

**ANNUAL REPORT**  
of the PRACTITIONERS BOARD  
For the Period: July 1, 2020 - June 30, 2021

Submitted by Terry Coatta

1. BASIC INFORMATION

1.2 Members of the Board

- Terry Coatta (Chair) – (term: 7/1/18-6/30/22)
- Stephen Ibaraki (Past Chair) (term 7/1/20-6/30/22)
- Adam Cole (term: 9/5/18-6/30/22)
- Valerie Woolard (term: 5/18/20-6/30/22)
- *Jessica Bell (term: 7/1/19-4/15/21; stepped down)*
- Gavin Doherty (term: 4/15/21-06/30/22)
- Rashmi Mohan (term: 10/9/18-6/30/22)
- Andrew Conklin (term: 8/28/18-6/30/22)
- Juan Miguel de Joya (term: 10/9/18-6/30/22)
- Eve Andersson (term: 10/24/18-6/30/22)
- Sabrina Hsueh (term: 11/2/18-6/30/22)
- *Larisa Sawyer (term: 3/11/19-6/30/21 stepped down)*
- J. McLoughlin (term: 07/01/21-06/30/22)
- Sophie Watson (term: 10/9/18-6/30/22)
- Harald Störrle (term: 11/8/18-6/30/22)
- Scott Hanselman (11/1/18-06/30/22)

### 1.3 Standing Committees

- Case Studies
  - Chair: Adam Cole – (9/5/18-6/30/22)
  - Contact: Adam [adam@adamcole.ca](mailto:adam@adamcole.ca)
- Professional Development
  - Chair: Stephen Ibaraki -- (7/1/20-6/30/22)
  - Contact: [sibaraki@REDDSCAPITAL.COM](mailto:sibaraki@REDDSCAPITAL.COM)
- ACM Local
  - Chair: Valerie Woolard – (5/18/20-6/30/22)
  - Contact: [azelma@gmail.com](mailto:azelma@gmail.com)
- Distinguished Speakers Program
  - Chair: Gavin Doherty – (4/15/21-6/30/22)
  - Contact: [Gavin.Doherty@TCD.IE](mailto:Gavin.Doherty@TCD.IE)
- ACM Selects
  - Chair: Juan Miguel De Joya (05/01/21 –06/30/22)
  - Contact: [juandejoya@GMAIL.COM](mailto:juandejoya@GMAIL.COM)
- ACM ByteCast (tentative)
  - Chair: Rashmi Mohan (tentative)
  - Contact: [r\\_rashmi@YAHOO.COM](mailto:r_rashmi@YAHOO.COM)

**NOTE:** ACM ByteCast has been included on the standing committee list because the Practitioners Board is in the process of formalizing the standing committee for this work.

## 2. PROJECT SUMMARY

- Tech Talks (Webinars)
  - Owner: Professional Development Committee
  - Status: Ongoing
  - Funds Budgeted: \$28K
  - Funds Used: NA (TechTalk budget is under PD Center business unit and the PDC did not have in-person meetings in FY21)
- Distinguished Speakers Program
  - Owner: Distinguished Speakers Committee
  - Status: Ongoing
  - Funds Budgeted: \$98K
  - Funds Used: \$5,558.30
- Case Studies Publication
  - Owner: Case Studies Committee
  - Status: Ongoing
  - Funds Budgeted: \$48K
  - Funds Used: \$54K
- ACM Local
  - Owner: ACM Local Committee
  - Status: Ongoing
  - Funds Budgeted: \$0 for the report period because the committee is new
  - Funds Used: \$0
- ACM Selects
  - Owner: ACM Selects Committee
  - Status: Ongoing
  - Funds Budgeted: \$0 (committee was still forming)
  - Funds Used: \$0
- ACM ByteCast (tentative)
  - Owner: Rashmi Mohan
  - Status: transition to standing committee
  - Funds Budgeted: \$16K
  - Funds Used: \$5,593

### 3. PLANS

#### 3.2 Major Activities

The major activities for the board over the coming year are primarily related to support of the ongoing programs that the board manages. This includes items such as assisting with the recruitment of new committee members, helping acquire resources required by the committee (e.g. speakers for the TechTalk program, potential candidates for the case studies, etc.), encouraging cross-fertilization between the various committees (e.g. potentially having a case study author give a Tech Talk), and helping the committees establish and document their processes and procedures.

Continuing with the work from last year, we are close to formalizing ACM ByteCast as a standing committee of the board. ByteCast has produced podcasts on a regular basis during the year, and audience traction is growing. An initial draft of the policies and procedures document for the standing committee has been received by the board, and we are in the process of refining that. We anticipate that the committee will be formally chartered this coming fall.

ACM Selects was transitioned to a standing committee of the board this past year. The committee has continued to produce Selects on a regular basis and recruitment of members for the committee is ongoing. During the fall we anticipate being able to do a more significant review of audience metrics for Selects with the goal of improving traction.

The ACM Local and DSP committees' activities were significantly impacted by the ongoing issues associated with COVID. While there was an attempt to shift focus to virtual activities for these two committees, and we have seen a certain level of success there, overall activity levels are noticeably lower. Presuming that the COVID situation moves toward some sort of resolution, we would anticipate these committees to see higher level of activities in the coming year.

#### 3.3 Diversity Plans

Over the past few years, the board has achieved a better level of gender diversity and we will be working to maintain that. The major area of weakness in the board is geographic diversity, with most of the board being from North America. During the past year we have added Hemant Pande (Executive Director of ACM India) to the board. Ideally, we would like to have some representation on the board from Europe as well, and hope that we can work with the EC to identify someone for that role.

Terry Coatta and Aubrey Rembert had a call to discuss other diversity issues relevant to the board, and although no specific plans were made, there is an intent to keep up a level of informal contact with a goal to establishing more specific plans.

## Addition Committee Activity Details

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### ACM Professional Development Committee

August 31, 2021

#### TechTalks – Basic Metrics

Month	May 2021	June 2021	July 2021
Talks	1	1	1
Registrants	1,600	2,656	2,510
Total Attendees	825	1,506	1,054
Live Attendees	535	1,072	656
On Demand Attendees	353	568	491

#### TechTalks – Extended Numbers

Date	05/20/2021	06/07/2021	07/12/2021
<b>Title</b>	Horizontal Leadership: Practical Lessons for Driving Company-Wide Strategy and Action	Learning Symbolic Equations with Deep Learning	Learning from Data: The Two Cultures
<b>Presenter</b>	Eve Andersson	Shirey Ho	Adjii Bouso Dieng
<b>Affiliation</b>	Google; ACM Practitioner Board	Flatiron Institute	Princeton University/Google
<b>Presenter Gender</b>	F	F	F
<b>Prenter Geographic Demo</b>	US	US	Senegal/US
<b>Total Registrants</b>	1,600	2,656	2,510
<b>Total Attended (Live + OD)</b>	825	1,506	1,054
<b>Total Attended Live</b>	535	1,072	656
<b>Total Attended On Demand</b>	353	568	491
<b>Survey Rating (Overall Satisfaction)</b>	96%	95.90%	98.30%
<b>Work Applicability Rating</b>	92.20%	80.30%	88%
<b>% Women Registering</b>	32%	21.60%	30%

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ACM Case Studies Committee  
August 31, 2021

	May 2021	June 2021	July 2021
# case studies published in the specific month			0
# case studies in active production (e.g. interview lined up, interviewed completed, etc). during the specific month			7
# unique visitors to case studies in specific month	3621	3739	3938
# page reads of case studies in specific month	4491	4384	4953
# DL downloads of case studies in specific month	344	663	456

There have been 2 case studies published in 2021, and one additional one that should be ready for publication.

ACM Distinguished Speakers Program  
 August 31, 2020

<b>DSP Quarterly Report</b>	<b>Feb - April 2021</b>	<b>May - July 2021</b>	<b>Total</b>
# of speakers added	14	9	54
# of speakers expired	27	12	71
# of lectures(non conf) given	46	48	147
# of conferences given	2	0	8
# of tours given	0	0	0
<b>Lecture Formats</b>			
Virtual	47	47	152
In Person	1	1	3
<b>Lectures by Host Org Type</b>			
<b>Host Organization</b>	<b>Feb - April</b>	<b>May - July 2021</b>	
ACM Chapter	38	37	62
Professional Group Not affiliated with ACM chapter	1	2	1
University, not affiliated with ACM chapter	6	8	14
Conference	2	0	5
Local community organization	0	0	1
IEEE chapter	1	1	1

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ACM Local Committee  
August 31, 2021

	<b>February '21</b>	<b>March '21</b>	<b>April '21</b>	<b>Total</b>
Active Groups	16	16	16	16
New Groups	0	0	0	0
Total Events	9	10	5	24
Attendees	375	392	322	1089

	<b>May '21</b>	<b>June '21</b>	<b>July '21</b>	<b>Total</b>
Active Groups	17	17	17	17
New Groups	1	0	0	1
Total Events	12	6	6	24
Attendees	328	142	230	700

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ACM ByteCast  
August 31, 2021

Overall User Response

	May '21	Jun '21	Jul '21
Listeners* (who played any part of the episode)	176	184	249
Engaged listeners* (who played 20 mins or 40% of the episode)	110	121	167
Plays (by unique device)	873	1600	1400

Operational

	May '21	Jun '21	Jul '21
Episodes released	2	1	1
Episodes recorded		2	1
Episodes scheduled			

Response

	May '21	Jun '21	Jul '21
Downloads (all episodes)	3.2K	3.6K	5.1K
Total Listening time*	110 hours	159 hours	190 hours
Total unique devices*	176	184	249
Audience geographies	US, Japan, Germany, UK, Canada	US, Canada, Germany, Japan, India	US, Germany, UK, Canada, Japan
User agents	Apple podcasts - 38.6% Overcast - 10.1% Google Chrome - 6.2% Google Podcasts - 5.4%	Apple podcasts - 24.2% Google Chrome - 15.8% Pocket Casts - 7.0% Overcast - 6.8%	Apple podcasts - 23.1% Google Chrome - 9.2% Firefox - 9.6% Overcast - 9.2%

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ACM Selects  
August 31, 2021

Latest Quarterly Totals

- 2,482 total users
- 4,803 page views
- 1.62 pages/session
- Target age range:
  - 25-34: 25.00%
  - 18-24: 31.68%
  - 34-44: 19.83%
- 30.8% female audience
- 69.2% male audience
- By continent:
  - North America: 1,151 users
  - Asia: 607 users
  - Europe: 542 users
  - Africa: 80 users
  - Oceania: 85 user