Special Interest Group on Management Information Systems

Program Review

Janice Sipior, Chair

SGB Meeting, March 31, 2015, Chicago

Association for
Computing Machinery

Advancing Computing as a Science & Profession

Wow

- Broadened inclusiveness of our CPR conference
  - Small but high quality conference
  - Renamed to Computers and People Research
  - Funded travel grants for Doctoral Consortium participants
  - Initiated pre-conference panels:
    - Practitioner panel to foster deeper alliance between practice & academe
    - Journal editor panel to share key points to assist those targeting journals for reference and/or publication
  - Redesigned our website to feature CPR

- *Data Base* (newsletter) submissions strong
  - Six Special topic Section Editors added

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Ow

- Membership continues to decline:

Yr	Prof	Affil	Student	Tot	New	Subscrib	1st Yr Ret	2+ Yrs Ret	Tot Ret
'14	292	17	15	324	62	66	35.3	79.94	71.62
'13	325	13	22	360		80	53.4	81.47	73.86
'12	347	14	27	388		100	44.6	80.11	67.40

- Some of our efforts to attract members:
  - Expand geographic reach of our CPR conference
  - Social media (Facebook, LinkedIn, Flickr)
  - Presence in ACM *Inroads* Magazine
  - Invite new members at annual networking reception
- Planned efforts:
  - Attract members with $1,500 competitive research support
  - *Earlier* promotion of CPR conference
  - 1-Year membership to Doctoral Consortium participants

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