

## **MSB Annual Report (2005)**

### Summary

In its second year in existence, the Membership Services Board has continued along the path that it set for itself at the outset. Some projects have come to fruition, others are in progress, and new ones have been undertaken. Board membership has been stable, and the board continues to meet monthly via teleconference. In early June, the board held its annual face-to-face meeting at ACM headquarters in New York, and all of the board members felt that it was our best meeting yet.

In terms of projects, CareerNews has been up and running since the beginning of the year and has been well-received. The work on MyACM has been incorporated into a larger project to re-work ACM's web presence. ACM board members are actively involved in that project along with headquarters staff and outside contractors. A new Distinguished Lectureship Committee was brought together in May, and is making progress towards re-vitalizing that program. We have created a new sub-committee (the Digital Media Collection Committee) to investigate how to increase the amount of rich media that is stored in the Digital Library and the Professional Development Center. That committee has been very active, and we anticipate capturing a number of sessions at several conferences this fall.

The MSB charter was re-written this year to take into account the newly created Professions Board. The new charter more clearly emphasizes the MSB's role in addressing services that affect the whole spectrum of ACM members. In addition, it strengthens the MSB's role in the creation and support of communities within ACM.

### Board Membership

The only change in board membership over the year was the resignation of Jennifer Rexford due to increasing commitments at work and elsewhere within the ACM. We have not yet replaced Jennifer as we continue to discuss the best way to recruit new members to the board. The MSB currently consists of:

- Terry Coatta (chair)
- Joe Konstan (researcher, academic)
- Jason Nieh (educator)
- Hong-Jiang Zhang (researcher, industry)
- Lynn Andrea Stein (educator)
- Thierry Frey (practitioner)
- William Stevenson (student, graduate)
- Young-Mi Shin (student, undergraduate)

### MyACM

MyACM is a significant project whose goal is to make the ACM's web site more usable and valuable to members; in addition, MyACM is also intended to make ACM's broad breadth of activities, services, and products more visible to members thereby enabling more participation in ACM's services. Satisfying this goal requires changes both to the look and feel of the web site, but also to the infrastructure which provides much of the data for the web site. The ACM has undertaken to significantly re-work the existing web-site and has employed well-known design firms to help with that project. The work on MyACM has now been incorporated into this overall project. Much of the work over the past year has been reviewing and providing

guidance on the re-design of the main ACM web site. This phase of the re-design is coming to a close, and we anticipate a renewed focus on MyACM in the last quarter of 2005.

### CareerNews

CareerNews is a bi-monthly news digest (inspired by ACM's popular TechNews service) that provides information about information technology careers. News items such as significant trends in job skills that are in demand, career profiles, outsourcing, training and certification represent the type of content that would be included in the digest. CareerNews has been successfully operating since the first quarter of 2005.

### Digital Archiving

The members of the MSB feel that ACM conferences represent one of the most valuable assets of the ACM. However, only a fraction of ACM members are able to experience these. By videotaping and the digitizing selected content from conferences, we hope to extend their value by providing access to more members. This year the MSB created a new subcommittee to look into issues such as storage formats, delivery mechanisms, and player support for such rich media. The Digital Media Collection Committee (DMCC) is planning to prototype a capture and post-production system at 3 conferences this fall (OOPSLA, SuperComputing, and Assets). We are currently working with the leadership of each of these conferences to deal with session selection and other logistics.

### Distinguished Lectureship Program

In May of 2005 the MSB chartered a new committee to oversee the revitalization of the ACM's Distinguished Lectureship Program (DLP). The committee got off to a good start. One of their first suggestions was the webcasting of the Turing Lecture to ACM chapters. This project went very well with 20 student chapters and 15 professional chapters holding events around the webcast. Feedback from chapter members was very positive. However, in August, the chair of the DLP (Victor Bahl) needed to step down in response to increasing responsibilities at work. This has delayed the re-launch of the DLP program. We now have a new chair in place (Annie Archbold) and expect good progress through the fall.

### Electronic Communities

As part of its new mandate to foster the creation of communities within the ACM, the MSB has just started to look into ways in which we can provide infrastructure to support digital communities. We are discussing with headquarters staff the viability of ideas such as providing blogs and wikis to all ACM members.

### Support of Students

In a bid to gain a better understanding of how the ACM can better serve students; the MSB sponsored a Student Conference at ACM headquarters in August 2005. The conference went very well. A final report on the conference is currently being authored and will be available in early Fall 2005. However, generally speaking the students were extremely enthusiastic and expressed considerable interest in continuing to work with ACM on a variety of projects. During Fall 2005, the MSB will be looking into ways to capitalize on their enthusiasm and to open up pathways for broader student participation within the volunteer structure of ACM.

### Chapter Support

In a similar vein, the MSB is hoping to host a conference for chapter leaders in the fall of 2005. There are several goals here. One is to gain insight into what makes a successful chapter, with the aim of being able to replicate that in areas where chapters do not exist. Another is to open up a more productive communication channel between the ACM and local chapters. Finally, we would like to understand what type of support programs and infrastructure would be most valuable to the chapters. The conference will also help put us in a good position to strike a Chapter Support Committee which can carry forward the idea which the conference produces.

### Volunteer Development

Through the student conference, the MSB has access to a large number of potential young volunteers. We will be looking into ways to encourage their involvement over the coming year. In addition, the MSB will foster close links with the Professions Board as a potential source of volunteers. As the composition of the Professions Board is primarily young practicing professionals, it is hoped that we can leverage their network of contacts to gain more volunteers from that general demographic.