



**Association for
Computing Machinery**

Advancing Computing as a Science & Profession



Welcome SIG Leaders!

Office of Membership

presented by

Cindy Ryan

Zarina Strakhan

Nanette Hernandez

Bruce Shriver

Gini Gold

Yan Timanovsky



Association for
Computing Machinery

Advancing Computing as a Science & Profession

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



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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!

Sample Membership Card



 **Association for
Computing Machinery**

Membership Card

0152318
Member Number

MR N HODGES

SIGHPC Member
Member Since 2012

Advancing Computing as a Science & Profession

 **Association for
Computing Machinery**

Membership Card

ACM Member Services
Phone: 1-800-342-6626 (US and Canada)
+1-212-626-0500 (outside US)
Hours: 8:30am - 4:30pm, US Eastern Time
Fax: +1-212-944-1318
Email: acmhelp@acm.org

Advancing Computing as a Science & Profession

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



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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.



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Nanette Hernandez

SRC Coordinator

Student Research Competitions



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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



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Advancing Computing as a Science & Profession

Marketing and Communications

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



Gini Gold

Communications Coordinator

Public Relations



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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 Timanovsky

Education Manager

ACM Tech Packs & Webinars



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ACM Tech Packs: Reading Lists from the Experts



- Product of ACM Professional Development Committee; part of ACM Learning Center, <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



- Membership and DSP (Distinguished Speaker Program)
Cindy Ryan, ryanc@acm.org
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THANKS FOR PARTICIPATING

WE INVITE YOUR QUESTIONS



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