

ANNUAL REPORT
of the PRACTITIONERS BOARD
For the Period: July 1, 2019 - June 30, 2020

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: 7/1/19-6/30/22)
- 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: 3/11/19-6/30/22)
- 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
- Professional Development
 - Chair: position vacant currently
 - Note: we have a candidate and hope to have this filled soon
- ACM Local
 - Chair: Valerie Woolard – (5/18/20-6/30/22)
 - Contact: azelma@gmail.com
- Distinguished Speakers Program
 - Chair: Jessica Bell – (7/1/19-6/30/22)
 - Contact: jess.bell317@gmail.com

2. PROJECT SUMMARY

- Tech Talks Webinars*
 - Owner: Professional Development Committee
 - Status: Ongoing
 - Funds Budgeted: ~ \$25,000
 - Funds Used: ~\$25,000
- Distinguished Speakers Program
 - Owner: Distinguished Speakers Committee
 - Status: Ongoing
 - Funds Budgeted: \$100,000
 - Funds Used: \$58,834.81
- Case Studies Publication
 - Owner: Case Studies Committee
 - Status: Ongoing
 - Funds Budgeted: \$50,000
 - Funds Used: \$27,000
- ACM Local
 - Owner: ACM Local Committee
 - Status: Ongoing
 - Funds Budgeted: \$0 for the report period because the committee is new
 - Funds Used: \$0

*TechTalk production comes out of the Professional Development Center budget (outside of the Practitioner Board top-line budget), which is different than the PDC operating budget. The main cost is for our On24 subscription is \$21,000 and there are some additional expenses so the budget and funds used are estimated but have been consistent and predictable for the last few years.

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 webinar 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.

In addition, this work, there are three specific areas in which the board will be focused. The first will be transitioning the ByteCast (podcast) pilot program into a full-fledged committee of the board with the intent of producing these on a regular basis. We have just started to get initial audience response metrics for the podcasts produced as part of the pilot program, and initial results are encouraging, and suggest that it would be reasonable to continue producing these on an ongoing basis.

Second, we have another pilot program being run right now called ACM Selects. This is effectively a very structured blog with a focus on providing learning guides on a wide variety of topics. Each of these guides (referred to as a “Select”) is a reasonably short overview of a specific topic combined with a list of resources (papers, articles, blogs, courses, etc) that can help someone learn more deeply about that topic area. Juan Migual de Joya is leading a group of volunteers in producing a number of these “Selects” and we anticipate beginning to publish them in mid-September. Following that we will look at audience response and decide about whether it makes sense to transition this into an ongoing program.

Third, we will be working with the ACM Local committee to ensure a strong transition from a pilot program to a full-time ongoing committee of the board. The ACM Local committee was chartered in July of this year, and we will be working to ensure a smooth transition from the pilot program (which was run by Andrew Conklin with significant assistance from HQ staff) to an ongoing program of the board. The COVID situation has, of course, complicated local activities since many groups have reduced their level of activity substantially. However, the committee is working to help local groups transition to remote activities where there is interest.

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. The board will require help from other areas of the ACM to help recruit members from outside North America as the networks of existing board members are biased towards North America as well. There are some initial plans in place to work

with the FCA on some specific projects which will increase our exposure to the younger demographic.

Addition Committee Activity Details

Professional Development Committee Quarterly Report – August 31, 2020

June 2020

June 8 TechTalk with Don Gotterbarn and Marty Wolf (ACM COPE): “Leveraging the ACM Code of Ethics Against Ethical Snake Oil and Dodgy Development.”

- 1122 registrants, 703 total attendees of which 510 attended live
- A total of 84 questions came in during the talk. The presenters posted “overflow” Q&A online: <https://on.acm.org/t/leveraging-the-acm-code-of-ethics-against-ethical-snake-oil-and-dodgy-development/1695>
- In the survey, 98.7% of respondents indicated the talk was useful and **97.3% of respondents found it applicable to their work (an all-time high)**
- 29.5% of registrants female, 70.5% male

July 2020

July 8 TechTalk with Wes McKinney and moderator Larisa Sawyer: “Apache Arrow and the Future of Data Frames”

- 2507 registrants, 1389 total attendees of which 994 attended live
- Q&A: 74 questions asked
- Survey 98.2% satisfaction, 90.2% applicability
- 18.7% of registrants female, 81.3% male

July 24 TechTalk with Cristian Canton (FacebookAI) and moderator Juan Miguel de Joya: “Abuses and Misuses of AI: Prevention vs. Reaction”

- 2613 registrants, 1332 total attendees of which 921 attended live
- Q&A: 52 questions asked
- Survey: 98.3% satisfaction, 83.9% applicability
- 33.8% registrants female, 66.2% male

August 2020

August 11 TechTalk with Anima Anandkumar (NVIDIA) and moderator Michael Zeller (SIGKDD): “How to Create Generalizable AI”

- 3115 registrants, 1656 total attendees, of whom 1199 attended live
- Q&A: 61 questions
- Survey: 97.8% satisfaction, 88.9% applicability
- 22.9% registrant female, 77.1% male

Case Studies Committee
Quarterly Report – August 31, 2020

Committee Membership

- Adam Cole, Founder, HealthChain
- Terry Coatta, CTO, Marine Learning Systems
- Chris McCubbin, Senior Applied Data Scientist, Amazon
- Robin Raskin, Founder, Living in Digital Times
- Atty Mashatan, Director, Cybersecurity Research Lab, U.Ryerson
- Jessie Frazelle, Co-founder, Chief Product Officer Oxide Computer Co.
- Michael Tingley, Engineering Manager Facebook (PPL)

Case Study	Status	Lead
Debugging Concurrent Systems	Published - Jan/Feb 2020	Terry
Creating a New Time Series Database	In production - Sep/Oct 2020	Chris
Differential Privacy Toolkit	In production - target EOY	Terry
Launching an Open Source Project	Final feedback	Chris
Quantum-Resistant PKI	Rough cut	Atty

Distinguished Speakers Program
Quarterly Report – August 31, 2020

<i>DSP Quarterly Report</i>				
	June 2020	July 2020	Aug 2020	Total
# of speakers added	5	7	4	16
# of Speakers who expired	4	3	0	7
# of lectures (non conference) given	6	8	5	19
# of conferences given	0	1	0	1
# of Tours given	0	0	0	0
Lecture Formats				
Virtual	6	9	5	20
In Person	0	0	0	0

The Covid situation has drastically reduced the activity level for the Distinguished Speakers program. As can be seen from the data above, the committee has worked with organizers to try and transition to virtual presentations and there has been some success on this front. The committee will continue with these efforts.

ACM Local Committee
Quarterly Report – August 31, 2020

	June '20	July '20	August '20
Active Groups	15	16	16
New Groups	0	1	0
Total Events	9	7	3
Attendees	687	269	146

The local mentoring committee is spinning up and will be tracking the metrics of total events, active groups, and new groups. Valerie Woolard is the chair, Eric Noriega is our first member and we are seeking 2-3 more members interested in fostering local mentoring initiatives. The committee will meet quarterly and had a kick-off meeting in July.

ByteCast
Quarterly Report – August 31, 2020

Episode	Release date	Downloads	% of all episodes
Don Knuth	06/02/2020	3581	42.67%
Radia Perlman	07/07/2020	1488	17.73%
Kristian Lum	08/06/2020	973	11.59%

Top Countries/Regions by Device	Number	% of Total
USA	119	56 %
Japan	20	9 %
Germany	14	7 %
Canada	10	5 %
UK	10	5 %

Total listening time (Jun 21- Aug 19)

- a. 165 hours
- b. 89% subscribed
- c. 11% unsubscribed

Plans

- Team to design a survey for listeners to take and provide feedback on topics, speakers.
- Evaluating increasing the frequency of the episodes released (Moving to bi-weekly)
- Increasing pipeline of guests