swag of some sort
    - § USB flash drive with softcopy of program on it?
    - § Cost it out, make a proposal (Paul)
  - SVs will distribute on chairs and then collect remaining items after plenary
- Town hall

- Postcards
  - § Distribute at plenary, booth
  - § QR code links to mobile site
    - Button to calendar event on popular calendar systems
    - Type question for town hall
    - Link to SIGCHI website
    - Track how often QR code is used by unique phones
- Social media
  - § Create hash tag separate from main conference and from SIGCHI org
  - § SV to live tweet the meeting
  - § Check-in on Facebook, Google+, LinkedIn
- Swag = leftovers, don't need other stuff there
- Goals - this EC's last readout to membership
  - § Update on CHI 2015
  - § Developing world
  - § Education
  - § Public policy
  - § Communities
  - § New CMC
- Pay for lunch - already done (Scooter)
- Need to update CHI program description (Elizabeth)
- **Swag suggestions:**
  - Luggage tag

**Questions for Fran:**

- Do we have access to our membership database and all that entails?
- What % of conference membership renews year to year and how many years average (or bar chart of distribution)?
- What logos and other copyrights and trademarks do we own?
- What's the process for initiating creation of such?
- ACM process for generating privacy statement different from ACM's statement?

**Next agenda:**

- 5 things that describe our brand
- Social media agenda
  - Revive Facebook page (ask Mary for the keys)
  - LinkedIn brand has been politely and competently co-opted, ask owner Karl to join our PR team, maybe fly him to CHI 2012

**Action Items for Paul**

- PR committee
  - Assemble committee, collect and evaluate contract help options, make a selection
  - Which audiences will our PR activities aim for?
- For Gerrit: craft a request for privacy statement for ACM legal review
- Sort through quotes for "why did you attend CHI 2011?" for positioning insight
- SXSW stuff (see above)
- Coordinate CHI 2012 booth and press activities

**Initial thinking on 5 branding points (with Loren):**

"Computer-human" interaction (CHI) branding needs to be consistent – no "human-computer" or HCI language, except maybe in bibliography

"We are CHI"

- Premier – metric? Compare to other HCI orgs...produce new knowledge and understanding (research), technical innovations, practical reality of what works and what

doesn't

- Sponsor the most popular CHI conference in the world and cutting-edge specialized conferences
  - Papers and pubs disseminate information
  - Educate next generation of researchers and practitioners
  - Membership gets free access to research docs
  - How many papers published??? And how many citations?
- International
  - Strong in NA and Europe, advancing in Asia and LA
  - Members from >20 countries on all populated continents
  - John Karat (IFIP TC13 group is international)
- Recognition, Awards, benefits
  - Professional
  - Academic
- Leading ACM group – one of two largest SIGs in the largest computing society in the world

We should think about assembling some case studies

**From my previous email regarding SIGCHI website and its top level tabs**

- Communities (take the bibliography stuff out of these and turn them into discussions)
  - Public Policy
  - Education
  - Accessibility
  - Intercultural Issues
  - Kids and Computers
  - ...
  - Start a Community

Here's what the CHI 2012 site mentions for communities:

- CORE COMMUNITIES
  - Design
  - Engineering
  - Management
  - User Experience
- FEATURED COMMUNITIES
  - Digital Arts
  - Games & Entertainment
  - HCI for Kids
  - Health
  - Sustainability

We should think about standardizing our communities vs. conferences language.

## **SIGCHI Web site preliminary discussion**

- Audience?
  - SIGCHI members

- Scooter: someone who wants to find out about upcoming conferences
- Scooter: someone who has a general question about conferences, prospective organizers

- Message?
  - One of the largest SIGS within ACM
  - The premier international HCI organization
  - ? The largest international HCI organization ?
- General ideas and issues
  - Simply the home page
  - Make the home page interesting
  - Members tab
  - Interested in joining? tab
  - Need more hierarchy on the current set of tabs
  - “Ownership” of information (e.g., at the tab level) is not clear
    - So: assign one or more owners to each section of content
  - Need a new top-level design
  - Posting news - we need fresh content
- Specific (re-design) ideas (now)
  - “About SIGCHI” tab should be on the right
    - What’s currently under the People tab should go there
  - Redesigning the Conferences page
    - At the top, show an upcoming conference or conferences (logos would be nice)
    - (Current) Calendar widget is useless. A better calendar would be useful
    - Information for prospective conference organizers
    - Data on past conferences (maybe this shouldn’t go under this tab)
  - Get usage data -- e.g., click counts -- for current site