Welcome SIG Leaders!

Office of Membership

presented by
  Cindy Ryan
  Zarina Strakhan
  Nanette Hernandez
  Bruce Shriver
  Gini Gold
  Yan Timanovsky
Office of Membership

- Member Services
- The Distinguished Speakers Program
- Chapter Programs
- Student Research Competitions
- Marketing and Communications
- Public Relations Guidelines
- Learning Center
Cindy Ryan

Associate Director of Membership

Member Services

The Distinguished Speakers Program
Member Services

- The Face of ACM
  - Respond to all inquiries
  - Process orders (applications, renewals and single copy orders)
- Membership Multi-year renewal option
- ACM Advanced Member Grades for Professional Members
- December 2012 – online membership cards for SIG only members at myACM, myacm.acm.org
- Ambassadors for ACM – Tell your Colleagues about ACM, and Share the Benefits of Membership!
Distinguished Speakers Program

- Program funds speaker travel to
  - Corporations
  - Colleges & Universities
  - Planned Events and Conferences
  - Chapters
- 462 lectures from 123 speakers
- Ongoing recruitment of new speakers
- Read more and offer feedback at www.dsp.acm.org
Zarina Strakhan
Local Activities Coordinator
Chapter Programs
Why Chapters are Important

- Chapter Overview
- Networking, professional development
- Member benefits
- Start a local SIG chapter in 4 easy steps!
SIG Chapters Worldwide

There are 104 active chapters.
Nanette Hernandez
SRC Coordinator
Student Research Competitions
Student Research Competitions

- Sponsored by Microsoft Research
- Visibility for students among research community
- SIG sponsored/co-sponsored conferences
- SRC chair and judges
- Several rounds of competitions: Poster and Presentations
- Rewards and recognition
- Host an SRC!
Bruce Shriver

Senior Marketing Manager

Marketing and Communications
Marketing and Communications

- The ACM Brand
- ACM Style Guide
- Recruitment and Retention
- Engagement and Relevancy
- Communications
- Social Media
Gini Gold

Communications Coordinator

Public Relations
Public Relations Guidelines

- Promote media interest
  - Find news angles in content
  - Determine SIG spokespeople
  - Partner with sponsors

- Provide media information
  - Develop releases and advisories
  - Leverage social media to start conversations
  - Facilitate onsite media registration
  - Coordinate timing of news announcements

- Practice media etiquette
  - Respect deadlines
  - Be accessible
  - Stay on message
Yan Timanovskiy

Education Manager

ACM Tech Packs & Webinars
ACM Tech Packs: Reading Lists from the Experts

- Product of ACM Professional Development Committee; part of ACM Learning Center, [http://learning.acm.org](http://learning.acm.org)
- Annotated Bibliographies compiled by experts
- Foundational knowledge – especially for Practitioners
- Put together by Committees
  - SIG members
  - Non-SIG members (industry; research/academia)
- Consist of ACM DL, Learning Center, and non-ACM materials (books, videos, podcasts, blogs, etc)
Tech Packs Facts

- Live at http://techpack.acm.org:
  - Cloud Computing (SIGOPS)
  - Parallel Computing
  - Enterprise Architecture
  - Mobility (SIGMOBILE)
  - Business Intelligence/Data Management
  - Security

- In development:
  - Bioinformatics (SIGBio)
  - Big Data
  - Computing Ethics/Professionalism
  - Machine Learning
  - Social Networking/Search
  - Virtualization

- Get your SIG involved!
ACM Learning Webinars

- Started in January 2012 with great success, now monthly.

- Quick Facts
  - Open to all, not just members
  - Mainly practitioners but also students/educators attend
  - Format is slides with audio, 60 mins with Q&A
  - Recordings available at http://learning.acm.org/webinar
  - Also up on YouTube w/cc and translation

- Draw thousands of registrants, hundreds of attendees (live and on demand recordings)

- Consistently high-rated. Speakers have included Vint Cerf, Dave Patterson!

- Easy/fun for speakers and moderators – can do them from anywhere, light time commitment
ACM Learning Webinars: SIG Participation

- Why should your SIG get involved?
  - Valuable learning events
  - Great way to reach ACM/SIG, potential SIG members & greater community

- SIGs love them! We’ve already worked with
  - SIGART
  - SIGCHI
  - SIGHPC (most popular event ever!)
  - SIGKDD
  - SIGMOBILE
  - SIGMOD
Important URLs

- Membership Homepage: http://www.acm.org/membership
- Distinguished Speakers Program: http://www.dsp.acm.org
- Chapter Programs: http://www.acm.org/chapters
- Student Research Competitions: http://src.acm.org
- Visual Identity Standards: http://identitystandards.acm.org/
- Learning Center: http://learning.acm.org/
Office of Membership & Marketing
Contact Information

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- Education
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THANKS FOR PARTICIPATING
WE INVITE YOUR QUESTIONS