



**SEPG™ 2010  
NORTH AMERICA**

*Perform at a Higher Level*



## **Exclusive Opportunity for Students!**

**Students: Participate in the leading process improvement conference for software and systems professionals, service providers, and executives for FREE!**

**Submission Deadline: January 15, 2010**

**Visit [www.sei.cmu.edu/sepg/na](http://www.sei.cmu.edu/sepg/na) for complete details on SEPG North America 2010.**

### **What is SEPG and why should I participate?**

Now in its 22<sup>nd</sup> year, SEPG North America is *the* annual process improvement conference for not only software and systems professionals but others looking to improve business performance through process improvement. The conference is hosted by the Carnegie Mellon Software Engineering Institute. It's a great opportunity for students to connect with the 800 attendees to obtain a critical review of their work, meet potential sponsors of their work, meet potential future employers, and in general meet people in the field for future networking and collaborations. For more information about SEPG North America, visit: [www.sei.cmu.edu/sepg/na](http://www.sei.cmu.edu/sepg/na)

### **Who is eligible?**

Both undergraduate and graduate students are eligible and will be required to show a valid student ID at the conference.

### **What is the deadline and when will I be notified?**

The deadline for submission is January 15, 2010 (by 11:59 p.m. U.S. Eastern Time). Students will be notified about acceptance by January 29, 2010.

### **Are there any fees?**

One student per poster session will receive a complimentary full-conference registration, including all meals (breakfast and lunch are provided by the conference) and special events, worth \$1,845. Students are responsible for the cost of travel and accommodations.

### **What is a poster presentation?**

A poster presentation is a visual presentation representing the students' work. The conference will provide a poster board for hanging the poster presentation, which can be as simple as PowerPoint slides. Posters will be displayed in the conference Exhibit Hall, allowing all attendees to see the students' work.

### **What topics should the poster presentation address?**

The work being presented must be new and current research and development in the field of performance improvement through process capability. Work being done in conjunction with a professor is permitted. Topics of interest include:

- Combining models, frameworks, and standards (CMMI+Agile, CMMI+TSP, CMMI+ISO...)
- "How'd they do it?" – case studies/prescriptions on successes in process improvement, dealing with challenges, etc. from real organizations
- Getting started
- Sustaining improvement
- The many paths beyond ML2
- Micro, small, and medium size settings
- Strategic planning, strategic processes
- Aligning process improvement with business value
- People, teams, and the workforce
- Benefits, impact, and performance results
- Innovation through process capability
- Communicating business objectives for optimal process improvement
- Agile adoption of CMMI to speed investment returns
- Measuring what you've accomplished
- Process transparency and evidence collection
- Service development and delivery
- Value-added QA, CM, MA, cyber, etc.
- Using tools and services for PI
- Agile and cloud computing
- Moving fast, saving money, and delivering quality with proven software engineering processes
- Improving your IT outsourcing using CMMI for Acquisition
- Leveraging CMMI to secure your enterprise
- Setting and evolving process objectives
- High maturity benefits and challenges
- Processes for a down economy (or any economy), i.e. cost saving measures
- Simulation and predictive modeling
- Is process improvement improving your performance?

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### What do I submit?

Students will be required to submit a short 50- to 75-word abstract and three learner outcomes that attendees are expected to gain from the presentation. You will be asked to choose a topic into which your work fits, as well as the target audience level (getting started, intermediate, or advanced).

### How do I submit my work?

Visit this website:

<https://sepg.wingateweb.com/na2010/portal/cfp/login.wv>

You will need to create an account. When you log in, click on the link for Student Poster Submission.

### What are the selection criteria?

The Program Committee will be reviewing submissions based on the following criteria:

- Relevance to the field of performance improvement through process capability.
- Potential for practical impact.
- Degree of originality.
- Technical depth.
- The overall quality of the submission.

### Do I need to stay with my poster if accepted?

You will be required to be with your posters during the opening evening reception on Monday, March 22 and afternoon breaks, which are thirty minutes, on Tuesday, March 23 and Wednesday, March 24.

### If accepted, what hotel should I stay at?

If your poster is accepted you should reserve a room at one of the four official conference hotels, each close to the convention center. Discounted group rates are available at each of the four hotels. You will need to visit the SEPG North America 2010 website to access an online reservation center, as reservations *must* be made through this online service in order to get the discounted rate. For details on the hotels and a link to the online reservation center, visit:

<http://www.sei.cmu.edu/sepg/na/2010/hotel.cfm>

### If accepted, what guidelines should I follow to create my presentation?

- Use graphics where possible.
- For case studies, be sure to describe the process improvements that led to these results.
- Use a large enough font to be visible by someone standing up to six feet away from the poster (minimum of 18 point).
- Be sure to leave enough white space to allow people to focus on what is most important for them to see.
- When using graphics, do not put too much information in one figure or chart.
- When using text, avoid long sentences; instead use bulleted statements.
- Avoid using any promotional material for your organization/university that is not directly related to the poster theme.
- If using acronyms, provide definitions.