

September 19, 2017 SGB Meeting

Attendees

Srinivas Aluru, SIGBio
Diana Brantuas, ACM SIG Services
Chris Brown, SIGSAM
Dick Bulterman, SIGWEB
Donna Cappo, ACM SIG Services
Karla Carter, SIGCAS
Augustin Chaintreau, SIGMETRICS
Lars Eggert, SIGCOMM
Natalie, Enright Jerger, SIGARCH and SIGMICRO
Laurie Fox, SIGUCCS
Irene Frawley, ACM SIG Services
Gerald Friedland, SIGMM
Marco Gruteser, SIGMOBILE
Roch Guerin, SIGCOMM
Drew Hamilton, SIGAda
Michael Hicks, SIGPLAN
Wingman Ho, ACM Financial Services
Jessica Hodgins, SIGGRAPH
Jeff Hollingsworth, SIGHPC
Ihab Ilyas, SIGMOD
Yannis Ioannidis, SGB EC
Jeff Jorter, SGB EC
Diane Kelly, SIGIR
Farrah Khan, ACM SIG Services
John Kim, SIGAPP
Sven Koenig, SIGAI
Claire Lauer, SIGDOC
Hilaire Lee, ACM SIG Services
Insup Lee, SIGBED
Kevin Leyton-Brown, SIGecom
Ninghui Li, SIGSAC
Margaret Loper, SIGSIM
Patrick Madden, SGB EC
Jeanna Matthews, SGB EC
Renee McCauley, SGB Rep to Council
Michael Mitzenmacher, SIGACT
April Mosqus, ACM SIG Services
Vijaykrishnan Narayanan, SIGDA
Fred Niederman, SIGMIS
Prakash Panangaden, SIGLOG
Jian Pei, SIGKDD
Leigh Ellen Potter, MIS
Pat Ryan, ACM CEO
Bobby Schnabel, ACM CEO
Marc Schoenauer, SIGEVO
Amber Settle, SIGCSE
Cyrus Shahabi, SIGSPATIAL
Alan Smeaton, SIGMM
Loren Terveen, SIGCHI
Will Tracz, SGB EC
Shari Trewin, SIGACCESS
Robbert van Renesse, SIGOPS
Steve Zilora, SIGITE

Welcome, Introductions (Matthews)

Matthews welcomed the group and had everyone introduce themselves. Following introductions, Matthews indicated that President Hanson was unable to participate due to travel issues.

Report from ACM CEO (Schnabel)

Schnabel provided a CEO report providing a summary on ACM membership, finances and updates. One of the highlights was the description of a new membership initiative to offer full individual memberships at \$49/person (vs. normal \$99) based upon signing up all tenure-track faculty members in the department. The goal is to increase participation while being at least revenue neutral and if that is the case, the program would continue indefinitely. If there is a reasonable response, ACM may consider versions for other regions.

Schnabel reported that the Turing 50th Celebrations held in San Francisco in June and Shanghai in May brought together Turing Laureates for outstanding panels and discussions. Nine SIG Symposia were held in Shanghai along with the 50th festivities.

Schnabel reviewed the practitioner-oriented activities that ACM is creating and expanding on including the distinguished speaker program, webinars, conferences including a distributed set of meetings on blockchain and AI and a global practitioner advisory community where 100 computing practitioners provide advice to ACM on potential new products and services.

Schnabel reported that there were four ACM India Summer Schools held this year hosting 60 students each in Vellore, Pune, Kharagpu and Ghandhinager with the Pune summer school being women only. The first ACM Europe Summer School on data science was held July 13-19 in Athens hosting 60 students. There were 1200 applicants for the India Summer schools and 300 for the European. The ACM regional councils are active with China continuing its annual conference and strengthening its healthy relationship with CCF. Europe is likely to hold another summer school in 2018 and is active with ACM-W Europe Council and is involved in Technical Policy and “informatics for all”. India is working on an ambitious set of educational and ACM-W India activities and the summer school program is continuing.

The upcoming week-long Heidelberg Laureate Forum was discussed. ACM Turing Laureates and ACM Prize in Computing winners as well as Fields, Abel, Nevanlinna laureates will all be represented. 200 students are expected with 100 from CS and 100 from math throughout the world. A review committee of 30-40 computer scientists reviewed 446 applications and suggested participants. Part of the review committee is refreshed each year with the SIGs being a key source of reviewers.

The ACM Future of Computing Academy mission is to be a coherent and influential voice for the next generation of computing professionals that addresses challenging issues facing the field and society in general. 46 members were selected from 300 applicants. They met June 25 in San Francisco and expect their initial programs to emphasize educational outreach, equitable computing, future work, interdisciplinary computing and mentoring/networking.

Schnabel mentioned the four new PACM Proceeding, the newly acquired journal; Transactions on Human Robot Interaction and the new EIC of CACM: Andrew Chien. He also reviewed the ACM Digital Library key strategies: expanding content; important new technical areas, new modes (video, interactive), software and data repositories, video repository, pre-print server and expanded search and networking capabilities.

Publications (Davidson and Ioannidis)

Recognizing that many of the leaders were new to the SGB, Ioannidis reviewed the pubs board role and mission. He explained that the publications board has governing authority over ACM’s Journals, Magazines, PACM, the International Conference Proceedings Series (ICPS), Tech Packs, the Digital Library (DL) and publications policies including access, copyright licenses, reviewing and plagiarism.

The publications board mandate is to produce the highest quality publications and Scholarly communication leadership. The board develops publishing policies for content quality and selection process integrity and to have efficient and cost-effective operations. In addition, they are responsible for ACM being proactive with regard to thematic evolution of the field, access policies and sustainable business models and content preservation.

Three years ago, the publications board started a conference committee. PACM was the first concept and activity of the group. The committee members have completed their terms and it is time to find 4 new members from the SIGs. The expectation is that the new individuals will be in place by the end of the month. Those with suggestions on possible committee members should contact Yannis, Jeanna, Jack or Joe.

The Publications Board is developing new publications on Digital Threats: Research & Practice, ACM Transactions on Data Intensive Computing, Internet of Things: Research & Practice, ACM Transactions on Middleware, ACM Transactions on Digital Health, ACM Transactions or Journal on Communications Design and a Data Science Magazine.

Four PACMs have been approved: Computing Systems Modeling, Measurement and Evaluation, Programming Languages, Technology for Interactive, Mobile and ubiquitous Computing and Human Computer Interaction. ACM’s book program has published 17 books and has 21 in the pipeline.

Developments and discussions continue on DL re-engineering, preservation and citability of non-traditional material, e.g. websites, event programs, reproducibility and accessibility to research data/code of papers. Authors are being encouraged to supply their ORCID.

Davidson reviewed publications board strategy with the SGB: to retain and expand position as the premier publisher in CS. ACM is one of the most trusted brands in CS and is synonymous with quality. ACM should be the first place

researchers, students, educators, and advanced-level practitioners from every major area in Computing should go to publish their best work and to search for high quality published literature.

- Strengthen existing publications
- Provide a great experience for authors, editorial boards, and volunteer leaders
- Launch new publications for researchers, practitioners, and educators
- Partner with 3rd parties and develop deeper ties to research & practice communities

The Greenhouse study identified preprint services as an important service for authors and researchers. It allows for faster dissemination of material (and time stamping), integration with DL services makes material more easily discoverable along with the VOR. Integration with submission systems removes burden from Authors and provides automatic deposit as well as automatic linking with VOR in DL. As a result, preprint services are planned as part of DL 2.0 and ACM is in discussions with arXiv to discuss partnership.

The publications board is looking at how to archive the record of activities of a conference or workshop. This includes keynotes and invited speakers, workshop information, program committees, steering committees, organizing Committee, schedules, costs and sponsors. The collection of conference web pages tells the story of the evolution of the field. It's an important scholarly and historical record. There are discussions going on about how these important pages be captured, curated and preserved?

Davidson discussed conflicts of interest. Many conference leaders "put the onus on authors" especially when double blind reviewing is used. He reminded the SGB that it is still the responsibility of reviewers to indicate possible COIs to the program chair. He offered some general advice:

- If in doubt, discuss the COI with the PC. Disclosure is vital
- If you feel uneasy or are in doubt, err on the side of caution

He asked the SGB if we should harmonize our conference review COI policies? One conference states: "Between people from same institution or who were in the same institution in the last 5years." Another conference states: "Between people from same institution or who were in the same institution in the last 12 months. SGB provided some input: there is value in the blind review process but when colleagues leave a room as a paper is being discussed, it lets other's know there is a conflict. This should be discussed.

Suggestion from SGB: A member service for DL should include capturing ACM "service" for reviewing and conference activities as well as conference attendance. That would allow members to put together a quick and easy resume and many would find value in that.

Certificates of Attendance at Conferences (Group Discussion and input from all)

Hanson asked for feedback on this concept. Matthews conducted a straw poll asking if certificates should be made available to those who need it (there is no need to create for people who don't need them). The poll had a positive outcome. It was suggested that ACM handle so that conference organizers wouldn't have to. It was suggested that it be added to registration process functionality with those that require them turning them in for conference leader signature. It would be a good idea for ACM to come up with standardized language but there is little difference between that and a receipt. Conference leaders don't need one more thing to worry about. Happy to do it if ACM can make it automatic, super simple and only for those that need it. Someone should look into what is sufficient and leaders should be asked to do as little as possible with regards to this. Message back to Hanson is that we don't have objections but please just make it as easy as possible.

Best Practices

Paper "tracks" system (Leyton-Brown, SIGecom Chair)

The EC conference does 2 things to maintain a diverse community with slightly unbalanced numbers and different traditions. First is track system most of the community is CS theory but also AI, empirical game theory, business school and economists. Perception among minority communities is that it is dangerous to submit because CS will review. It's unjustified but a perception so they created a track system with a separate track for empirical and experimental work. You can nominate to belong to more than 1 or 2 tracks. Defined by senior Program committee. PC can belong to multiple tracks. Every paper guaranteed to be reviewed by 2 senior pc members and 1 pc member and will come from appropriate track depending on tracks you've tagged. Useful because minority committees guaranteed to be reviewed by standards of their own community. Key challenge is finding a system that continues to allow them not to partition into separate tracks

but blur in between. Other thing is abstract only publications. Economists and CS folks that publish in economics journals and non-CS journals are not so enlightened to publish papers that appear in conference proceedings . Allows people to submit full paper for conference and indistinguishable during review is that upon acceptance an author can elect to publish 1 page abstract presented at conference in same way. A little bit over ½ presented in this way with a separate paper award for abstract publications.

Some papers tagged with 2 tracks – tracks exist only for purpose of reviewing. Important not to segment conference.

Contests and Competitions (Koenig, SIGAI Chair and Smeaton, SIGMM Chair)

Koenig shared the ACM SIGAI Student Essay contest flyer: <https://sigai.acm.org/aimatters/blog/wp-content/uploads/2016/12/essay-contest.pdf>.

Researchers in recent months have become more aware of developing tech and how it is being used. People are worried about job loss and automation. This is an important topic and SIGAI created 2 ethics officer positions. The leadership wanted to demonstrate activities in this area to help bring students on board and to sensitize them to the topic. In addition it was a good way to populate the newsletter and increase student membership. They created an essay contest with 2 questions:

- What do you see as the 1-2 most pressing ethical, social or regulatory issues with respect to AI technologies?
- What position or steps can governments, industries or organizations (including ACM SIGAI) take to address these issues or shape the discussions on them?

SIGAI leaders decided on a couple of \$500 cash prizes or 45 minute skype session with famous AI researchers with one half coming from academia and one half from companies. These were individuals that students have heard of. The contest was advertised broadly on SIGAI mailing and announcement lists and ACM XRoads. They received 30 submissions. Some were very simple and others very deep. It was interesting to note that most SIGAI members come from North America yet the essay entries came in from all over world. Most of the students that won chose the skype session. Those students indicated that the sessions really changed their lives.

Smeaton spoke of 2 competitions at SIGMM's flagship conference which is held around the globe. The first is an open source competition where a call is issued and software package provided with source code and uses open access. Submissions documented and paper is submitted and peer reviewed and sub group of accepted submissions are in proceedings and DL and get to do demonstration of their open source software at the conference. It works and works well. Submitters give a short pitch at conference as well as demo and jury decides winner of competition. Winners get a lot of benefit. Winner in 2014 was CAFÉ and has had more than 7,500 downloads

The 2nd is the ACM MM Grand Challenge. These are suggested problem areas sponsored by industry sponsors who provide large collections of data. They ask the community to look at problem solving. Microsoft provided access to logs from Bing and they were asked to see what you could do on image retrieval at scale. Yahoo and IBM have both provided grand challenge tasks. The program has been running since 2009 and many industry sponsors stay for 2-3 years. Participants submit overview paper for review and a subset appear in DL. Industry provides tasks which make them feel fresh and less rigorous. Students participate in hopes of hiring. In end students provide a 4 page paper so you get a short paper out of it. Prizes are mostly recognition n website. Creates huge visibility for winners.

Social Media Presence (Carter, SIGCAS Chair and Jortner SIGGRAPH Past Pres)

SIGCAS's social media presence continues to both flourish and grow. Vigorous debate continues to take place on the SIGCAS-TALK list whenever a topic hits the nerve of the membership. The primary focus of this Twitter feed is not to "speak for the SIG," but to continually draw the membership's attention to issues, both large and small, of potential interest to the community. Twitter has bad reputation but if you carefully curate you can place yourself in a safe bubble. To reside in an ethical tech bubble, the SIGCAS account is a perfect place for you. Carter initially used buffer.com to schedule tweets in advance so there is not a bunch sent all at once. She now uses IFTTT which allows her to do the same. She runs the SIGCAS Twitter account through that. It may look like they're tweeting 400 times/ week but ¾ are generated using RSS feeds and keywords. You need to keep an eye on it because RSS can cough up a tweet inappropriate

for your brand. The first thing is to figure out message and start slow with 5 feeds. Carter would be happy to help anyone do this for their SIG. Automated but does require human oversight however don't let it take over your life or get caught in your own tech filter bubble. Follow others, SIGs and ACM.

Jortner indicated SIGGRAPH uses many channels: Facebook, linked in, etc. Uses Sprout Social to post one time and then post to all social media platforms. Have several channels because different ones reach different segments of society. For large community it depends on who you want to reach. Hitting all you can increase the audience across the segment community. They have social media guidelines for conferences, organization. Tried to bring all under single umbrella but they can still be grouped under SIGGRAPH and have their own identity. This allows you to go to one place and find all the different communities. Ways of grouping particularly on facebook. Youtube is a big outlet for the SIG and they took advantage of facebook streaming and were getting more hits on FB than Youtube because it was happening live. One of their paper trailers got over 300,000 hits and it's a powerful place to advertise. He's happy to share with anyone interested.

Repository of experience (Niederman, SIGMIS Chair)

The memory from year to year among conference and pc chairs hasn't always been smooth so a few years ago a repository on drop box was created and all prior year materials are there so people can use as a starting point and when finished they leave behind whatever is modified. Subdirectories include ACM materials, budget information, pictures from conferences, call for papers, conference program, front matter. All co-sponsorship materials, ad materials from newsletter and general SIGMIS material. Key is who is invited to join, haven't worked out taking people off so last year's conference chair is still on. People issue e-mail when updating.

Matthews reminded group that the about best practices document was linked to agenda. She encouraged people to continue to use that document whenever and wherever.

Conference Innovations and invited talks (Pei, SIGKDD Chair)

SIGKDD invites industry people to talk about interesting things in new techniques, trends, challenges case studies. Well accepted, room is full. At next meeting they will continue the trend and invite more from different areas of industry. In addition, they've invited entrepreneurs to run office hours allowing attendees to make appointments with 1 on1 for 30 minutes. Schedules were completely full weeks before conference. Also plan to continue this.

Open Mic Best Practices

Matthews thought contest and competition was great and loved idea of offering hour with famous researcher as a prize.

Sharie Trewin let everyone know that SIGACCESS has been doing work on conference accessibility and they have a guide. They've added a template for building an FAQ for a conference website so any conference would have a page that would indicate accessibility for a particular conference. It offers a piece of code to generate HTML for your conference. They're looking for feedback on usability and peoples experience with trying it.

Hollingsworth said SIGHPC SC student cluster challenge and all teams had to replicate a specific result from a prior paper at conference. Great to promote replication as well as teach young students the importance of this. ½ teams got an article in special issue of journal about rep study and the study replicated got one of 1st ACM badges for replication of a result.

SIGMETRICS Moved to a multiple deadline per year reviewing process. So far great success increasing program size while keeping quality.

Terveen reported that SIGCHI found not many utilize the childcare services offered and its expensive so it is giving people with kids a big subsidy. They've not yet made an overall policy so it is up to each set of chairs to decide whether to offer. WRT social media SIGCHI has tried to use various platforms. Their FB page got started with few leading pp in field and now have 1400 pp. A lot of policy starts getting discussed here. Good place to see what people are thinking and saying on this group. It is blocked in certain countries and some pp are vocal and complain because of that. SIGCHI funds diversity and inclusion events. At the conference a lunch is hosted which has received funding from a number of companies. You sign up but it is free and 500 people show up and they have speakers that talk about various aspects of diversity and inclusion. It's become popular and the SIG has decided to fund similar events at other conferences.

Childcare one size doesn't fit all now and the SIG is now offering grants to people that need child care so main message is that it is an important issue but hosting at conference is not necessarily a good mechanism based on response. The SIG hosts a similar event in terms of inclusion and diversity which has grown by leaps and bounds and is an effective vehicle for the SIG.

SIGCSE runs childcare because it is important for the SIG to provide support for parents to participate in conference. The SIG has decided that they'll continue to do it based on need.

Tracz indicated that for ICSE, any paper with positive review from 5 reviewers was invited to give a poster and abstract for proceedings. Allowed individuals to justify their participating and allowed for stimulating discussion.

SIGACT tried to expand and revise conference this year and invited post docs and grad students to meet senior faculty for lunch. Putting up a google doc and making it a sign-up page allowed senior faculty to put up their name and participate. 3 students were able to sign on for each and all thought it was a good idea and allowed them to build a 1 on 1 connection.

SIGMOBILE recently built a conference app for multiple conferences that provides information about venue, agenda, program and many conferences use it as the main way to disseminate papers instead of USB sticks. It also has ways for participants to connect. Volunteer driven recordings for you tube channel with 90 percent of talks from main conferences having about 20,000 views per year. Seeing large number of views from underrepresented countries. Great outreach mechanism.

Mentoring program pairing senior researchers with students, students like it very much. Many students felt getting into and understanding papers was difficult or intimidating so introduced preview sessions. This is where researchers could give background to sessions and papers and students have been extremely positive about this.

SIGMOD in past 2 years went to 6-way parallel and also co-locates theoretical PODS. Established a poster session and all papers are now presented with posters reducing parallelism to 2 way or 3 way. Regular papers aren't presented but give 1-2 minute teaser and main presentation is poster presentation. In general conference is active and reactions are very positive.

SIGIR started a student lunch at conference happens on 1st day and senior pc members are table captains and program invites someone to speak new, mid and late in their career to say inspiring and funny things. Great to pair up early at the conference so they can cultivate relationship. New volunteer student affairs chair to make sure we're engaging with student members. Created student liaison positions at conferences to connect with students so no one is left behind at conferences and to cultivate the next generation of leaders

SIGEVO has a new formula for summer school it mixes students and senior researchers. 10 researchers and 30 students. Researchers gave assignments and then tutorials. Assignments given related to talks. Huge success, 30 students was max and closed with 60 people on waiting list. Great interaction between students and mentors.

SIGPLAN conferences overlap with different communities. People submit papers across conferences and SIGs and so they prepared a calendar to be updated in a decentralized way so conferences can place date and submission and response deadlines.

CHI EC VP membership and communications has communication ambassadors that are students from all over world that tweet out a bunch of stuff in many languages. It is the SIG's public outreach to get what they do out beyond academic community. At the most recent CHI conference they brought in consultant that works with scientists and the press. It was a 2 hour course that provided a brief training on dealing with press and public. Another idea is TED like public talks. For the 2018 conference they'll have a venue where people can give talks at level of TED talk for 15 minutes designed for general audience, videotaping and putting on Youtube channel to produce compelling video content. Hope it will let them communicate to broader tech audience.

Tracz reported that the professional development committee is running a pilot to capture an at your desk TED like talk – ACM TECH TALK. At last ICSE conference there was 10 minutes at end of each session where presenters gave poster session talk at back of room.

SIGLOG holding daylong mentoring workshop at conference. Senior researchers talking to younger researchers about experiences not all technical: joy and perils of collaboration, etc.

SIGMIS long history of doctoral consortium students but they seem to disappear. They're inviting people back to explain what they're doing and how what they're doing now may have originated from what they did in the past. Looking for ways to reinvolve these individuals.

SIGPLAN is reviewing the effectiveness of their daylong mentoring workshops. They're having a hard time knowing if they're being successful other than people enjoying it. Looking for ideas on evaluating programs like this.

SGB EC Report

Carbon Calculator Report (Hicks)

Matthews introduced Hicks to update the group on the CO2 calculator. The SGB EC provided funding to develop the calculator following the last SGB meeting.

Hicks explained that SIGPLAN put together committee on to look at the carbon footprint of the SIG's conference activities. Computer scientists love conferences which offer the most prestigious publication venues as well as networking and collaboration. Air travel produces significant CO2 emissions and they estimated that PLDI'17 held in Barcelona utilized 782 tons of CO2e. That's about 1.4 tons of CO2e per participant, on average. Per capita emissions for 2013 from all sources (American 16.4, South Korea 11.8, German 9.2). How do we mitigate this? With carbon offsets, livestreaming, remote participation, conference co-location, holding PC meetings at conferences and being CO2-conscious when choosing locations.

ACM commissioned production of an on-line web service to estimate CO2 cost. This can be found at <https://co2calculator.acm.org>. This will estimate the cost of individual flights or full events. The plan is for some small improvements to include better mapping from location of airport, figuring out realistic flight plans and accounting for non-air travel which may require more registration information. Hicks suggested that SGB leaders e-mail him with additional ideas mwh@cs.umd.edu.

It was suggested that ACM HQ utilize the calculator to report on each conference in viability reviews. Cappo indicated she'd look into the resources required to add this component.

EIGs (Matthews)

Matthews reported that the EIG process was up and running. The EIG on Smart Connected Cities was being voted on by the SGB EC and there were others in the pipeline. She reminded the SGB that the process of working with overlapping SIGs was important. A proposal may make its way to EIG status but at the same time be a strong fit for an existing SIG. The overlap process brings all of that out. The important thing to remember is that if the potential EIG overlaps with your SIG and you're not doing anything in the space, offer to host the activity or encourage it move to EIG status. We don't want to miss out on activities. This program is a way to say "yes" to new ideas and programs that don't necessarily fit the SIG mold.

FCRC 2019 (Cappo)

Cappo indicated that FCRC 2019 was scheduled at the end of June 2019 in Phoenix at the Phoenix Convention Center. The conferences participating include: STOC, ISCA, EC, HPDC and METRICS. The Chair is Vivek Sarkar from Georgia Tech. Anyone interested in placing a workshop or conference should contact Cappo (cappo@acm.org) or Sarkar (vsarkar@rice.edu).

Breakout Session

Strategy for Computing and its Impact on Society (Matthews)

Group 1

- Collective responsibility
- Comment on curricula
- Reward good practice and behavior
- New Technology can be used for good or evil
- Encourage social scientists and lawyers
- Perform but maintain confidentiality
- Unintended consequences
- Integrate ethical questions in standard classes
- Creating a culture
- Devil's advocate – rotate Red teams
- Avoiding bias through diversity

Group 2

- Many institutions have guidelines but don't have clear boundaries.
- What is the information being used for? How is it being disseminated
- Laws/Rules vary by location
- IRB – Human Subject Issues - where does the IRB apply
- Look to ACM for guidelines
- Some conferences require a check off box to make sure papers/research was ethical (SIGMOBILE)
- Different standards: University/Government/For-profit companies
- Applies to some SIGs more closely than others
- What is our responsibility as a society – set higher standards, rely on conference PCs
- How can ACM handle accepted papers that may go against ethical standards
- ACM policy/guidelines but practices on this and what can be allowed
- Ethics questions outside of publications
- Conference locations
- Initiative that creates Awareness (best practices vs. policy)

Group 3

- SIGAI is already gathering all types of roles to discuss ethics/computing advances.
- We should be changing the message to include other societies/communities
- Co-sponsor with conference of other professional organizations
- Access to information
- More collaboration with IEEE and other organizations
- Opportunities to include other industry professionals (ex. Funding)
- Incentivize students (awards, etc.)