

# Minutes of Policy Council Meeting Summer 2013

Cambridge, MA. July 21, 2013 (*Hyatt: Paul Revere room: 11.00*)

Chair: Kim Warren, President 2013

## 1) Welcome and Introductions

President Kim Warren called the meeting to order and welcomed all present. He noted that most officer and committee reports were posted on the Society website, so we would plan to use our time for important topics not presentation of reports.

Kim thanked outgoing PC members and officers: Andres Groessler, David Lane, Laura Black, Ignacio Martínez-Moyano, Burcu Tan, and Florian Kapmeier. He welcomed and thanked new members Allyson Beall, Warren Farr, Peter Hovmand, Markus Schwaninger as well as new and continuing officers Ed Anderson (President elect), Len Malczynski (VP Meetings) and Brad Morrison (Secretary).

## 2) Opening and overview of electronic session

- a) Electronic votes between the end of 2013 Winter PC Meeting and the beginning of the 2013 Summer PC Meeting include the following motions that passed:

Motion 112: Recognition of the Business SIG

Motion 113: Re-appointment of David Lane to the Nominations Committee

Motion 114: Increase in the amount of the Dana Meadows Award to \$1500.

## 3) Vice Presidential reports and updates

- a) **Chapters:** Martin Schaffernicht and AVP Özge Pala (including Field Development Report)

There is an increasing use of the internet for seminars and workshops for several chapters. This has been a good experience for those who tried it and a good way to save money, as in Italy and the Latin American Chapter. The Italian Chapter turned in a proposal for the development fund. The Latin American Chapter will collect materials from past conferences. The Korean Chapter is dropping members: we may need to disenfranchise this chapter. Martin has not been able to establish communication with them.

Kim noted that from the Winter Meeting there was a request to budget \$20,000/year to support the development fund. The priority is to do that beyond regions that are well supported anyway (North America and Western Europe).

Martin noted that there seems to be overlapping membership between Chapters and SIGs.

On YouTube, there are system dynamics related videos that are getting a number of views. Material is easily translated into several languages and would allow us to reach beyond where English is dominant. These videos could also be a means of promoting the field and the Society. Videos will not be competing with formal training courses. These might also be reviewed by the Society and put up on YouTube with the endorsement of the Society.

Lees noted that we need to get more than talking heads so we get something appealing presented to people. Lees would be happy to work on this with other people. Kim suggested we get a webinar teaching people how to do great little YouTube videos. Lees is trying to get some SD videos up on Khan Academy.

- b) **Finance:** David Andersen and AVP Navid Ghafarzadegan (including Society's Investment Committee)

We performed very well in 2012. David would like a policy council vote approving the budget, as well as the allocation. The proposal for 2014 has a net ordinary income of (\$80,000), that is

to say, a loss. There are items that have boxes around them that add up to \$29,000, and we expect additional unallocated investment income that will roughly balance the budget.

Investment goals: Jay Forrester Award—in 2014 we have a goal of \$100,000 to support this. Because of the surplus from St. Gallen we achieved that goal and now are in a position to make this a designation.

Last year the net income from investments was \$100,000 compared to a budgeted amount of \$80,000. Last year was particularly good but the years before were not as good.

Buffer funds are used for handling bad years. Capital reserves are held against the case in which there are a number of years that are not good. When we do something like moving the home office we need something to fall back on. Or, reserves could be used to fund an activity that would cost money in the short run but return money in the long run.

Administrative committee has recommended that the PC approve the proposed budget.

**Moved** by Inge that the budget be approved with the designations specified. Seconded by Ed Anderson. Motion passed.

c) **Publications:** George Richardson

**SDR Review Editor**—We have a note from Rogelio that he will be addressing the conference on Tuesday morning right after the business meeting. In the last 18 months the internal processes for SDR editorship are working better. The response times are increasing, and the quality of the reviews is improving, while the number of iterations is down. The number of submissions is increasing. The impact factor has gone up to 1.44, its highest level and a 250% increase in the immediacy ranking. Acceptance rate is down from 24% to 14%. As a consequence, we ran out of copy. We had a backlog but that was not enough. Wiley has been supportive in timing and size, but we need more high quality submissions. We have a credible journal, but we need to get more material out there. There are 14 associate editors scouring the world to look for papers. Kim extends a sincere thanks to Rogelio for his efforts.

For more information, see the online report from Editor of the Review (Rogelio Oliva)

Kim has asked Bob, George, and Len to look into a proposal for publication of Annual Conference Proceedings considering various possibilities for what and how to publish to prevent creating a repository of work that does not display strong quality. The committee should report back in October and make a recommendation.

d) **Electronic Presence:** Bob Eberlein

We have a Standards Review Committee to shadow the XMILE Technical Committee: Bob Eberlein, Len Malczynski, Magne Myrtveit, Umar Inrama, Nate Osgood, Ignacio Martinez-Moyano. Len and Bob are members of the OASIS Technical Committee.

Other efforts have included work on the Web portal, which includes the membership directory, online schedule, personal schedule, and slides. We would benefit from better thread chair feedback.

e) **Meetings:** Leonard Malczynski

This is the first year of a default conference site—so we have no local host or conference chair. For the current conference, Len contacted local restaurants for discounts, software vendors for links and is doing newcomer activities. Len thinks that newcomer orientation should be a role assigned to VP Meetings. We are soliciting proposals for 2017.

A general comment was made about the transition from one VP to another. Paulo suggested that there might be some overlap. Kim pointed out that the Assistant Vice President can help play the role, though there is no guarantee that the AVP will take up as the VP. David Ford will give the existing job descriptions to Roberta to post.

f) **Membership:** Etiënne Rouwette

We have changed the name of this VP from Member Services to Membership. The responsibilities include Members, SIGS, diversity, and the case repository.

We have a new Business SIG. The two reps from Information Science and Information Systems SIGs want to step down, and there are no replacements.

The Case Repository aims at creating an on line stock of SD success stories. So far we have asked for published work, but we are finding that there are not many peer-reviewed descriptions of practitioner work. We are moving to a three-tiered structure: (1. just a description, 2. non-peer reviewed, and 3. peer reviewed). We are proposing to have a prize for best case and considering a webinar for how to write a case. The Business SIG also wants to encourage people to do this. It would be good to include models as part of the case repository.

Paulo noted that there are 40 cases in the repository but there could be many more. We could put some effort behind just adding in more cases that are relevant to people even if the write-up is very limited.

Etienne is considering a survey for people who come to the conference only once.

Jurgen S. suggested creating an Organizational Membership Category.

The diversity report will be presented at the winter PC meeting. The number of women has not been increasing and they are looking at discipline. Warren thinks we should look at "invisible" diversity-things like religion and beliefs.

We are making efforts to increase diversity of committee memberships. Diversity of Society seems to be a function in part of where we hold conferences; we have seen a drop off of members from Asia-Pacific.

Originally the focus of diversity was gender but the focus has expanded to other areas, such as income level (which determines the ability to participate in the conference).

Kim raised a question about whether we should revisit whether we should have a sliding dues structure. Some concern about asking about income levels. Peter would prefer a fixed fee and asked whether we can we accomplish the same purpose in a different manner. The intent was to make Society membership more accessible but it is not clear that we have actually realized any benefit. The result of doing the tiered membership has been that that it did not have much effect on either the revenue or the membership. David Andersen points out that if there is energy behind this then figuring out how to bring in more people is what is key. The Diversity Committee (Peter H.) will look into whether we should reconsider dues and the conference fee structure.

g) **Executive Director:** Roberta Spencer

Since 2007, we have been hovering at just over 1000 members, now we have just over 1100. We maintain a data base of members as a backbone for communications and other operational needs. We have changed the look of newsletter. The bibliography now has over 10,000 records, and it is updated 4 times per year. Beer Game sales, important for subsidizing other ops, have been consistently decreasing since 2008. We have transformed Society home page, and are continuing to update web presence with help of a great graduate assistant. We have a new Facebook page. In 2012, we have 36 Society sponsors, of which 25 have been sponsors for 3 years or more. We passed new by-laws in 2012. The Executive Director report is on the web.

Peter H. notes the declining Beer Game sales. Kim notes that product sales are weakening, more generally we may need new sources of revenues. We will ask the VP Marketing and Communications to consider questions about product sales and ties to commercial vendors as sources of revenue. There may be alternatives to product sales that can be used to increase cash flow.

#### 4) Standing Committee Reports

These reports have been moved to the Winter meeting, so we focus here on issues and matters of particular interest at this time.

a) **Administrative Committee:** Peter Milling

The Committee had a meeting just before the PC. We reviewed the proposed budget for 2014 and recommend that the PC approve the 2014 budget and approve the designations for the awards. We also reviewed home office operations. We reviewed the work done on the Responsibility-Authority-Consult-Informed (RACI) project, trying to figure out who is responsible for what. With officers changing frequently, we need some way to make sure people know what they should be responsible for. We discussed who would be next chair of Admin Committee. We discussed sharing of conference surpluses with hosts. We considered what to do in the aftermath of the exit of Pegasus from its business: should the Society take books and should we continue publication of JWF's books? There are books available, and Fishbanks is going to be sold by the Society. Thanks to Peter for over a decade of service.

Lees asked about a two-year presidency. Kim suggested that there's a group of four (Past President, President, President Elect, and Incoming President Elect).

We started a monthly call for the PC—Kim will try to do more of them later this year and to pick a regular day and time.

b) **Awards Committee:** Khalid Saeed

No report. Just increased amount of Dana Meadows Award

c) **Nominating Committee:** David Ford reported on behalf of David Lane.

David Ford becomes the chair. At this conference, the committee will be gathering info about who is interested and what roles they may want. They are attending to concerns for diversity and especially need help to find people from Asia and other underrepresented groups. They are also engaged in a search for VPs for Professional Practice and for Marketing & Communications. David presented the Nominating Committee and announced Society Open Positions for 2015-2017 terms.

Nominating Committee, 8/2013-7/2014

David Ford (Chair: Immediate Past President 2013)  
Kim Warren (President 2013)  
Ed Anderson (President Elect 2013)  
Juergen Strohhecker (8/2011-7/2014)  
Brian Dangerfield (8/2012-7/2015)  
David Lane (8/2013-7/2016)

Society Open Positions, 2015-2017 Terms

President Elect (2015)  
Secretary (2015-2016)  
Vice President Electronic Presence  
Vice President Membership  
Vice President Publications  
Policy Council Members (2015-2017) Four Openings  
Vice President Marketing & Communications: Vacant (2013-2015)  
Vice President Professional Practice: Vacant (2013-2015)

d) **Organization and Bylaws Committee:** Brad Morrison

The Society membership has voted to adopt new Bylaws, so they are now in place. There are also some new Policies. Our goal is to keep the documentation current and internally consistent.

e) **Publications Committee:** George Richardson

No report more than the VP report from above.

f) **Society Program Oversight Committee:** Len Malczynski

The Committee will meet for the first time in person at this conference

g) **Strategy Committee:** Kim Warren

The Committee has been dormant since February but will meet Tuesday at 10. The meeting is open to all from Society. There are no plans for substantive work at this time.

**5) Motions/Action Items**

a) Approval of Minutes of Winter 2013 Policy Council meeting

David Ford moved, Len seconded, motion passed

b) Approval of Standing Committee Members appointed by the President

John Morecroft as new member and Chair of Administrative Committee

Jac Vennix to renew on Awards

Brad Morrison on Awards Committee

Erling Moxnes as Awards Committee Chair

Brad Morrison to renew on Organization and Bylaws

Erling Moxnes to renew on Strategy

Bob moved, Rod seconded, motion passed. (Khalid Saeed will step down as chair of the Awards Committee.)

c) Announce the Slate of Candidates to take office on January 1, 2014

i. President-Elect: Jürgen Strohhecker

ii. Vice President Chapter Activities (2014-2016) Martin Schaffernicht

iii. Vice President Finance (2014-2016) David Andersen

iv. Policy Council Members (2014-2016)

i. Jim Duggan

ii. Warren Farr

iii. Elke Husemann

iv. David Wheat

**6) Strategic discussion**

Kim led a discussion of strategy for the Society.

**7) Adjourn**

Dave Ford moved, Ed seconded, motion passed.

Recorded by Secretary Brad Morrison.