This is the fifth in a series of conferences dealing with and devoted to problems of Software Engineering. Previous conferences were held at Washington 1975, San Francisco 1976, Atlanta 1978, and Munich 1979. Following the successful scheme of the preceding four conferences, the 5th conference will consist of a technical program of high quality comprised of both keynote lectures by well known experts and contributed papers selected by an International Program Committee. The Conference will be held in San Diego, California at the Town and Country Hotel.

The Conference site is in close proximity to the World Famous San Diego Zoo, Mission Bay Beaches, Sea World and Mexico. There will be a program for spouses offering access to the local entertainment and activities.

Early hotel reservation is advised. A coupon for requesting the Conference Registration and the Hotel Registration form is attached.

Please, fill in this card and return it to our address as soon as possible!
The rapidly rising demand for software and its high-associated costs serve as a sharp contrast to constantly decreasing hardware costs. Software once a proportionally small cost of computerization has now clearly become the dominate cost factor. Cost and capacity gains attributable to hardware have been phenomenal during the 1970's. Software productivity and cost gains have been disappointing by comparison.

The field of Software Engineering faces several key issues as it enters the 1980's. The need to radically improve productivity, enhance and ensure quality, and develop and employ effective project management and control guidelines are high on the list of critical issues.

Paradoxically we find ourselves in the situation where we as a profession have done an excellent job of proceduralizing and automating everyone's job except our own.

The fifth International Conference on Software Engineering will serve as a forum for both technical and managerial interchange. Plans for the conference include sessions providing a broad survey of the state of the art together with presentations on promising new research efforts.

Papers are solicited in all areas of Software Engineering. Topics of particular interest for the program include (but are not necessarily limited to):

- Techniques and tools (pragmatic and/or formal) addressing problem definition, specification, development, certification, and maintenance of complex software systems.
- Case studies on the effectiveness (cost/benefits) of Software Engineering methodologies (techniques and tools).
- Definition, quantification, and experimental design for assessing software productivity.
- Models and metrics for analyzing and/or comparing Software Engineering methodologies (techniques and tools).
- Models and metrics for analyzing and/or comparing end item software.
- Techniques and tools for program portability and conversion.
- Computer aided environments for Software Engineering.
- The impact of human factors on Software Engineering and end item software.
- Management and control of software projects (both large scale and small scale).
- The impact of Software Engineering on the development of distributed systems.
- The impact of the microcomputer revolution on Software Engineering.

The final program will include those papers judged to be of highest quality and relevance to the conference. Superior papers will also be considered for additional publication in the IEEE Transactions on Software Engineering or other selected journals.

Five copies of each paper (in English) should be submitted. Papers should be 2,000 to 6,000 words in length. (Full page figures should be counted as 300 words and included within this limit.) The author should include a list of appropriate keywords to facilitate proper subject identification and classification. Authors are encouraged to include appropriate illustrations, examples, and actual experiences where relevant and legible.

All papers should be sent by June 1, 1980 to the Program Chairman

Dr. Leon G. Stucki
Boeing Computer Services Company
P.O. Box 24346
Seattle, Washington 98124
U.S.A.

Notification of acceptances will be mailed by October 15, 1980. The final draft type on camera ready mats and incorporating suggested revisions, will be due by December 15, 1980.