

ACM Membership Services Board FY'04 Annual Report

Summary:

This is the first year in which the new Membership Services Board has been fully operational. During the spring, we recruited a number of new members to the board. The MSB is now essentially at its full complement with 7 members (excluding staff). In June, we held our first face-to-face meeting. We now have regular monthly conference calls and are scheduled to meet in person again in November 2004. The board has continued to work on several ongoing projects:

- MyACM
- Digital archiving of conference tutorials/sessions
- Career-oriented projects, e.g., CareerNews

In addition have taken on stewardship of the Distinguished Lectureship Program (DLP). We anticipate having initial versions of MyACM and possibly having CareerNews in place in the first quarter of the coming calendar year, as well as having a new Advisory Group for the Lectureship Program in place.

Board Membership:

The new MSB charter calls for the board to have 8 members representing the core constituencies that make up the ACM's membership -- Practitioners in industry; Researchers; Educators; Managers; undergraduate and graduate students. During the spring of this year we canvassed a variety of sources for recommendations for new board members. We followed up with phone interviews and by May had finalized the board's membership. The MSB currently consists of:

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

In order to better represent the ACM membership constituencies, the MSB will be recruiting one or two additional Practitioners (as this constituency is ACM's largest and probably most underserved).

MyACM:

MyACM is a significant project whose goal is to make the ACM's web site more meaningful and customized to members needs. Satisfying this goal requires changes both to the look and feel of the web site, but also to the infrastructure that provides much of the data for the web site. With respect to the look and feel of the site, the MSB will be working closely with the concurrent efforts to improve ACM's brand recognition.

In terms of the features offered by the web site, the main focus of MyACM has been to support personalization of the web site and also to try and provide a centralized and consistent means for members to view and modify their "ACM profile" (items such as their email address, their mailing preferences, etc). Two prototypes of MyACM have already been constructed and reviewed by the MSB. It is our hope to have a beta version of the site available for limited testing by users by the first quarter of 2005.

CareerNews:

CareerNews would be 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. Headquarters staff have been working with Information Inc. (who also produce TechNews) to produce CareerNews and currently Information Inc. is looking for a sponsor in order to be able to defray some of the costs of delivering CareerNews on a twice-a-month basis to ACM members.

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. It will also give the MSB the opportunity to open up a discussion with the SIGs regarding cost/benefit

sharing. The MSB will be making a presentation to the SIG Board (in early FY'05) regarding the creation of a PD Committee that would consist of representatives of the different Boards that would be tasked with the creation of a Professional Development Plan based on ACM SIG (and Chapter) content. The MSB will undertake to carry out a pilot project and capture a small number of sessions from one or two conferences. This pilot project will provide concrete data on the logistical and financial implications of attempting to carrying this out on a broader scale.

Distinguished Lectureship Program (DLP):

The MSB has undertaken the oversight of the DLP. At the current time, the MSB is canvassing for volunteers to form a new DLP Advisory Group. This committee would be responsible for recruiting and reviewing lecturers, as well as establishing the operational rules under which the program would operate. In addition, this Advisory Group will be tasked with expanding the lectureship program in terms of lecturers and desired topics. We hope to have the new steering committee in place in by the first quarter of FY'05.