A Vision for ACM – Opportunities and Challenges

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ACM is and continues to be the world’s premier computing and information technology professional society by being ...
A vibrant, thriving, fully international society that comprehensively reflects the excitement and diversity of computing and IT and richly supports its members throughout their careers.
Opportunities and Challenges

Opportunities:
• Fully international society
• Serving practitioners and entrepreneurs
• Technical programs
• Education
• Diversity

Challenge – A long term sustainable financial model:
• Publications
• Membership
A Fully International Society

An integrated global organization in terms of

• Programs (technical, educational, career development, policy, diversity)
• Leadership
• Member Recognition
• Image

*Primary membership growth opportunities beyond US, China, India and W. Europe:

• Asia: Korea, Singapore, Japan
• Europe: Central/Eastern Europe
• Central and South America: Brazil, Argentina, Chile, Mexico
• South Africa*
Serving Practitioners

Software professionals: > 3 million in US, at least 10-15 million in world

*ACM is reaching a tiny portion of computing professionals*

Pressing need of practitioners: keeping up with pace of change

ACM has impressive array of offerings: Webinars, Tech Packs, Podcasts, E-learning, Publications

- How big of a focus should practitioner membership be?
- How well are practitioner needs currently being met?
- More content by practitioners for practitioners?
Integrating Entrepreneurs into ACM

Entrepreneurship is at the heart of the vibrancy of computing

Challenges:
- *How involve tech entrepreneurs and investors in ACM?*
- *How develop a two-way value proposition?*

A couple (of many) possibilities – a two-way street:
- Entrepreneurs and VCs regularly attend key conferences to network with researchers
- Help connect ACM technical experts to entrepreneurs seeking expertise

The entrepreneurial community is interested!
Technical Programs

ACM has a large and excellent array of very successful SIGs, conferences, publications

Challenges:
- Flexibly keeping up with new developments
- Transcending silos

Some important examples of overarching trends:
- Health applications
- Intelligent systems
- Mobile and personalized computing
- Privacy and societal implications

Need to make linkages in conferences, publications, SIGs
Education

ACM has a very impressive and impactful set of programs:
- Curriculum; SIGCSE and international versions; CSTA; involvement in CS AP and CS 10K; EPC -> Computing in the Core, CS Education Week, role in code.org

Areas of opportunity:

- K-12 / Pre-university: curriculum, teacher community, policy, learning from international experiences
- University: keeping curriculum current, especially practical side:
  - Huge need in many nations; place where materials, experts matter; often precedes new standardized curriculum
- Keeping up with the breadth of segments of computing/IT education
- Policy and information
Diversity

ACM should be the (U.S. and) world leader in diversity in computing and IT

Diversity in computing is an international issue:
  • Women, in most regions
  • Historically underprivileged groups in many regions

ACM could be having more impact

An extreme example of potential opportunities:
  ACM could be the home or host for major national or international diversity organizations,
  and significantly enhance their impact
Two of the three major sources of ACM revenue face systemic shifts:
- Publications – where ACM derives significant net revenue – due to open access
- Membership – where ACM roughly breaks even – due to generational shifts

Publications:
- The sky is not falling (immediately); DL revenue likely stable for 5+ years
- Key issue: correspondence between increasing open access and DL demand/revenue
- Important need: creating DL services/features that make DL >> N individual articles

Membership:
- Imperative to join professional societies just because one is in the profession may be fading
- Societies need to look at member benefits, such as networking, that justify membership, and …
- May end up redefining definition of membership

Additional revenue sources also need to be developed
I look forward to working with you and all ACM members and staff on these opportunities.