**ANNUAL REPORT**

Of the DSP COMMITTEE

For the Period: July 1, 2011 - June 30, 2012

Submitted for Gabby Silberman, by Cindy Ryan

1. BASIC INFORMATION

The DSP Committee is responsible for the oversight of the DSP (www.dsp.acm.org), including reviewing its scope, procedures, and policies to improve the effectiveness of the program.

* Gabby Silberman (Committee Chair), CA Technologies
* Annie Archbold, Centers for Disease Control and Prevention
* Barrett Bryant, University of Alabama at Birmingham
* Bill Curtis-Davidson, IBM
* David Kasik, Boeing
* Fabrizio Gagliardi, Microsoft Europe (Chair, ACM Europe Council)
* Laura Parker, Mentor Graphics
* M Balakrishnan, I.I.T. Delhi (Representative from ACM India Council)
* Michael Jenkin, York University
* Prerana Vyas, Optimus BT
* Rodolfo Castello, ITESM
* Kathy Baxter, Google

2. PROJECT SUMMARY

The DSP Committee focus for FY 2012 was to expand the program. This fiscal year 59 lectures were given (up from the 51 lectures given in FY 2011.)

These lectures where held throughout the world; 71% in the US and 29% outside the US. Non-US locations included Bangladesh, China, Taiwan, India, Indonesia, Tunisia, Mexico, Jordan, Israel, Russia, Australia, Pakistan, Israel, France, and Ireland. The host organizations fit the following categories: 69% chapters, 5% conferences, 21% universities without an affiliated Chapter, and 5% professional groups not affiliated with a Chapter.

The cost of a DSP lecture ranged from $325.00 to $3,200.00; the medium being $750.00.

The audience size ranged from 25 to 1,500 attendees; the medium being 140 in attendees.

The total audience served for fiscal year 2012 was approximately 8,245.

There were 27 new speakers added to the program, bringing the total number of speakers to 118.

3. PLANS

The Committee will continue to work with the regional Councils to expand the DSP in their respective areas. This will include recruiting of new (local) speakers, adding new topics, as well as increasing the number of lecture requests. We will assess the effectiveness of the pilot translation of the informational pages on the DSP website into four different languages for their impact in the expansion of the program internationally.

We have initiated a rotation of committee members to get new perspectives and more representation from potential target audiences. Also, we are preparing a proposal to explore an ACM “service” offering (e.g., consulting, assistance) to engage distinguished and fellow members in promoting computing issues around the world.

Also in the plan for FY13 is an examination of the DSP committee and its structure, to consider ways to leverage its members to further increase awareness of the program.

1. COMMENTS

The FY12 year featured a smoothly working DSP, with the customary excellent support from ACM HQ. We have seen a slight increase in our speaking engagements, accompanied by a growing interest in becoming a DSP lecturer. This indicates awareness of the program is increasing, but there is still room to improve our marketing efforts.