



SIGDOC Program Review

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March 14, 2013

A call to action

- **Managed change for immediate and future improvements**
- **Effectively communicated with our members**
- **Addressed who we are and our mission**
- **Demonstrated prudent fiscal responsibility**
- **Continued to look at how best to grow SIGDOC and continue positive visibility**

“What is design of communication?”

- Design, development, and delivery of technical communication is a fundamental component in all in technology and computing machinery organizations and academic programs (comp science, informatics, computing machinery) regardless of the naming.
- A sample progression of current acronyms for tech. comm:
Doc>IA>ID>UA>UX>UT>?
- The scope of what is “DOC” continues to expand



Highest priority goals

- Continue a tradition of successful conferences that receive high ratings by attendees
- Clarify and promote our mission to the greater community
- Provide ongoing outreach and advocacy for an ever expanding multidisciplinary community of students, researchers, teachers, and practitioners for design, development and delivery of technical communication
- Publish papers and newsletter articles that are made available and utilized by a far wider audience than SIGDOC members
- Increase visibility and offerings to the greater community through our conferences, web site, newsletter, published papers, and support for other groups and conferences.



Financial goals and status

- Maintain a stable fund balance
- Use funds to nurture growth and increase visibility of ACM and SIGDOC
- Offer some level of travel support for SIG leadership to attend EC meetings at our flagship conference
- Continue to leverage previous cost of printing “join now” brochures by using the pdf version.
- Continue to decrease conference costs by no longer printing hard-copy nor CDs for proceedings.



Membership updates and objectives

- Promote membership growth and chapter creation -
Membership grew in 2012
- Locate conferences at universities to increase graduate student involvement
- Promoted and supported conference proposals and leadership for international locations and universities
- European chapter created in 2010 – has now held successful workshops each year.
- Efforts underway to create AsiaSIGDOC and SIGDOC S.America chapters.
- Modest volunteer growth
- Ongoing evaluation of member needs through:
 - Member-to-member interactions
 - Town hall meetings at close of conference each year to gather feedback
 - Quarterly Notes from the Chair and newsletters that ask for membership feedback.
 - Continued focus on serving members with both theory and practice opportunities and offerings



Accomplishments and goals for visibility and engagement

- Clarified mission statement
- Now offer an improved web site and newsletter for enhanced member and community benefits.
- Continued to increase “industry” participation by offering experience reports as part of CFPs.
- Made all previous quarterly newsletters available in the DL.
- Social networking presence more than doubled this year.
- Prudently support funding for sponsorships and other initiatives that increase visibility and lead to growth.
- Keep members informed by effectively using the SIG member list, the new quarterly newsletter, and the web site.
- Provide theory and practice leadership in design, development, and delivery of technical communication.
- International and regional development and engagement
 - Have hosted conferences in diverse locations led by regional faculty and professionals.
 - Support domestic conferences to be connected with universities.

