



Local - Status Update
Andrew Conklin
5/1/2016

purpose

Connecting smart technical people at local city events.

goal

Reach 10 cities for officially branded active ACM meetups.

status

(since oct '15)

24 events

3,589 peers

36 organizers

9 meetup groups

last 3 months

Attention
(page views)

1. DC
2. NYC
3. BOS
4. CHI
5. PGH
6. HOS

Engagement
(meetup activity)

1. CHI
2. NYC
3. DC
4. BOS
5. PGH
6. LA

attention

Pageviews

3,459

DC



Pageviews

3,441

NYC



Pageviews

3,120

BOS



Pageviews

2,883

CHI



Pageviews

2,286

Local



Pageviews

1,865

PGH



Pageviews

393

HOS



Pageviews

286

RDU



Pageviews

208

SACTO



Pageviews

152

LA



peers

ACM Members

- NYC - 3,320
- DC - 2,783
- LA - 2,260
- BOS - 2,222
- CHI - 1,222
- PGH - 692
- RDU - 581
- HOS - 546
- SACTO - ?

ACM Organizers

- PGH - 6
- NYC - 5
- BOS - 5
- CHI - 5
- DC - 5
- HOS - 4
- LA - 2
- SACTO - 1
- RDU - 1

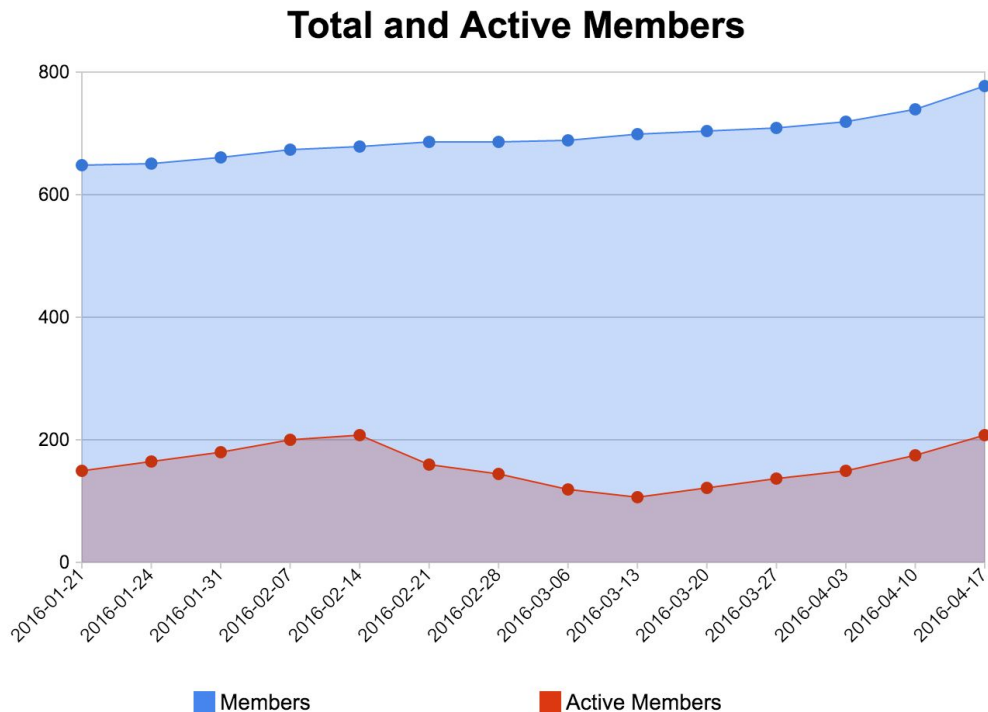
DSP Speakers

- NYC - 4
- DC - 4
- LA - 4
- BOS - 2
- RDU - 2
- HOS - 2
- CHI - 1
- SACTO - 1
- PGH - 0

engagement

last 3 months

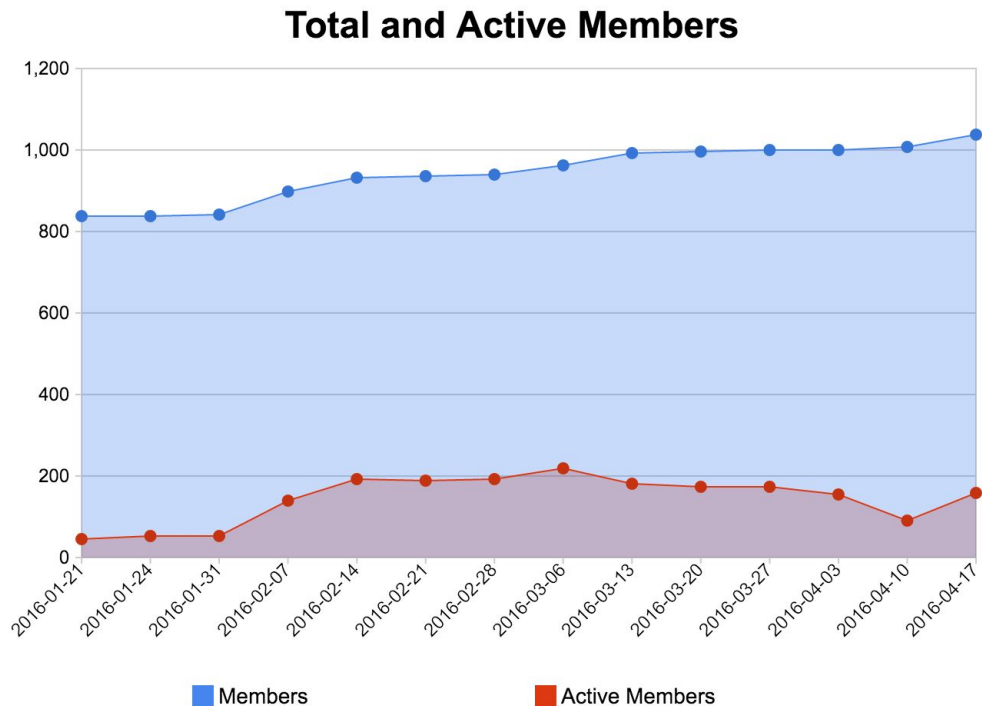
CHI (meetup members)



engagement

last 3 months

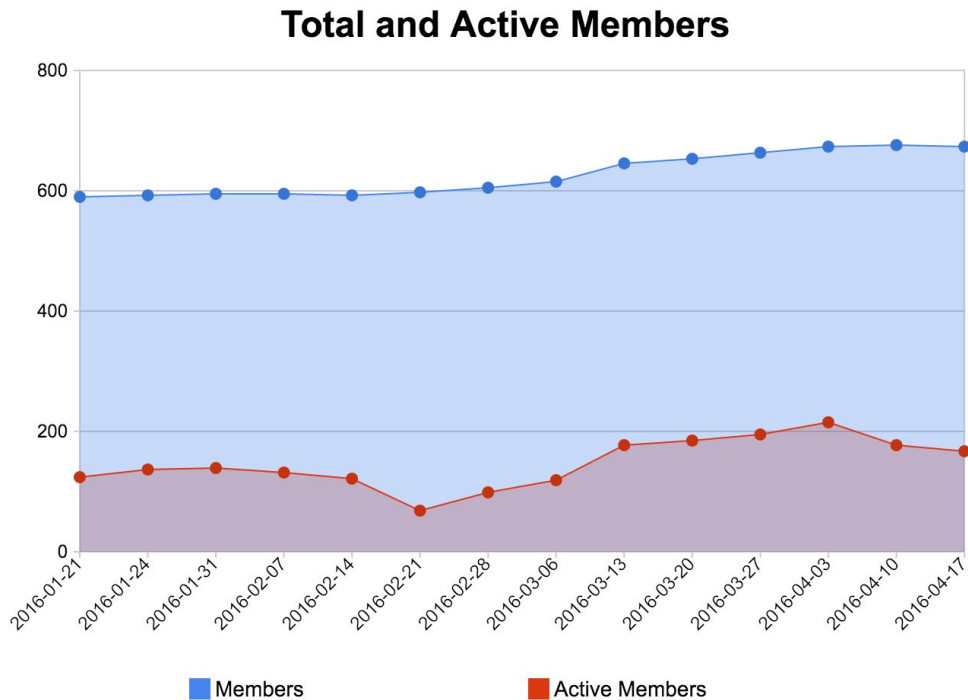
NYC (meetup members)



engagement

last 3 months

DC (meetup members)

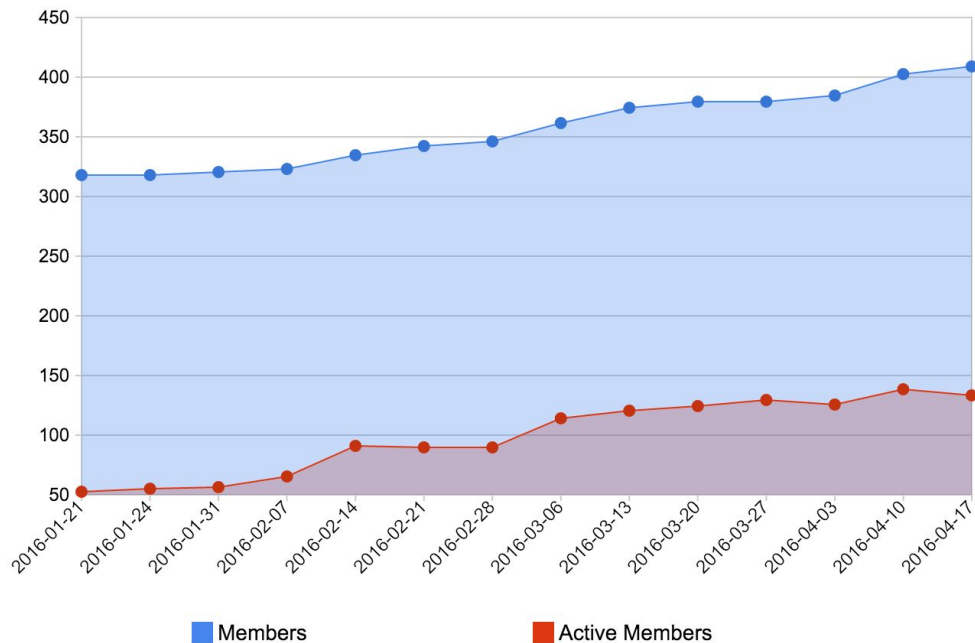


engagement

last 3 months

BOS (meetup members)

Total and Active Members

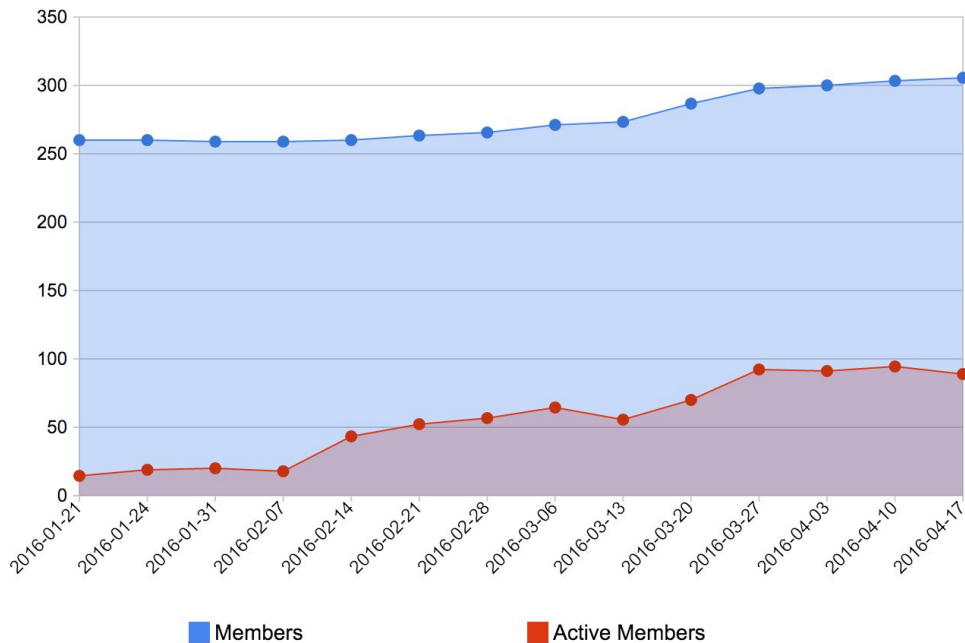


engagement

last 3 months

PGH (meetup members)

Total and Active Members

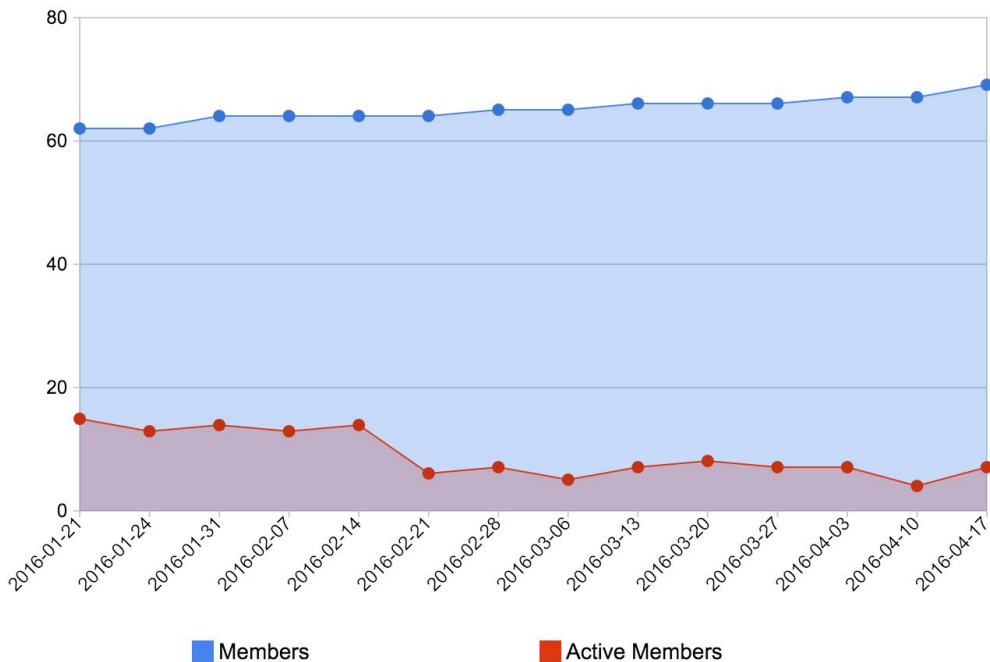


engagement

last 3 months

LA (meetup members)

Total and Active Members



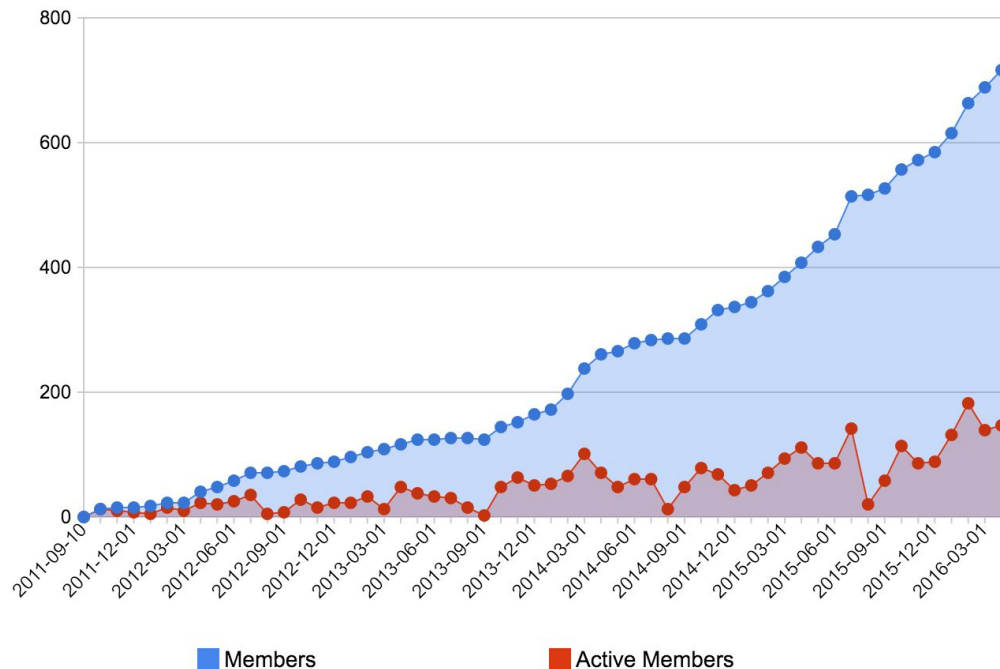
engagement

lifetime

est. Sept. 10th, 2011

CHI (meetup members)

Total and Active Members



engagement

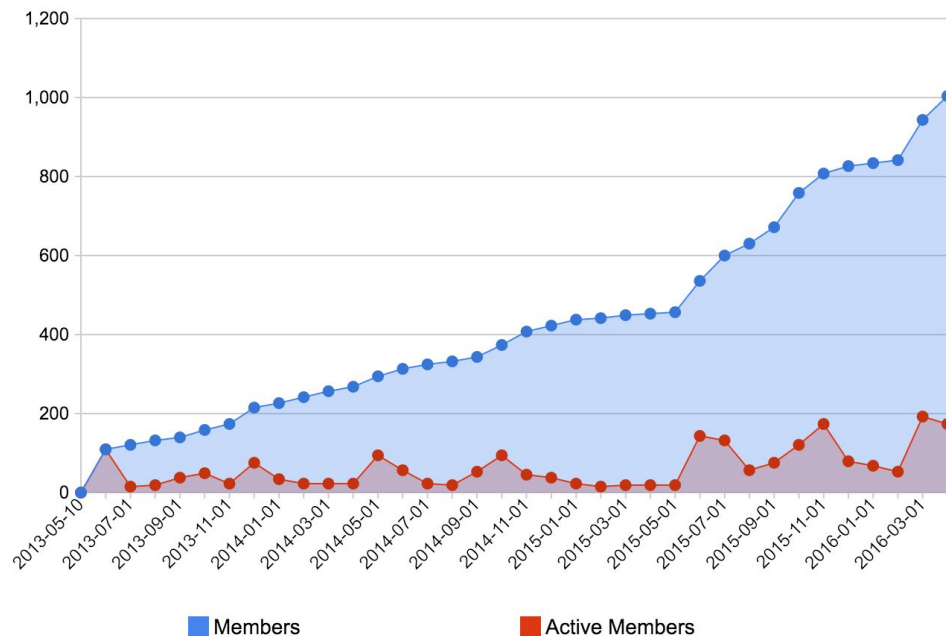
lifetime

est. May 10th, 2013

NYC

(meetup members)

Total and Active Members

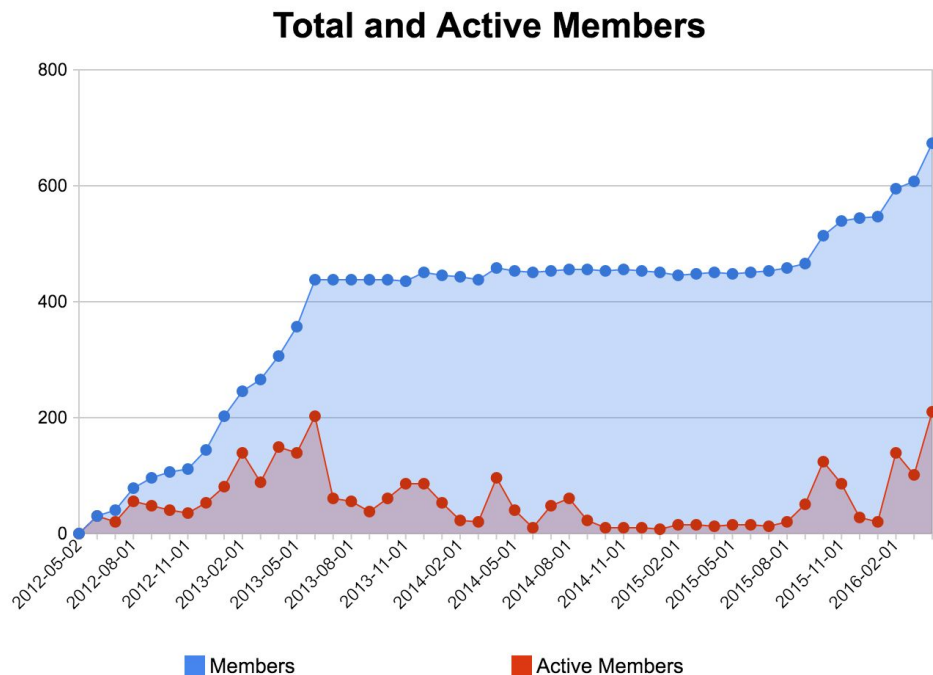


engagement

lifetime

est. May 2nd, 2012

DC (meetup members)



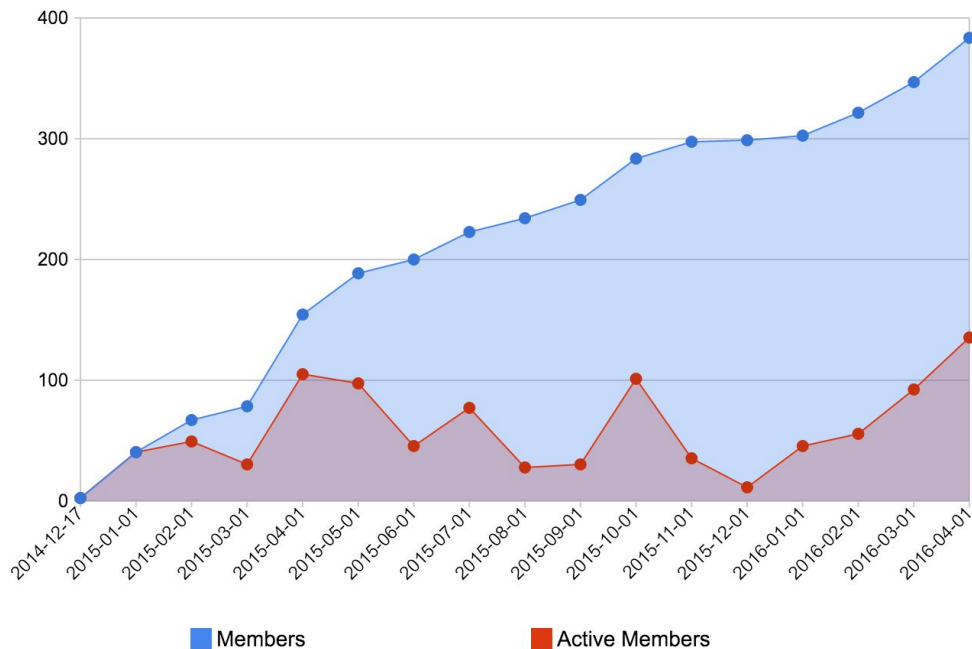
engagement

lifetime

est. Dec 17th, 2014

BOS (meetup members)

Total and Active Members



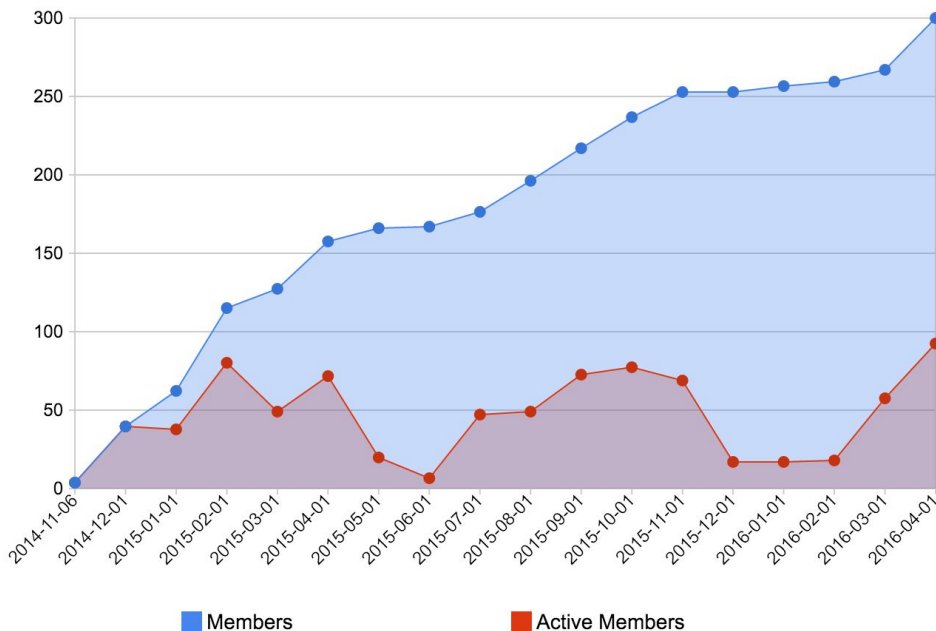
engagement

lifetime

est. Nov 6th, 2014

PGH (meetup members)

Total and Active Members



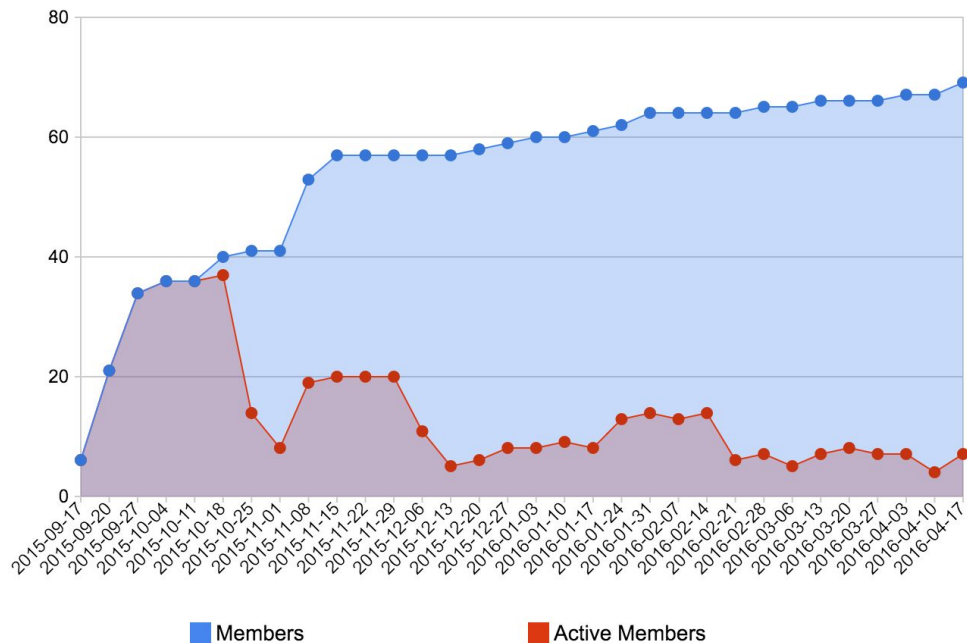
engagement

lifetime

est. Sept 17th, 2015

LA (meetup members)

Total and Active Members

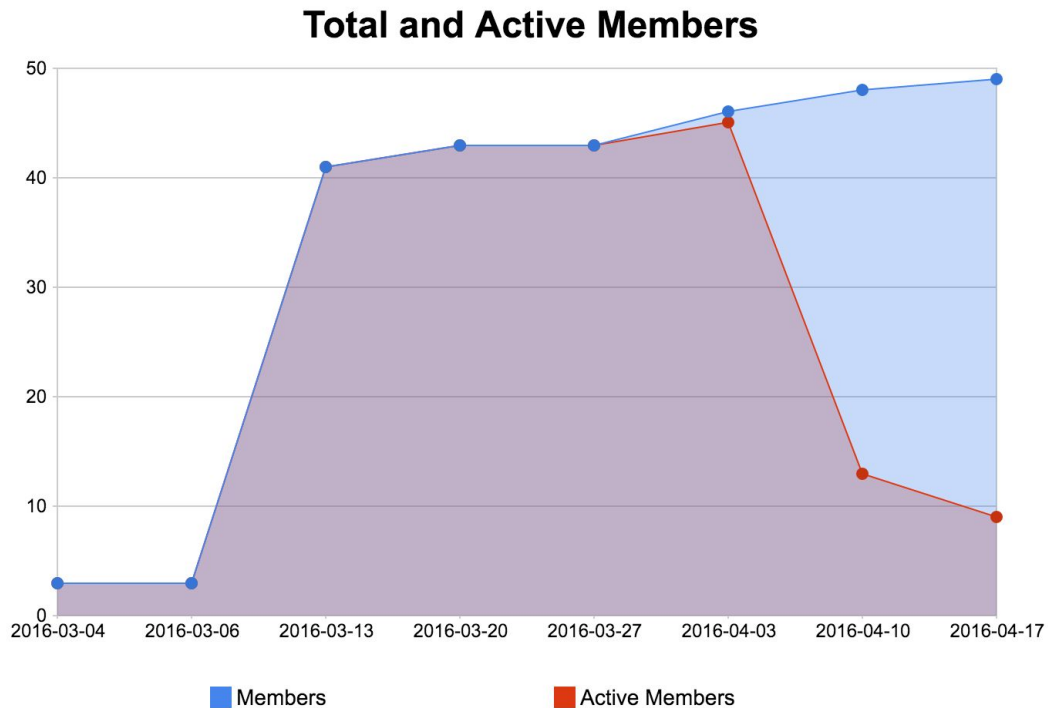


engagement

lifetime

est. Mar 4th, 2016

RDU (meetup members)

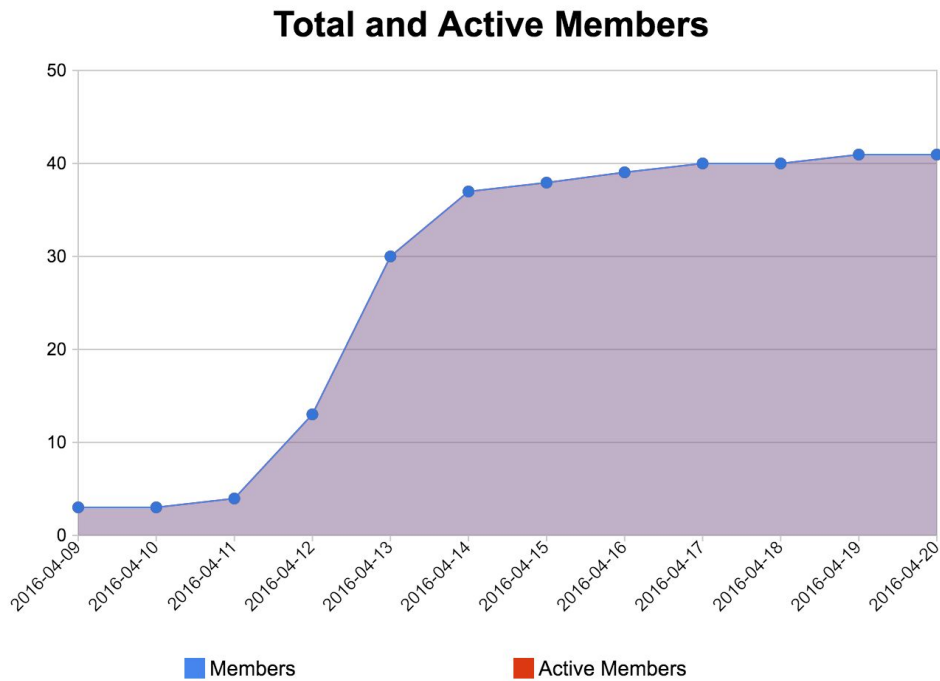


engagement

SACTO (meetup members)

lifetime

est. April 9th, 2016

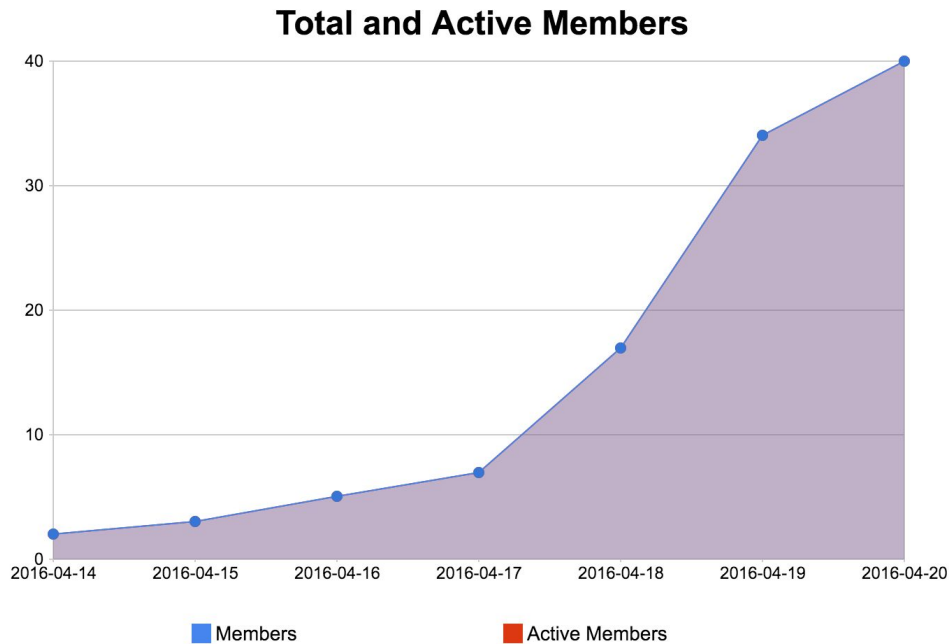


engagement

HOS (meetup members)

lifetime

est. April 14th, 2016



learnings

1. Awareness of Organizer's technical specialty helps when creating opportunities
2. Students and Pros are in different life stages, supporting this balance is valuable
3. Consistency in meetup group events are key to a big city presence

learnings

1. specialties / interests

- Each organizer has a technical specialty or area of interest they wish to develop.
- Each organizer has leading peers in their skill area or the industry they work within.
- Each organizer should gain new opportunities with us, through our mission to advance the field.

learnings

2. life stages

- Our organizers span many specialties, but also age groups, ethnicities, and races.
- At times, it may not be clear how organizers can help each other when they are in different life stages.
- We support our organizer conversations towards making new colleagues, friends, and mentors.

learnings

3. consistency

- The heartbeat of a community is an event. Consistent, strong heart beats over time, make for a healthy community.
- If recurring events are a struggle, return to the basics and scale back on amplifiers and enhancers.
- If recurring events are easy, share your experiments with other organizers.

next 3 months

70% - focus on the newest groups, and help other cities as opportunities arise

20% - unaffiliated meetup group conversations, local.acm.org updates

10% - incentives, ACM Event Kit, ACM Membership value

Andrew Conklin
Local Activator @ ACM
adconk@staff.acm.org
202-288-5595