DEED Board Meeting via Zoom - Sept. 12, 2019

Attendees: Kris, Beshoy, Kathryn, Molly, Shanna, Robert, Zahed, Jes

Agenda: (minutes in blue)

- ASEE conference debrief - DEED sessions, themes, what to consider?
  - Special sessions/events/activities for next year?
  - Workshops and panels through CFP
  - Limit parallel sessions
    - Put best papers into podium talks
    - Put rest into postcard sessions in order to have fewer parallel sessions
    - Wednesday morning (not the 8a, but the 10a(?) would be ok to use)
- Conference Updates: Changes to Call for Papers & Paper Guidelines (Zahed Siddique)
  - Processes and deadlines
    - Zahed - proposals for workshops, panel in CFP (deadline Oct. 14)
    - Zahed will send out to DEED members - any others to send to?
      - Zahed will also send out the invitations for reviewers to DEED membership
    - Webpage needs updating (Samuel)
      - CFP
      - 2020 conference info
      - Budget document - previously sent to Peter, from final presentation (Gail and Roberts need to be added)
      - Award winners
  - Help needed?
    - Zahed and Beshoy will work to back out how many papers would be ideal to accept and look at the 'at-a-glance' calendar that has been posted
    - Make sure to set the seat number per session really high to avoid having limited seating for our sessions
    - Once CFP deadline passes, crowdsource interest in workshops and panels submitted to ensure interest from membership - could do survey over email and newsletter
    - Doodle poll to be sent for an online meeting in 4 weeks by Jes
- Diversity and DEED (Sindia Rivera Jimenez - not present)
  - Recommendations for how to increase and promote?
- New initiatives? Historian, P12 Rep, Grad Student Rep
  - Market design challenge to P12, Grad students
  - Increase number of members in these groups in DEED
  - Resources needed? Mixer, panel, etc.?
- DEED Newsletter Updates (Jes Kuczenski)
  - Send anything needed ASAP as newsletter will go out by end of next week

- - - Will include an introduction to the officers and the CFP link
    - Google email for deed (asee.deed.officers@gmail.com) has been changed over to Jes
  - DEED Awards (Directors)
    - Essay - format, topic, teams vs individual entries? (email sent this morning for discussion) - please review and send feedback to Kris and the other Directors
    - Outstanding service - how to find nominees -new historian? Robert will reach out to Austin and discuss, put on agenda for next meeting
    - Best paper - find rubrics, Bob is chair of subgroup for best paper
  - Other business?
    - current proposed updates to the bylaws into a survey for dissemination through the list serve. http://jmu.co1.qualtrics.com/jfe/form/SV_abpqQwLM5TUKTiJ (Robert Nagel)
      - How to get all awards - best paper, DEED Design Challenge multimedia, service - into the bylaws (business meeting, then send out link, like bylaws were updated this year)
    - Beshoy is part of the planning for the 2020 Town Hall, topic is: Engineer of 2020 - he will let us know if he needs input or anything else from this board

Renaming the Student Essay Competition as – The DEED Design Vision Challenge (Kris Jaeger-Helton)

Note: While thinking about various topics for the competition the team focused on Design, Education, Future and Creativity.

Who can Participate:
Open to undergrads, grads
and design practitioners (?) - make it a category to keep student interest up/avoid students feeling like they are competing with practitioners
- Awards have been ~$500 to cover cost of ASEE
- Rubrics developed previously, Corey should have
  - Consider if these need updating for new challenge as it changed format
- Timeline of submissions have been due in April

Topic Area:
- Design disruptions (considering disruptions caused by technology and new design innovations and thinking about the future of technology)
- The idea is to have participants think about cutting edge or imminent design disruptions caused by technology, its effect in the present and the future
- Feedback is positive, topic is interested and still broad enough

- Participants outline and justify top design considerations - something they participants need to think about)
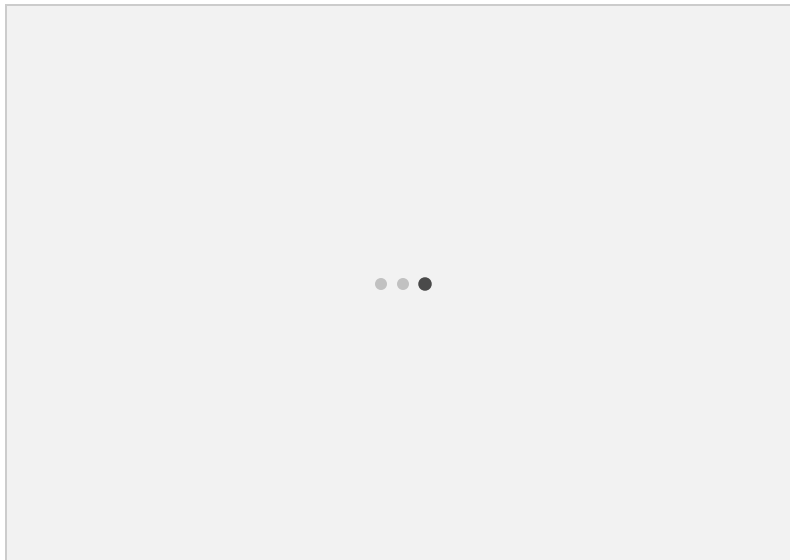
Terms and Definition for the DEED Vision Challenge:

"*Disrupt*" as a term is falling out of favor, but the concept is still fresh, evolving, and relevant. *"Design Disruption"* refers to innovative elements that affect people and things, not just how business is done.

The term *disruptive innovation* refers to a new product or service that is so incredibly powerful that it changes a market completely or creates a brand new market [1].

Disruptive innovation, originally coined by Harvard Business School's Clayton Christensen, refers to the process in which a product or service creates a new market and displaces established competitors [2].

[1] https://www.interaction-design.org/literature/article/the-death-of-disruptive-innovation-in-design
[2] https://blog.prototypr.io/disruption-by-design-66cf9bc300c5

https://www.interaction-design.org/literature/article/the-death-of-disruptive-innovation-in-design

Examples:
Photo processing à Digital images
Maps à Navigation systems
Manufacturing & Assembly à 3D printing

Hotels à Aribnb
Taxis à Uber

Why we like it:
- It provides opportunity to include ideas from many different areas and thus can be easily opened to broader pool of participants

Mode of communication/submission:
- Something visual such as story board, video, illustrated composition, combination, or other, etc.
- Consumable in 5-8 minutes on average
Needs some bounds among all form types
Deadline seems like it might need to be a little longer - earlier notification?
Abstract submission or intent to apply type of deadline earlier - ASEE DEED officers email receives applications
  ● Jes will have access to that email (robert will assign Jes as chair so she has access)

Other notes:
- We want to avoid:
        (a) a simple list of design process
(b) a recap of the results of a google search
(c) A discussion limited to the pros and cons of technology
(d) limiting this to a case that merely supports advancement and the need to adapt

- We want to encourage:
        (a) A focus on education AND design
(b) creativity, vision, and imagination
        (c) adaptation of design elements
        (d) learning something new while applying known elements

- We will need to define " Design disruption" - DONE
- Add 2-3 examples of design disruptions from various fields along with the prompt to inspire the participations – DONE

- Appropriate Citations
- Guiding questions