

SIGDOC

2015 Viability Report

Presented to ACM at the March SGB Meeting

Liza Potts, SIGDOC Chair
Associate Professor and Director of the Experience Architecture Program
Michigan State University
lpotts@msu.edu

Wow

SIGDOC's Massive Turnaround

- Increasing conference submissions (doubled from 2014-2015: 83)
- Establishing significant name recognition in our fields
- Increasing Diversity of Leaders & Members (majority women)
- Growing Volunteer Pool & Engaged Leaders (nearly all new)
- Relaunching newsletter as *Communication Design Quarterly* with peer-reviewed and invited articles, columns, posters, etc.
- Nearly half of our members are new members
- Connecting with sister orgs have bolstered conference
- Launching new Microsoft-Sponsored Student Competition

SIGDOC's Membership Numbers are Down

- 57% loss, partially due to inflated “return for \$10” pitch
- However, attendance is far more diverse now than prior years
- Plan to: Include membership with conference enrollment
- Plan to: Send renewal reminders to members
- Continue to: Grow Volunteers, Early Career Scholars, & Students
- Continue to: Partner with Sister Organizations and Sponsorship
 - 2014 Conference co-located with CPTSC
 - 2015 Conference co-located with IEEE: ProComm
 - Sponsorship of Women in Technical Communication, ATTW