

A Vision for ACM – Opportunities and Challenges

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SIG Board, Aug 21, 2015



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



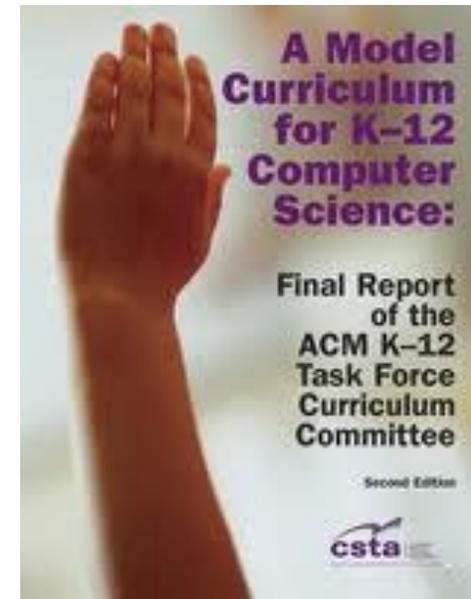
Education

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



Long Range ACM Finances – Publications and Membership

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*

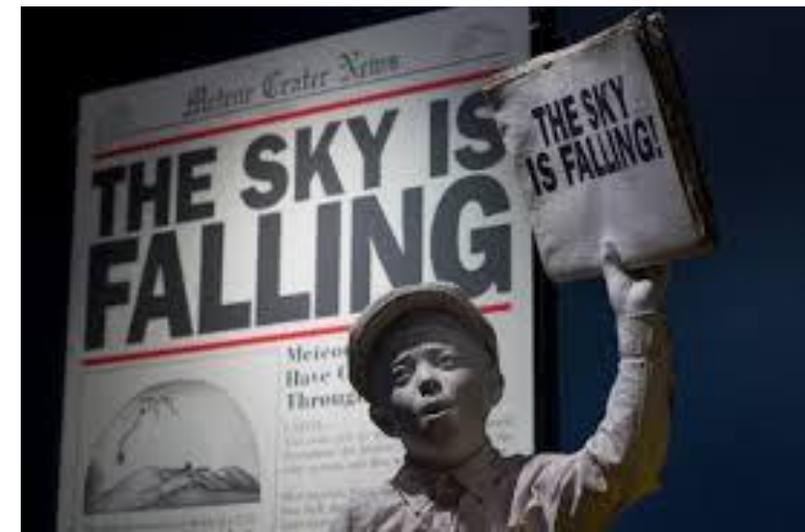
Publications:

- 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 \gg 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

