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# UPA Board of Directors Committee Reports June 2003

Summer Board Meeting  
Scottsdale, Arizona, USA

Promoting  
usability  
concepts and  
techniques  
worldwide



## Committees

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- **Treasurer**  
Thyra Rauch
- **Web**  
Gary Macomber
- **Professional Development**  
Richard Bellaver
- **Chapters and SIGs**  
Åsa Granlund and Scott Kincaid
- **Outreach**  
Whitney Quesenbery and Nigel Bevan
- **Publications**  
Kerrie Green
- **Membership and Sponsorships**  
Mary Beth Rettger
- **Office Operations**  
John Kasper and Allen Mayse

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# TREASURER

## Thyra Rauch



## Treasurer

### The past six months

- Moved to a new management company, who has had a long, complicated job transitioning records, finances, etc. Now in Quickbooks, and running pretty smoothly, at least from my viewpoint. Opening up new accounts to keep fiscally clean.
- Periodic on-site work/events, e.g., audit, is working well.
- Had a very thorough external financial audit which flagged some issues we should discuss, particularly:
  - Need to carefully consider delivering core services on a breakeven basis.
  - Take care to avoid potential conflicts of interest in upcoming contracts.
  - Discuss policies for issuing credit card refunds.
- Using more legal time than we had budgeted.



### Issues - the next six months

- Begin budgeting process for 2004. Improve process over last year, including justifications for budget changes. We cannot afford to run a deficit again next year.
- Reconsider how we obtain sponsors and for what timeframe. Currently, we are behind in sponsorship.
- Reconsider the magazine paradigm at this point in time. Currently a very large % of budget.
- Discuss ways to enhance UPA membership, classes of membership, and recruitment activities. Currently, we are behind in membership.
- Discuss upcoming conference contracts, and renegotiating old ones. Rates and room blocks are high considering economy. Investigate legal issues.
- Paperwork from conference is not clean, nor timely.



## WEB Gary Macomber



## Accomplishments - the past six months

- Current site: Bringing over Certification Project, Logos page and many more edits/additions
- New site
  - Developed templates, style sheets, and basic architecture for implementing new design
  - Gathered pool of volunteers to maintain content
  - Moving content into new site
  - Revised design in light of implementation findings (tweaks)
- Conf 2003
  - Launched and maintained Advance Program
  - Launched and maintained Registration application
- Conf 2004
  - Developing Call for Participation
  - Developing site shell and templates for information pages



## Plans - the next six months

- New site:
  - Complete redesign work on Chapters and pubs
  - Launch
  - Tweak maintenance plan
  - Real user name/password system
- Conf 2004
  - Launch and maintain CFP
  - Update Submission and Review apps



### Challenges - issues you face

- Herding cats: setting up and maintaining the content maintenance cadre
- Conf 2004: budget
- Working out the kinks in a new way (and new tool) for maintaining web sites
- Looking for ways to do more with less – trying to come in well under the budget figure I proposed in January



### Acknowledgements - it takes a village

- Web Committee
  - Whitney
  - Debra Gabriel
  - Cindy Smith
  - Thyra
  - Elizabeth
  - Larry Wood and Carol Righi
- Conf 2003 Committee – especially Joseph and Diane



# PROFESSIONAL DEVELOPMENT

## Richard Bellaver



## Professional Development

### Accomplishments - the past six months

- Start Curriculum Committee
  - 11 volunteers, 16 students research
- Start Code of Conduct Committee
  - 6 volunteers, 2 students
- Leonardo's Laptop tapes
  - To be available September 1st



### Plans - the next six months

- Curriculum Committee
  - Data gathered Sept 15, 2003
  - Socialization October 15th 2003
  - Parking space January 15th 2004
- Code of Conduct
  - Socialization October 15th 2003
  - Parking space January 15th 2004



### Challenges - issues you face

- Use of the curriculum and C of C
  - Is curricula evaluated & by whom?
  - Where will the results reside?
  - What will be UPA members involvement?
  - How will the decisions be communicated?
- What's happening with BOK?



### Acknowledgements - it takes a village

- Jeff Horvath Curriculum Committee
- Chauncey Wilson Code of Conduct



## CHAPTERS and SIGs

Asa Granlund  
and Scott Kincaid



## Chapters Committee

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### Accomplishments - the past six months

- Organized volunteers and content for The Voice
- Conference –
  - Organized Chapters' Reception,
  - Chapter member ribbons, and
  - SIG at conference
- Established Grant money for Chapters
- Established budget for Chapters to purchase UPA store items
- Total of 16 Chapters formed - including the first Asian chapter
- Interviewed Diana Demarco @ miniUPA Boston, and Mary Beth @ Running Workshops
  - (Still to be used)
- Chapters At a Glance initiated

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## Chapters Committee

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### Plans - the next six months

- New organization!
- Finalize Policies and Routines
- To be brought up in SIG at conference for feasibility:
  - URL Standardizing for chapters (i.e [dallas.upassoc.org](http://dallas.upassoc.org))
  - Clarify best methods of sharing presentations and themes between Chapters
  - *Additional items to be uncovered during conference*

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### Acknowledgements - it takes a village

- Our main Chapter sponsors
  - Janice James
  - Mary Beth Rettger!
- The new Voice/Chapters contacts –
  - Peter Vogel
  - Patricia Glennon
- At a Glance coordinator
  - Janice Lodato
- Administrivia and everything else...
  - John and Allen



## OUTREACH

Whitney Quesenbery  
and Nigel Bevan



## Outreach

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### Accomplishments - the past six months

- **Press Releases**  
Started program of regular press releases
- **Publicity & Communications** (with Web and Conference)  
General work, and For the Press section and membership forms for new web site.
- **Friends of Usability**  
Established 4 person team to co-manage this project
- **Body of Knowledge** (with Professional Development)  
Initiated work on a pamphlet and on defining usability roles
- **Corporate Identity**  
Created logo and color guidelines for chapter use
- **Event Sponsorships**  
Fewer sponsorships, but more mailing list rentals

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## Outreach

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### Plans - the next six months

- **Guide to Usability Around the World**  
Complete template and at 3-6 country profiles
- **Conference Outreach**  
Identify at least two other associations we can partner with to bring a broader attendance at the conference
- **Body of Knowledge**  
Continue work with Professional Development
- **What is Usability Pamphlet**  
Complete a pamphlet that describes usability/UCD for non-(usability) professionals
- **Usability Resources (Web)**  
Move previous outreach material into the new web section, and help organize ongoing maintenance

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### Acknowledgements - it takes a village

- Friends of Usability Co-Managers
  - Silvia Zimmerman
  - Everyl Yankee
  - Cheryl St. Charles
  - Maisha Walker
- Body of Knowledge Roles Project
  - Larry Wood
  - Jed Wood
  - Lorraine Bunner
  - Brenda D'Angelo
  - Joe Bugental
  - Charlotte Schwendeman
- Organizational Outreach
  - Dana Chisnell
- For the Press
  - Kara Coyne and NNG (donated press report)
  - Meyer Baron
- Membership Forms (usability testing)
  - Caroline Jarrett
  - Asa Granlund
  - Christy Mylks



### Events and Mailing List Rentals

#### Mailing list rentals:

- Nielsen Norman Group Conferences (twice)
- Morgan Kaufmann Publishers
- Stephen Krug/Lou Rosenfeld Tutorials
- Bentley College - Announce appointment of new Director of Human Factors Program;
- Boston SIGCHI Local Conference

#### Event sponsorships

- Interact 2003
- ForUSE
- IIR Web Surveys Seminars
- IIR Ethnography Seminars
- Adaptive Path seminars

#### Others (Discounts for UPA)

- ASIS&T IA Summit
- Hot Topics in Usability

#### Missed

- DUX



# MEMBERSHIPS & SPONSORSHIPS

## Mary Beth Rettger



# PUBLICATIONS

## Kerrie Green



## Publications

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### Accomplishments – The Past 6 Months

- *User Experience* Issue 4 completed and sent to members
  - Future issues cut to 20 pages
  - Plans moving forward for UX Issue 5 (Fall publication)
  - Created action plan for the next 6 months
    - Partner Contacts
    - Ad leads
    - Cost-benefit analysis on production
  
- *Voice* issued prior to conference

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## Publications

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### Plans – The Next 6 Months

- Future plans involve initiating the UX action plan:
  - Step 1: Diversify vision and create new mission statement to focus efforts.
  - Step 2: Locate a publishing partner
    - ACM aggressively seeking new opportunities.
    - Other steps not necessarily needed if we partner.
  - Step 3: Complete cost-benefit analysis on production costs and finalize research on a subscription plan.
    - Production contract expires.
    - Reader survey needed.
  - Step 4: Work with Melanie and volunteer(s) to follow up on new advertising leads and to create new sponsorship opportunities
    - Hoover's leads
    - Special issues, sponsored weeks, etc.
  - Step 5: Create a new marketing plan.
    - Reach out to related industries and organizations.

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### Challenges – Issues to Address

- Budgetary issues
- Production contract expires
- Partnership potential undetermined
- Additional volunteers needed to be successful



### Acknowledgements

- In the short time I've been working with the committee and the board, everyone has been welcoming and helpful.
- Charlie, Jodie and Elizabeth have been very supportive.



# MANAGEMENT REPORT

## John Kasper and Allen Mayse



## Management Report

### Accomplishments

- Transitioned from former management company
- Created usable database and accomplished programming to automate UPA processes including membership dues billing and consultant listing billing
- Worked with UPA volunteer leadership on understanding the current context of UPA and raised relevant questions on current UPA policies and procedures
- Cleaned up a series of issues regarding the association's financial statements
- Developed efficient method of distributing eblasts for the association
- Assisted the association in developing its on-line Membership Directory



## Management Report

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### Accomplishments

- Set up and staffed a variety of conference calls for the Board, Web Committee, *User Experience* Editorial Board, and Voice Team
- Worked with UPA Director of Chapters and chapters themselves, including managing the listserv, developing chapter grant guidelines, setting up discount price lists for chapter purchases, developing monitoring system for chapter “banks”, surveying chapters on various issues, and chartering 3 new chapters
- Sent 910 final renewal notices to members, 1187 second notices, and 1244 initial renewal notices
- Sent 429 new membership packets to individuals who applied for membership

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## Management Report

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### Accomplishments

- Redesigned dues statements, cover letter for dues statements, thank you letters for members who renewed their memberships, and cover letters for new members
- Cleaned up consultant listings on the website and billing process for those listings
- Working with Mary Beth, developed the concept of corporate memberships
- Working with Mary Beth, developed the bundling approach for sponsorships
- Working with Mary Beth, redesigned the election process for UPA

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## Management Report

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### Accomplishments

- Developed a plan to market advertising in the *User Experience*
- Developed a solicitation to all UPA Consultants for advertising in the UX
- Assisted association in the 2003 budgeting cycle
- Worked with Whitney on event sponsorships

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## Management Report

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### Plans – the next 6 months

- Continue to work with the Co-Directors of Chapters on packets of information to be delivered to chapters on how to organize, manage finances, and how to incorporate
- Develop better understanding of UPA membership
- Develop better understanding of UPA membership behavior
- Continue to work with UPA volunteers to achieve individual goals identified in other committee reports

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## Management Report

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### Challenges – issues you face

- From a corporate perspective
  - at times, the paralysis of analysis, and in in other contexts, the predilection to move too fast before thinking an issue through
  - a desire for immediacy balanced against realistic expectations of workflow
- From a membership perspective
  - a very high transition rate in and out of the organization
  - policies that may contribute to the high transition rate
  - a lack of member benefits to encourage people to join

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## Management Report

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### Acknowledgements

- Overall, the Board and other volunteer leadership and committee members are very hard working and we greatly appreciate their efforts
- Special thanks to Elizabeth who provides terrific counsel and direction

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