SGS: The Serious Games Society

1 Mission
The SGS (www.seriousgamessociety.org) brings together companies, institutions and individuals researching on and developing Serious Games (SGs). The Society focuses on helping members in connecting and benefiting from the wide range of resources available in the Serious Games space.

The SGS’s core purpose is to foster technological innovation and excellence in the field of Serious Games and Gamification for the benefit of all the people. The SGS promotes research and technology transfer between academia, industry and educational establishment in the multiple disciplines involved in SGs design, development and deployment.

The SGS provides a platform at the international level for generating, promoting and coordinating activities related to SGs in many application fields from research to marketing, from corporate training to university education. We promote the development and use of Serious Games across different sectors (health, business, cultural heritage, etc.) and contexts of use (formal education, corporate training and leisure time) with the aim to extend the application domains and the market for Serious Games.

2 Vision
In our vision, Serious Games will become new, reliable and effective tools for learning, training and improvement. Educators, trainers, consultants etc. will be able to exploit reliable information and services to select the most suited games for their specific needs and objectives.

Serious Games CAD tools will be able to adapt contents and presentation modalities to the different user needs and preferences. The extensive use of accurate tools dedicated to the design, authoring, configuration/adaptation and use of Serious Games will be the key to reach these goals.

The SGS aims at becoming the reference point on Serious Games and Gamification at the scientific, technological and professional level. It will be open to qualified members operating in the field from all over the world.

In the future, as an added value for its members, the SGS aims to provide exclusively a comprehensive framework of services (including learning analytics, dialogue management, virtual characters’ emotion management, etc.) available in the cloud, for efficient and effective development of SGs, featuring extensive interoperability. Such services will provide adaptivity, personalization, user profiling, automatic dialogue management, emotion management, virtual character management.

3 Activities
The SGS currently manages the following assets
- International Journal of Serious Games (IJSG) http://journal.seriousgamessociety.org/ (published quarterly)
- GALA conference (www.galaconf.org), yearly
- SGS website with a SGS blog, SGS literature news, SGS events information
- The book series Advances in Game-Based Learning (Springer), eds. Dirk Ifenthaler, Scott Joseph Warren and Deniz Eseryel
- A set of services and tools presented freely accessible on the SGS website and inherited from the GALA project:
  - SGS Service Catalogue
  - SG KMS (new SG studies)
  - Gleaner SG learning analytics tool
  - SG Reusability Point of Reference (SGREF)
  - LM-GM
  - SG Analysis & Design (SGAD)
  - SG Evaluation Framework

For the near future, the following assets and activities are planned or implemented:
- Growth of the IJSG
- Regime work of the tool asset available on the website
- Validation with extensive end-user studies of the methodologies for SG analysis and design
- Continuation of the periodic content provision (blog, social media)
- Organization of GaLA Conf 2015
- Development of the didactic material for SG design and deployment education
- Growth and improvement of the LL structure
- Creation of a database of systems, experts and projects

4 Financial resources
The financial resources for the SGS development will be based on
- Membership subscription fees (students 30€/year, individuals 50€/year and organizations 100€/year)
- Revenues from various activities, such as conferences and research seminars

These resources will be used to maintain the society structure and services, hence website costs, administration and audit costs, costs for communication and organization of activities.

The subscription currently gives the members a reduction of the inscription cost for the yearly GALA conference. For the future, the idea is to establish a Freemium business model, keeping the current level of services for free reserving access to members for some of the current offer and most of the new additional services/information.
5  Structure

5.1  Premise

The here presented structure has not to be implemented in all its complexity all over the world.

The SGS is in development: for the beginning, some geographical regions will be better covered than others will, as it will happen for the SG research and application field.

The structure is thus intended to give orientation in the further growth of the SGS.

Interdisciplinary exchange between different RFs and ADs is one of the goals of the SGS, in order to shape a less fragmented situation in the field of SGs and enhance the exchange between SG research and SG industries.

5.2  The General Assembly, the council and the President

According to the statute, the assembly of the SGS members elects every two years the Council constituted by 15 members, including the president and the vice-president.

5.3  General Structure

SGS has a technical structure with organizational units structured along two main dimensions: research fields and application domains. The SGS members will subscribe to at least one Research Field (RF) and Application Domains (AD). Each Research Field and Application Domain has a chair appointed by the President after consultation with the Council. In the future, after the consolidation of the SGS structure and an increase of members, the members of each RF and the AD will elect their chair.

The chair can appoint a Committee Board (CB) composed of four members chosen among the SGS members, which selected that RF or AD as of primary interest.

5.4  Research Fields

The RFs reflect the multidisciplinary character of the Serious Games and Gamification. Each RF is dedicated to a specific scientific/technological (S&T) field. A list of RFs that should be constituted includes SG mechanics, architecture, HCI, AI, user assessment, psychology, pedagogy, education, training, Gamification. The list will be updated based on the evolution of the scientific and technological trends.

Each RF defines yearly its objectives and priorities according to the SGS Council. The general activities concern: continuous update of a state of the art, posting thematic articles on the blog and maintenance of a dedicated web-site area, organization of events, presentations and meetings inside major conferences and fairs, keeping a calendar of events.
5.5 Application Domains

The ADs refer to the application domains of Serious Games and Gamification. A list of ADs that should be constituted includes health, business, logistics, manufacturing, cultural heritage, languages, math & science, engineering, humanities, etc. The list will be updated based on the evolution of the SG markets and requirements.

Each AD defines yearly its objectives and priorities according to the SGS Council. The general activities concern: continuous update of a state of the art, posting thematic articles on the blog and maintenance of a dedicated web-site area, organization of events, presentations and meetings inside major conferences and fairs, keeping a calendar of events.

5.6 Chairs of the RFs and ADs

For the first period, the President of the SGS will nominate the chairs of the RFs and ADs. After the consolidation of the SGS structure and an increase of members, the RFs and ADs will elect their chair.

5.7 Regional Sections

A Regional Section (RS) is the basic brick that constitutes the society. A Region is a geographical portion of territory where there is a high density of SG activities. The members of a RS works and operates in a defined a geographic region. A region has geographic borders that could not match borders at political or administrative level.

The organization of a RS resembles the one of SGS. Each RS is composed of RFs (RRFs) and ADs (RADs), as described above, depending on the activities carried on in that region, and not all the RFs and ADs of the SGS must be present. Beside this, regional sections (RSs) collect all the members in a given area. The regional sections provide opportunities for members to create strong peer-to-peer connections, to study the actual user/stakeholder needs and opportunities about SGs in the area, and participate to proposals for satisfying regional needs. Regional thematic calendars are also kept. The Regional Section is the primary contact of a member with the Society. The Member of the RS proposes the Regional President (RP) that will be appointed by the President after consultation with the Council. The RP chooses the regional board (RB) among the local SGS members.

Any Regional Research Field (RRF) agrees its objectives yearly with the corresponding RF, the President and the Council. They are similar to the ones of the RF, but with a regional scope. Beside this, RRFs target diffusion of SGs and related technologies/sciences in their region.

In each RS AD of interest for the region are also present. Every Regional AD (RAD) has a Committee and Director. The RP appoints each leader every two years with the approval of the President and consultation with the Council.

Each Regional Application Domain (RAD) agrees its objectives yearly with the correspondent AD, the President and the Council. They are similar to the ones of the AD, but with a regional scope. Beside this, RRFs target diffusion of SGs and related technologies/sciences in their region.
5.8 Executive Manager

The President will appoint executive manager for managing the daily activities of the SGS, such as membership management, accounting, general administration, the maintenance of the website and the social media activities of the SGS.

The position will be financed by the revenue generated from activities such as conferences, seminars, LLs and by the membership fees (see "Financial Resources").

5.9 The management of the SGS assets

The SGS will develop assets in three main clusters: research, didactics, and services.

Each one of these items will have a managing director, who will report to the Council. The managing directors will be elected by the Council.

These charges will be run on voluntary basis.

For each asset or group of thematically similar assets there will be a board composed of about 5 members, depending on the necessities and the capacities.

5.9.1 International Journal of Serious Games

The IJSG will have an editorial board nominated by the Council of the SGS and will be composed of renowned scientists in the field of Serious Games and Gamification based on suggestions from the members.

5.9.2 GALA Conference board

The GALA conference board will have a board nominated by the Council of the SGS and will be composed by experts in the field of Serious Games and Gamification. It will work hand in hand with the IJSG and the Publication Service board for the publication of the proceedings of the conference.

5.9.3 Publication Service and Products board

The publication services and products board will be nominated by the Council of the SGS and will be composed by key experts in the field of Serious Games and Gamification. The aim is to publish manuals and book series, such as the already existing series “Advances in Game-Based Learning (Springer, eds. Dirk Ifenthaler, Scott Joseph Warren and Deniz Eseryel), spreading the knowledge of the advancement in the SGs field.

5.9.4 Educational activities board

The educational activities board will be nominated the Council of the SGS and will be composed by experts in the field. The board is responsible of the GaLA academy social media. It will also encourage the organization of exchanges and internship, and possibly organize Summer Schools.

5.9.5 Promotion and dissemination activities board

The Council of the SGS will nominate the promotion and dissemination activities board. It will promote the use of SGs in different fields and address educators and the general public. For this means, the board can also organize events and participation in fairs.
5.9.6 Research products and services board
The products and services board will be nominated by the Council of the SGS and will be composed by key experts in the field of Serious Games and Gamification. The board will be responsible of development and maintenance of all the services and products concerning SG-research support.

5.9.7 Marketplace and Technology Transfer board
The Marketplace and Technology Transfer board will be nominated by the Council of the SGS and will be composed by key market and business experts in the field of Serious Games and Gamification. The board will be responsible of the MarketPlace social media and the encourage the collaboration with the industry.