_ACM SIGDOC Purpose

The Association for Computing Machinery (ACM) Special Interest Group (SIG) on the Design of Communication (DOC) — ACM SIGDOC — emphasizes the design of communication for computer-mediated information products and systems. SIGDOC fosters the study and publication of processes, methods, and technologies for communicating and designing communication artifacts such as printed and online information, documentation designs and applications, multimedia and Web-based environments.

_ACM SIGDOC Mission Statement

Until 2003, ACM SIGDOC focused on documentation for hardware and software. With the shift in focus from documentation to the "design of communication," SIGDOC better positioned itself to emphasize the potentials, the practices, and the problems of multiple kinds of communication technologies, such as Web applications, user interfaces, and online and print documentation. SIGDOC focuses on the design of communication as it is taught, practiced, researched, and theorized in various fields, including technical communication, software engineering, information architecture, and usability. SIGDOC

- Promotes the professional development of its members
- Encourages interdisciplinary problem solving related to online and print documentation and communication technologies
- Provides avenues for publication and the exchange of professional information
- Supports research that focuses on the needs and goals of humans in technological contexts, and
- Supports the development and improvement of communication technologies, including applications, interfaces, and documentation.

_ACM SIGDOC Officers (effective July 1st, 2010)

• Brad Mehlenbacher, NC State University, USA	Chair Awards Chair
• Rob Pierce, IBM Rational Software, USA	Vice-Chair
• Liza Potts, Old Dominion University, USA	Secretary/Treasurer Newsletter Editor
• Ashley Williams, Bridgeline Software, USA	Information Director
• Michael Albers, East Carolina University, USA	Graduate Competition Chair 2010 Poster Sessions Chair
• Junia Anacleto, Universidade Federal de São Carlos, Brazil	2010 Program Co-Chair
• Renata Fortes, Instituto de Ciências Matemáticas, e de Computação, Brazil	2010 General Co-Chair
• Carlos J. Costa, ISCTE, Portugal	2010 Program Chair
• David Novick, University of Texas at El Paso, USA	Member-at-Large
• Clay Spinuzzi, University of Texas at Austin, USA	Member-at-Large
• Manuela Aparicio, Adetti/ ISCTE, Portugal	Member-at-Large

- Scott Tilley, Florida Institute of Technology, USA   Previous Chair
- Irene Frawley, ACM HQ, USA   ACM Program Coordinator

_ACM SIGDOC Viability

In 2010, SIGDOC was found viable was found viable for two years to evaluate its decrease in membership and conference participation. The next viability review is in 2012.

_ACM SIGDOC 2010 Conference Summary

The ACM SIGDOC 2010 Design of Sustainable Communication: 28th International Conference on Design of Communication was partially supported by Sociedade Brasileira de Computação (http://www.sbc.org.br/), Departments of Computing and Nursing, Universidade Federal de São Carlos (http://lia.dc.ufscar.br/), Instituto de Ciências Matemáticas e de Computação (http://www.icmc.usp.br/), Universidade de São Paulo (http://www4.usp.br/), Universidade Federal de São Carlos (http://www2.ufscar.br/home/), and the São Paulo Research Foundation (http://www.fapesp.br/en/). The conference was held at the BROA Gulf Resort in São Carlos/São-Paulo, Brazil, on September 26-29th (http://sigdoc.org/2010/). The Conference Co-Chairs were Dr. Renata Fortes (Instituto de Ciências Matemáticas e de Computação) and Junia Anacleto (Universidade Federal de São Carlos) and the Program Chair was Dr. Carlos Costa (ISCTE, Portugal). The program committee had 43 members (33 academic and 10 industry representatives). Twenty-six members were from the USA, 10 from Brazil, and single members represented Portugal, Germany, France, Canada, Mozambique, and the UK). The conference cost was approximately $7700.00.

The conference call for papers attracted a wide range of papers, experience reports, workshops, and posters on the design of communication and games, organizational contexts, social media, the future of documentation, accessibility, interface design, and learning (http://www.sigdoc.org/2010/node/19). The conference papers were published in the *Proceedings of the 28th Conference on Design of Communication* (ACM Press). As well, complementing the ACM SIGDOC 2010 conference was IWCSC 2010 (the Interdisciplinary Workshop on Communication for Sustainable Communities). IWCSC (http://iwcsc.com/) was organized by Roberto Calderon (UBC), Vania Paula de Almeida Neris (UFSCar), and Junia Anacleto (UFSCar).

_ACM SIGDOC 2010 Conference Invited Speakers and Awards

We invited the following speakers to our ACM SIGDOC 2010 Conference this year: Margaret Burnett (Gender HCI: What About the Software?), Claudio Pinhanez (Designing the Interaction with Service Systems), and Rob Pierce (SIGDOC—Reviewing the History from a Company Perspective). Dr. Margaret Burnett is a Professor of Computer Science at Oregon State University and a co-Founder of the EUSES Consortium, a collaboration among Oregon State University, Carnegie Mellon University, Drexel University, Pennsylvania State University, University of Cambridge, University of Nebraska, University of Washington, and IBM, to help End Users Shape Effective Software (EUSES). Dr. Claudio Pinhanez is a research scientist at IBM Brazil and got his PhD. from the MIT Media Laboratory in 1999, working on the design and construction of interactive environments. He has also been a visiting researcher at ATR-MIC laboratory (Kyoto, Japan) and Sony Computer Science Laboratory (Tokyo), and a featured artist at the NTT ICC museum in Tokyo. In 2003, Dr. Pinhanez was nominated the Most Promising Scientist with a Graduate Degree award by the Hispanic Engineers National Achievement Awards Conference (HENAAC). Rob Pierce is Vice-Chair of ACM SIGDOC and an Advisory Information Developer for IBM Corporation's user assistance team lead

for Rational Asset Manager. He has a B.A. in Computer Science from Indiana University, Bloomington, and a Graduate Certificate in Software Technical Writing from Middlesex Community College, Bedford, Massachusetts.

In addition, every other year, the ACM SIGDOC Board honors an individual or individuals with the Rigo Award (named after Joseph Rigo, SIGDOC's founder). The award celebrates an individual's lifetime contribution to the field of communication design, and we were delighted to announce this year that the 2010 co-recipients of the award were Dr. Maria Cecilia Calani-Baranauskas and Dr. Clarisse Sieckenius de Souza. Dr. Baranauskas is Associate Professor at the Institute of Computing, IC, at the State University of Campinas (UNICAMP) in Brazil, and is known for her instrumental role in bringing human-computer interaction (HCI) to Brazil (including organizing the first national conference in HCI held there). Her research interests have focused on HCI and particularly on the relationship between semiotics, participatory design, and collaborative learning systems. Dr. de Souza is Professor of Computer Science at the Departmento de Informática, PUC-Rio, Brazil, and started the first graduate program in HCI in Brazil. She has published or co-published several books on semiotic engineering and HCI. As well as being pioneers in HCI, Dr. Bananauskas and Dr. de Souza have been instrumental in bringing an international presence to HCI and for working to strengthen research ties across borders.

_ACM SIGDOC Significant Papers

Martins, Oliveira, and da Graca C. Pimentel published "Designing the user experience in iTV-based interactive learning objects," Kelly, Abbott, Harris, and DiMarco published "Toward an ontology of rhetorical figures," and Flores, Miletto, Pimenta, Miranda, and Keller published "Musical interaction patterns: Communicating computer music knowledge in a multidisciplinary project."

Numerous notable papers on socio-cultural influences connected to the management and use of social media were published in this year's conference proceedings. These papers, in particular, highlighted the multidisciplinary nature of ACM SIGDOC's objects of inquiry, methodologies, and media applications.

_ACM SIGDOC Publications

Since 2009, Liza Potts has served in the position of General Editor of ACM SIGDOC's Quarterly Newsletter from Rob Pierce who served as editor for 9 years. Release of the newsletter is announced each quarter via the ACM SIGDOC members' listserv and is available in general via the ACM SIGDOC website (http://www.sigdoc.org/newsletter/current/). Archived versions of past newsletters are also available (http://www.sigdoc.org/newsletter/archives/). The newsletter consists of news from members (notes from the chair and from the general conference chair), future conference information, interesting items, feature articles, and job market information.

Also, ACM SIGDOC expanded its membership communications by creating a print brochure last year and has been distributing it at related conference events and to strategic university departments (for example, University of Washington and MIT). Finally, ACM SIGDOC is actively engaged in various social media spaces (for example, Facebook, LinkedIn, Ning, Slideshare, Twitter, and Wikipedia).

_ACM SIGDOC Membership

ACM SIGDOC currently has 184 members and this number has been dropping for the last several years. The SIGDOC Website now explicitly details the benefits of joining SIGDOC (http://www.sigdoc.org/join/) in addition to encouraging existing members to volunteer (http://www.sigdoc.org/members). The SIGDOC Board continued to focus on strategies for addressing membership numbers. We agreed to aim at encouraging

greater graduate student/campus involvement, to establish international collaborations and membership, and to reach out to the broader communities of writers, information engineers, technical communicators, and information technology professionals working with information.

As well, conference planning for the next several conferences is currently ahead of schedule, reflecting our commitment recruiting new volunteers and future board members.

_ACM SIGDOC Chapters

SIGDOC currently has two very active chapters: EuroSIGDOC: ACM SIGDOC European Chapter and (http://eurosigdoc.acm.org/) and SIGDOC at NC State University (http://ncsu.orgsync.com/org/sigdoc). EuroSIGDOC hosted a Workshop on Open Source and Design of Communication (OSDOC2010) in Lisbon, Portugal, on November 8th, 2010 (http://eurosigdoc.acm.org/osdoc2010/).

_Key Issues for ACM SIGDOC in coming year include to

- Support our new SIG chapters (Europe and NC State University), and to develop policies for managing them effectively and for increasing SIG chapter activities.

- Complete an ACM SIGDOC Board wiki for sharing experiences and lessons learned in previous conferences into current and upcoming conferences.

- Serve the needs of our current members and to find ways to increase our membership by attracting new members, volunteers, and board officers.