

SIGDOC FY'18 Annual Report  
Submitted by: Emma Rose, SIGDOC Chair

## **Overview**

### **Financials**

Our financial viability remains strong.

Opening: \$85,603

Ending: \$87,757

We netted \$2,154 overall in 2018

We are currently \$67,526 over our required minimum

### **Leadership**

After electing a new Executive Committee in July 2016, we had several leadership changes in 2017-18. In December 2017, Dr. Kirk St. Amant, Vice Chair stepped down. To complete his term, Dr. Emma Rose, from University of Washington Tacoma was appointed as Vice Chair by the remaining members of the Executive Committee. In June of 2018, Dr. Claire Lauer stepped down as Chair of SIGDOC. According to ACM bylaws, Dr. Rose will replace Dr. Lauer and serve out the remainder of her term (June 2019). Dr. Kristen Moore continues to serve in her elected position of Secretary/Treasurer. Beyond the executive committee, we have seven additional board members supporting the organization.

Due to the recent changes in leadership and to the organization, we plan to encourage and develop new leadership in preparation for elections in Spring 2019 and reinvigorate interest in leadership on the board. We are currently seeking a member of our community to fulfill the role of Vice Chair. In addition to leadership changes, we plan to engage in a variety of activities related to discussing the future of the organization, including gathering feedback at our annual conference and through online channels. This feedback will help inform the strategic direction of SIGDOC and hopefully increase interest and stability in the leadership roles.

**SIGDOC FY'18 Annual Report**  
**July 1, 2017 – June 30, 2018**  
**Submitted by: Emma Rose, SIGDOC Chair**

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**SIGDOC Conference 2017**

Our flagship conference is our annual SIGDOC conference, which typically takes place in the summer or fall of each year. The SIGDOC 2017 conference took place in Halifax, NS from August 11-13, 2017.

The conference committee included

- Conference Chair — Rebekka Andersen, University of California, Davis
- Program Chair — Elizabeth Keller, Indiana University – Purdue University Fort Wayne
- Student Research Competition Chair — Jason Swarts, North Carolina State University
- SIGDOC Chair – Claire Lauer, Arizona State University

We had 37 papers published in the proceedings and 85 attendees.

We saw a robust engagement with graduate and undergraduate students who participated in our Microsoft Student Research Competition; we featured well-known keynote speakers, including the Rigo Award winner, Dr. Karen Schriver, President of KSA Communication Design & Research and Karel Vredenburg Director, IBM Design. We saw robust attendance at our series of professional development workshops, Ignite talks, and the SIGDOC Research Network.

The 2017 conference closed with the following:

Total Revenue: \$23,036.00

Total Expenses: \$16,878.91

Allocation: \$2,700.63

Surplus/Loss: \$3456.46

Paid Attendance: 85

Actual Attendance: 85

The research that our members are presenting at our conference continues to addressing salient and cutting edge issues and themes in communication design and technical communication work.

Highlights of the research published in 2017 include:

Usability in Communication Design: Typographic influence on content judgment and subjective confidence by Sookyung Cho and Steve Weiss

Navigating the Gig: Rideshare Drivers and Mobile Technologies in Context - Rachael Burke and Jacob Broderick

Designer Perceptions of User Agency in Environmental Risk Visualization Tool Development - Sonia Stephens

Women's Perspective on Using Tinder: A User Study of Gender Dynamics in a Mobile Device Application - Milena Lopes and Carl Vogel

### **Awards and grants**

At the 2017 conference, SIGDOC awarded the Rigo Award which celebrates an individual's lifetime contribution to the field of communication design, to Dr. Karen Schriver, President of KSA Communication Design & Research.

In addition in 2017, SIGDOC awarded its first Best Paper award to Emma J. Rose and Elin A. Björling for their paper, "Designing for Engagement: Using Participatory Design to Develop a Social Robot to Measure Teen Stress." We plan to continue to present a best paper award at future conferences to highlight the rigorous and impactful work being done in the field.

In Fall 2017, we also awarded our first two Career Advancement Research Grants. One was awarded to Dr. Laura Gonzalez, for her project "Designing a Multilingual User Experience Research Center to Support Language Accessibility in a Binational Community". The other was awarded to Dr. Daniel Richards and Dr. Sonia Stephens, "Story Mapping and Sea Level Rise: Bringing a Global Risk Home."

## **Communication Design Quarterly**

Our publication, Communication Design Quarterly, continues to contribute valuable, peer-reviewed publications that are shared broadly. There have been two significant developments in the past year for CDQ.

First, we applied to transition CDQ into a Journal/Transactions publication for ACM. While aspects of the proposal were well received, it was ultimately denied by ACM due to our small size and a previous attempt at a journal almost 20 years prior which was unsuccessful. While our community was disappointed by this development, we plan to continue to strategize and align with other similar organizations to demonstrate the need and potential audience for moving CDQ to an ACM journal.

Second, 2018 marks the shift from Kirk St.Amant as Interim Editor to Derek Ross as Incoming Editor-in-Chief. The formal announcement of the transition was publically made and SIGDOC members were notified that all new manuscripts (submitted in 2018) were to be routed to Derek (Incoming Editor-in-Chief). Derek began representing CDQ at publishers round tables and other events at conferences (e.g, CPTSC) with Kirk representing CDQ in one instance where Derek was unable to attend in person (ATTW 2018 conference).

For 2018, Kirk oversaw the publication of all four CDQ issues (that had been previously planned and coordinated under Kirk's interim editorship). Kirk's term as Interim Editor will conclude with the publication of the fourth and final 2018 issue of CDQ (an issue on accessibility guest edited by Sean Zdenek). In 2018, Derek assumed the responsibilities of receiving new manuscripts beyond 2018, coordinating the review of those manuscripts, and working with one special issue guest editor (Sarah Beth Hopton) on the production of her issue.

Under his leadership, Derek has increased CDQ's editorial board from 9 to 47, located internationally, all of whom are experts in some facet of communication design. This increases both our reach, and our ability to thoroughly and professionally address article reviews. He has also made various changes to editorial policies including special issues and length, which are available through our website, which is maintained and updated regularly by Website Manager, Adam Strantz.

In Fall 2018, CDQ will move to an Online First model of publication which will allow us to ensure that cutting-edge research is made available in a timely fashion. Non-special issue articles will be published individually on our website as they are edited and processed, then collected into quarterly journals for archival. We are currently developing a pipeline of articles, including one that has been accepted and will become our first Online First publication, one rejected following review, three articles in revise/resubmit status, and one article out for a second round of reviews following revision. We also have at least two active queries being developed as articles.

Both the outgoing interim editor and incoming Editor-in-Chief have repeatedly raised the issue of the need for funding to support CDQ. SIGDOC is committed to supporting the editors and

their work in producing this publication. We are working towards a formalized funding model that will include supporting travel for the editor, editorial assistant, and journal-maintenance materials.

All of the issues for 2018 were guest edited special issues scheduled for purposes of creating a backlog of original manuscripts with which the Incoming Editor-in-Chief could use to begin developing new issues for 2019. These four special issues were/are

6.1 -- "Future Plans for Future Plans for the Communicating Complex Information: Selected Papers from the Symposium on Communicating Complex Information"

Guest editor: Dan Richards

6.2 -- "Mapping the Complex Contexts of Use"

Dedicated/thematic issues edited by Kirk St.Amant

6.3 -- "Perspectives on Preparing Technical Communication Professionals for Today and the Future"

Guest Editors: Rebekka Andersen and Carlos Evia

6.4 -- "Reimagining Accessibility and Disability in Technical and Professional Communication"

Guest Editor: Sean Zdenek

Top 5 downloaded articles for 2017

1. "Design Principles for Health Wearables" (161 Downloads)

By John Jones, Catherine Gouge, Mariah Crilley

Vol. 5 No. 2

2. "Helping Content: A Three-Part Approach to Content Strategy with Nonprofits" (140 Downloads)

By Suzan Flanagan, Guiseppa Getto

Vol. 5, No. 1

3. "Patient Experience Design: Expanding Usability Methodologies for Healthcare" (136 Downloads)

Lisa K. Meloncon

Vol. 5, No. 2

4. "The Past, Present, and Future of UX Empirical Research" (126 Downloads)

By Joy Robinson, Candice Lanisus, Ryan Weber

Vol. 5, No. 3

5. "Framework Negotiation and UX Design" (96 Downloads)

By Andrew Mara

Vol. 5, No. 3

*Note: These numbers are all almost double (in some cases, triple) the top 5 downloaded articles for last year/2016.*

The most downloaded single issue was Vol. 5, No. 1 (584 downloads), which is 2.5 times (more than double) the most downloaded issue of 2016.

#### Social Media

Our social media reach continues to expand, we have a total of 757 followers on Twitter, which is 9 more than the previous year, and 78 more Facebook followers, for a total of 426.

#### Membership

As SIGDOC continues to rebuild, the leadership team is developing strategic plans for reviving membership in SIGDOC. Currently, our membership is at 127; our strategic plan will seek to increase membership to 200 by 2021.

#### **Future Goals**

Due to the recent change in leadership in the organization, our short term goal is to stabilize the organization to create a foundation for future growth. As part of these efforts, we will be gathering data from current members and conference attendees about their aims for the future of SIGDOC. We also continue to seek a Vice Chair to move in the executive committee. Further, we will be recruiting current members to run for office as we hold Elections in Spring 2019.

Our 2018 conference is upcoming on Aug 3-5, 2018 at the Milwaukee School of Engineering and will feature three days of conference activities, including two workshops, and a variety of panels and paper presentations. w

Our 2019 conference will be held in Portland, OR and will be cohosted by several institutions. The dates are still to-be-determined, but we will return to a two-day conference schedule in 2019. Our goal is to have conference locations selected 2-3 years in advance. We also plan to develop criteria for how and where to select conference locations. We also plan to seek out partnerships where we can co-locate with other academic and professional organizations.

Although the strategic plan will be more fully developed in Spring of 2019 as the new officers are onboarded, see our current plans under the future goals section.

- Developing a long-term slate of conference locations, including collocation with other influential organizations in the field;
- Offering webinar versions of conference workshops that require membership;
- Sponsoring SIGDOC panels at other conferences to increase visibility of the organization;
- Creating community-based partnerships with organizations invested in the Design of Communication to deepen the slate of Diana Award nominees and increase membership from the community;

- Committing to industry partnerships through the development of an Industry Liaison position on the board, whose responsibility would be to do outreach for industry partners and solicit and program at least one industry-driven panel;
- Committing to community partnerships through the development of an Community Liaison position on the board, whose responsibility would be to do outreach for community partners and solicit and program at least one community-driven panel;

In addition to these new strategies, we will continue working with Women in Technical Communication and supporting the Microsoft Student Research Competition.

Updating the bylaws - The executive committee, in consultation with an appointed bylaws committee, will be revising the bylaws to update the outdated SIGDOC vision statement and make other changes that will streamline the operations of the SIG.