

**SIGDOC FY '15 Annual Report**  
**July 2014 – June 2015**  
**Submitted by: Liza Potts, Chair**

SIGDOC has successfully rebuilt itself and realigned its mission to distinguish the SIG in the DOC community. This report highlights SIGDOC activities, awards, publications, and conferences that support this work.

### **1. Awards Given Out**

For the 2014 SIGDOC Conference, we honored Patricia Sullivan with our Rigo Award for her outstanding contributions to the field of technical communication, her mentorship of several generations of scholars and practitioners, and her leadership in the Women in Technical Communication group. She is the author of several ground-breaking books, including *Electronic Literacies in the Workplace* (co-edited with Jennie Dautermann), *Opening Spaces* (co-authored with James Porter), *Professional Writing Online* (co-authored with James Porter and Johndan Johnson-Eilola), and *Technology, Labor, and Writing* (co-edited with Pamela Takayoshi).

Our graduate student competition winner was Dawn Opel. Her paper, *Social Justice in Technologies of Prenatal Care: Toward a User Centered Approach to Technical Communication in Home Pregnancy Testing*, focuses on technical communication and women's reproductive health. She received a travel reimbursement and a conference fee waiver.

### **2. Significant Proceedings Papers**

Our proceedings papers and articles from *Communication Design Quarterly* continue to show an increase in impact in 2014. We are showing both higher downloads and citations, which can be attributed to our realignment with our sister organizations across technical communication and the high quality of work appearing in our publications.

#### *Top 5 SIGDOC 2014 Papers by Downloads*

- 1) All of the Things: Engaging Complex Assemblages in Communication Design by Brian J. McNely, Nathaniel A. Rivers Downloads: 68
- 2) Business process modeling: Vocabulary problem and requirements specification by Jonas Bulegon Gassen, Jan Mendling, Lucinéia Heloisa Thom, José Palazzo M. de Oliveira Downloads: 48
- 3) Social norms influence student journalists' perception of wearable technologies by Jennifer Ware Downloads: 41
- 4) Social Justice in Technologies of Prenatal Care: Toward a User Centered Approach to Technical Communication in Home Pregnancy Testing by Dawn Opel Downloads 24
- 5) Women, Religion, and Professional Communication: Communication Design for the Female Relief Society, 1842--1920 by Emily January Petersen Downloads: 23

#### *Top Communication Design Quarterly downloads from 2014*

- 1) Technology and communication design: crossroads and compromises by Claire Lauer Downloads: 177
- 2) Participatory design: barriers and possibilities by Sushil K. Oswal Downloads: 127
- 3) Remediation in data visualization: two examples of learning in real-time data processing environments by Justin Young, Charlie Potter Downloads: 121
- 4) Journey mapping: a brief overview by Tharon Howard Downloads: 103
- 5) Data visualization by Manuela Aparicio, Carlos J. Costa Downloads: 70

### **3. Significant Programs (that provided a springboard for further efforts)**

We are focused on four key programs that advance our leadership and work in communication design.

#### *Working with Leaders Across Technical Communication*

Part of rebooting our SIG has included creating partnerships across the field of Technical Communication. We are leading in this area, and our conferences have been successful in part because of this cooperation. We are co-locating conferences, meeting with leaders at their conferences, and holding conference calls to discuss our goals and share ideas. We believe our field is better for it.

#### *Supporting the Annual Symposium on Communicating Complex Information*

We also continued to support the Annual Symposium on Communicating Complex Information in 2014. Their proceedings are part of ACM's Digital Library because of this collaboration, increasing our reach and sharing knowledge across our communities.

#### *Euro SIGDOC*

We also continue to support our Euro SIGDOC members by advertising their events and providing mentorship. We will encourage them to advertise and attend our 2015 conference, which will be held in Ireland.

#### **4. Innovative Programs (that provide service to some part of our technical community)**

##### *Communication Design Quarterly*

This year, CDQ began the process of transitioning to a new editor for the publication. Michael Albers will conclude his term as editor with the Nov./Dec. 2015 issue of CDQ and Kirk St.Amant will take over as interim editor for 2016-2016 as a formal search for a new editor is conducted. 2015 also saw the introduction of special, thematic issues to begin to address the interests of different constituencies represented by SIGDOC. The first of these special issues will be the August/September issue edited by Lisa Meloncon and Erin Frost, and the topic of that issue will be medical and health communication. The second special issue will be edited by Kirk St.Amant and will be on international aspects of communication design.

##### *Co-Locating Conferences with Sister Organizations*

In the fall of 2014, we co-located our conference with the annual conference for the Council for Programs in Technical and Scientific Communication (CPTSC). This allowed us to connect with scholars who might not have normally thought of SIGDOC as a place to publish and present. We know that this collaboration increased our attendance numbers and reach based on the feedback from our members and leaders in the field. We are aiming to reproduce this success by co-locating our 2015 conference with IEEE's ProComm conference in Limerick, Ireland.

##### *Content Strategy*

With our communications manager, we are working on a revised content strategy for our social media, website, and digital library content. A content strategy is a plan for how to write, deploy, maintain, and sustain communications with our members. Our ideas include promoting papers in the digital library to increase visibility and reach of SIGDOC's work. To do this, we will include the authors and key members of our field to promote the good work of our members. We are also updating our website with a new template, which will allow us to have a more streamlined and modern mode of communication. We will be launching this new content strategy in Fall 2015.

#### **5. Events or Programs that Broadened Participation (geographically or among under-represented members of our community)**

##### *Support of Women in Technical Communication*

SIGDOC was one of the earliest supporters and sponsors of the Women in Technical Communication organization. Our SIGDOC chair was asked to be part of the leadership team of this organization for her work leading SIGDOC. In 2014, SIGDOC hosted a Women in Technical Communication breakfast at our annual conference. We plan on hosting a similar event at our conference in 2015. This project broadens participation in SIGDOC and beyond for women who are focused on the design of communication.

##### *Encouraging Diverse Leadership and Mentoring Junior Scholars*

SIGDOC is committed to leading our field and ACM as a space for diversity and mentorship. We are a welcoming organization, proud of our growth and support of diverse and junior scholars on our Board, our committees, our conference program, and CDQ. This work will continue in June 2015, when our Chair plans to nominate new members to our board. These leadership opportunities continue our shared mission and vision to provide support and mentorship for our members. We believe this work enriches our field and ACM.

#### **6. Brief Summary of Key Issues for 2015-2017**

The following briefly describes key strategies and tactics for SIGDOC's future.

##### *Overall Strategy: Continuing to Support Innovation and Mentor Junior Scholars*

SIGDOC is an organization that aims to broaden our reach as the space to share research on the design of communication. We are supportive of early career faculty and student researchers, and as such, we are a space that is welcoming for new ideas and emerging research. In 2016, we will hold our conference in Washington D.C. to help strengthen involvement of our partners in industry and the public sector.

##### *Key Tactic: Continuing to Make Space for New Scholars and Volunteers*

SIGDOC is now viewed in our field as a space for emerging scholarship, both in terms of young scholars and new ideas. We have purposefully created this space to support, mentor, and guide our peers. As part of this initiative, we are also welcoming to new volunteers. We are a space where our peers can learn to become leaders by supporting their growth and sharing our knowledge. Part of this work includes the Microsoft student competition and the graduate student competition. We are looking forward to this event at our 2015 conference, and we already know that we had a heavy involvement of students proposing and working towards this goal during this year.

*Key Tactic: Voting on Streamlined Bylaws*

We will be finalizing our updated bylaws this August. They will be ready for our members to vote on them during our upcoming election. Streamlining these bylaws means aligning them with other ACM SIGs as well as removing gendered language.

*Key Tactic: Elevating Communication Design Quarterly to an official ACM Journal*

Our goal over the next two years is to increase the circulation and impact of our publication *Communication Design Quarterly* (CDQ). Our aim is to elevate CDQ to ACM journal status.