System Dynamics Society Policy Council Meeting 2013-02-12
WebEx chat log - private messages removed

1	7:58:29 AM	from kim warren to Everyone:	is anyone hearing noise from our meeting room
2	7:59:29 AM	from George Richardson to Everyone:	i can chat but cant hear
3	8:00:50 AM	from Martin Schaffernicht to Everyone:	Hello from Chile. I see Kim's screen, but cannot hear.
4	8:01:41 AM	from Edward Anderson to Everyone:	Hi from Texas. I also can see Kim's screen but cannot hear.
5	8:10:56 AM	from Elise Axelrad to Everyone:	Is anybody monitoring chat? I don't have a mic at my end.
6	8:13:35 AM	from George Richardson to Everyone:	there's less break up now
7	8:13:54 AM	from George Richardson to Everyone:	I'm doing that
8	8:14:02 AM	from Elise Axelrad to Everyone:	David I can hear you speaking
9	8:14:06 AM	from George Richardson to Everyone:	you sounded better.
10	8:14:13 AM	from Edward Anderson to Everyone:	I can hear David A very well
11	8:14:18 AM	from Elise Axelrad to Everyone:	David's voice comes in and out
12	8:14:24 AM	from Martin Schaffernicht to Everyone:	Len's signal is very often interrupted
13	8:14:29 AM	from Peter Hovmand to Everyone:	I can hear David, but with some breakup
14	8:14:44 AM	from Elise Axelrad to Everyone:	Could we use a call in number?
15	8:15:07 AM	from Martin Schaffernicht to Everyone:	I can hear David but often interupted
16	8:15:32 AM	from George Richardson to Everyone:	agenda shows well
17	8:16:28 AM	from David ford to Everyone:	Perhaps non-speakers keep their microphones on MUTE. It might help. DNF
18	8:17:52 AM	from Elise Axelrad to Everyone:	I hear David about 80% of the time.
19	8:18:20 AM	from Elise Axelrad to Everyone:	Now 30%
20	8:18:31 AM	from David ford to Everyone:	David A is breaking up...hard to understand.
21	8:18:35 AM	from Edward Anderson to Everyone:	Same here
22	8:18:46 AM	from Martin Schaffernicht to Everyone:	Not understandable, sorry
23	8:18:57 AM	from Elise Axelrad to Everyone:	Is anybody in Cambridge monitoring chat?
24	8:18:58 AM	from Nici Zimmermann to Everyone:	I don't understand him any more
25	8:19:24 AM	from pmilling to Everyone:	I cannot hear David A speaqk
26	8:20:52 AM	from Allyson Beall to Everyone:	Is there a call in number that we could use instead of our computers?
27	8:20:53 AM	from George Richardson to Everyone:	try turning up your own earphone volume. That enables me to hear almost every syllable.
28	8:21:43 AM	from George Richardson to Everyone:	I don't see a call number. Not like GoTo Meeting
29	8:21:44 AM	from Martin Schaffernicht to Everyone:	I hear 10% very loud, but nothing else.
30	8:21:56 AM	from Edward Anderson to Everyone:	Suggest non-speakers mute their microphones
31	8:22:06 AM	from George Richardson to Everyone:	god idea
32	8:22:12 AM	from Martin Schaffernicht to Everyone:	Good now
33	8:22:17 AM	from George Richardson to Everyone:	that is, good idea!

34	8:22:19 AM	from Peter Hovmand to Everyone:	It's much better now
35	8:22:21 AM	from pmilling to Everyone:	This seems to work
36	8:22:22 AM	from David ford to Everyone:	Good now. DNF
37	8:22:22 AM	from Allyson Beall to Everyone:	good now here too
38	8:22:32 AM	from Edward Anderson to Everyone:	Good here too
39	8:23:21 AM	from Elise Axelrad to Everyone:	Good here too.
40	8:23:53 AM	from David ford to Everyone:	I think this designation of uses of funds is a good idea. DNF
41	8:30:56 AM	from George Richardson to Everyone:	I agree
42	8:33:01 AM	from Edward Anderson to Everyone:	I can hear you
43	8:33:03 AM	from Elise Axelrad to Everyone:	Sound is fine!!!
44	8:33:08 AM	from Martin Schaffernicht to Everyone:	Good!
45	8:33:10 AM	from Peter Hovmand to Everyone:	Yes sound is good
46	8:33:12 AM	from George Richardson to Everyone:	yes i hear you fine. Kim is faint.
47	8:33:15 AM	from David ford to Everyone:	I still hear you Keep going. DNF
48	8:33:17 AM	from Elise Axelrad to Everyone:	Some people far from the mic are quiet.
49	8:33:27 AM	from Nici Zimmermann to Everyone:	I can hear you, but I hear different people with different volume
50	8:33:30 AM	from Allyson Beall to Everyone:	I hear you but sometimes you are faint
51	8:34:07 AM	from Elise Axelrad to Everyone:	Peter is very clear!
52	8:34:38 AM	from Martin Schaffernicht to Everyone:	Yes Len
53	8:35:01 AM	from Elise Axelrad to Everyone:	Revolution!
54	8:35:32 AM	from Aldo Zagonel to Everyone:	Hello everyone! I can hear well.
55	8:36:18 AM	from Elise Axelrad to Everyone:	No?
56	8:36:21 AM	from Martin Schaffernicht to Everyone:	Fasching!
57	8:39:05 AM	from David ford to Everyone:	Len is breaking up now. DNF
58	8:39:31 AM	from Elise Axelrad to Everyone:	I can't hear anything either -- some feedback some low sound
59	8:40:02 AM	from Allyson Beall to Everyone:	yes
60	8:40:03 AM	from Elise Axelrad to Everyone:	Yes but distorted
61	8:40:09 AM	from David ford to Everyone:	Yes, I hear David A DNF
62	8:40:34 AM	from Elise Axelrad to Everyone:	We don't see slides
63	8:40:40 AM	from David ford to Everyone:	Please show the agenda again DNF
64	8:40:43 AM	from Martin Schaffernicht to Everyone:	Sound's BAD again
65	8:40:49 AM	from George Richardson to Everyone:	Should we switch to GoToMeeting for the Policy Council meeting? I think it has a clear phone option.
66	8:41:21 AM	from Elise Axelrad to Everyone:	I like George's idea.
67	8:41:39 AM	from pmilling to Everyone:	I cannot hear.

68	8:41:47 AM	from Elise Axelrad to Everyone:	Every second word cuts out in David's voice
69	8:41:57 AM	from David ford to Everyone:	David A is still breaking up. DNF
70	8:42:05 AM	from George Richardson to Everyone:	Peter: mute your mike
71	8:42:19 AM	from George Richardson to Everyone:	doesn't help.
72	8:42:30 AM	from George Richardson to Everyone:	Len: mute your mike?
73	8:42:53 AM	from David ford to Everyone:	Ed and Len, can you mute your mics? DNF
74	8:46:06 AM	from David ford to Everyone:	It is important for the PC to thank Markus for the funds. DNF
75	8:58:06 AM	from David ford to Everyone:	I agree. We need sustainable policies on this. DNF
76	8:58:59 AM	from David ford to Everyone:	Do we have action items to move the issue forward? What is it? DNF
77	9:03:54 AM	from Aldo Zagonel to Everyone:	When we revisit the Society fees structure, it is important to look also at the Conference fees structure (ealy payment discounts, etc). Because, it seems a significant number of members renew to take advantage of cheaper conference fees.
78	9:05:36 AM	from Peter Hovmand to Everyone:	Yes, I agree with Aldo. The initial motivation for looking at fees was to be more responsive to the economic diversity of members and the barrier that fees prsented. These included both membership fees and conference fees and were based on membership feedback.
79	9:05:56 AM	from pmilling to Everyone:	Could the PC look into the membership fee structure (income brackets)
80	9:06:46 AM	from David ford to Everyone:	Thanks to all for being a part of the Admin Comm meeting. DNF
81	9:06:50 AM	from Edward Anderson to Everyone:	You're breaking up slightly
82	9:06:52 AM	from George Richardson to Everyone:	basically ok, but breaking up
83	9:07:04 AM	from David ford to Everyone:	Yes, breaking up DNF
84	9:08:48 AM	from George Richardson to Everyone:	just take a screen picture of the participants window
85	9:09:39 AM	from Martin Schaffernicht to Everyone:	Sound disappeared.
86	9:09:40 AM	from Roberta to Everyone:	we are having webex problems, please stand by
87	9:09:45 AM	from Martin Schaffernicht to Everyone:	OK
88	9:10:15 AM	from David ford to Everyone:	OK. Will watch chat. DNF
89	9:11:38 AM	from Roberta to Everyone:	We are working on it.
90	9:12:35 AM	from Martin Schaffernicht to Everyone:	Good
91	9:12:43 AM	from David ford to Everyone:	I can hear Kim DNF
92	9:12:47 AM	from Allyson Beall to Everyone:	yes I can hear you
93	9:12:52 AM	from Martin Schaffernicht to Everyone:	Good sound
94	9:12:55 AM	from Nici Zimmermann to Everyone:	I hear you.
95	9:12:56 AM	from Elise Axelrad to Everyone:	Yes, good sound
96	9:13:02 AM	from Edward Anderson to Everyone:	I hear you as well
97	9:13:56 AM	from David ford to Everyone:	Please tell us who is in the room DNF

98	9:14:28 AM	from David ford to Everyone:	Thanks DNF
99	9:14:51 AM	from Roberta to Everyone:	Kim, Khalid, David A, Rod M, Len M, Navid G, Brad, Roberta
100	9:18:54 AM	from Elise Axelrad to Everyone:	Yes, I hear you
101	9:18:55 AM	from Allyson Beall to Everyone:	Yes
102	9:18:55 AM	from Aldo Zagonel to Everyone:	yes!
103	9:18:58 AM	from David ford to Everyone:	Still here DNF
104	9:19:03 AM	from Martin Schaffernicht to Everyone:	Still here
105	9:19:09 AM	from Elise Axelrad to Everyone:	Laugh
106	9:19:13 AM	from Peter Hovmand to Everyone:	yes
107	9:19:41 AM	from Aldo Zagonel to Everyone:	:-)
108	9:24:12 AM	from Elise Axelrad to Everyone:	Is decline in membership a long term trend?
109	9:25:54 AM	from Aldo Zagonel to Everyone:	More services and better/new products would improve both membership count and sales. What are we doing in this respect? Suggestion: to make the JWF Seminar series available on line, via streaming, for much lower cost, to reach a much larger audience.
110	9:37:39 AM	from Elise Axelrad to Everyone:	I work for a firm that specializes in certification:
111	9:37:41 AM	from Elise Axelrad to Everyone:	http://www.humrro.org/corpsite/page/certification-testing
112	9:40:11 AM	from Aldo Zagonel to Everyone:	I don't know if the initial emphasis should be on certification of individuals. It seems to me that we should start by establishing the Body of Knowledge and evaluating/ranking existing programs and courses. Also, as Khalid suggested, it might be appropriate for the Society to take steps toward providing more emphasis on educating.
113	9:44:08 AM	from David ford to Everyone:	And David Land and Elke Hussmann in the thanks for the conference. DNF
114	9:44:20 AM	from David ford to Everyone:	Lane, not Land
115	9:44:41 AM	from Edward Anderson to Everyone:	Hear, Hear David and Elke
116	9:48:40 AM	from David ford to Everyone:	I must go teach. I will check back in when I return. DNF
117	9:51:36 AM	from Aldo Zagonel to Everyone:	Another important issue is the heavy academic emphasis & audience, with the conference predominantly attended by professors and students.
118	9:52:40 AM	from Aldo Zagonel to Everyone:	How can we make the conferences more attractive to other groups (professionals, users)?
119	9:53:03 AM	from Martin Schaffernicht to Everyone:	Have to resolve a problem, will be back in 10 minutes
120	9:56:10 AM	from Elise Axelrad to Everyone:	I thought poster presentations were for developing new practitioners? Is that not the case?
121	9:57:44 AM	from George Richardson to Everyone:	I think poster presentations are for presentations that are best in that format.
122	9:58:08 AM	from Allyson Beall to Everyone:	Would it be possible to have some kind of designation "works in progress" for a specific session in a thread?

123	9:58:18 AM	from Etienne Rouwette to Everyone:	There is a lot of information on what participants like/ do not like about the conference in the conference survey results - split out for different meeting formats. Some people find the poster format confusing - too many in one place at one time. On the other hand, what many people like about the overall conference is networking, and the poster may be a good opportunity for doing so.
124	9:58:31 AM	from Peter Hovmand to Everyone:	Need to leave for a bit
125	10:00:32 AM	from Aldo Zagonel to Everyone:	I looked at the conference survey results and I suspect there is much information there (not just this year but over past conferences) that has not been sufficiently used to improve the conferences.
126	10:01:37 AM	from George Richardson to Everyone:	I think David Andersen should be in charge of implementing his idea on conference fees related to quality.
127	10:05:09 AM	from Allyson Beall to Everyone:	Would it be possible to only publish proceedings from certain sessions and have abstracts for the rest? Thus is one wants their paper published in the proceedings they will be aware that they must put in more effort
128	10:05:55 AM	from George Richardson to Everyone:	Yes to Allyson: The Academy of Management publishes a "best paper proceedings" and no other proceedings.
129	10:06:19 AM	from Etienne Rouwette to Everyone:	I think that is a good idea. Or include only the plenary and the best paper in every parallel.
130	10:06:28 AM	from Allyson Beall to Everyone:	I think thread chairs should be involved
131	10:06:52 AM	from Aldo Zagonel to Everyone:	Definately agree with this idea to limit the papers that are "published" in the proceedings to those of higher quality!
132	10:07:11 AM	from Aldo Zagonel to Everyone:	The AoM publishes only 10% of the accepted papers
133	10:07:38 AM	from Martin Schaffernicht to Everyone:	Good idea!
134	10:08:35 AM	from Edward Anderson to Everyone:	Additional idea: Many conferences have invited parallel sessions/panels organized by well-known people in the field, see INFORMS, AOM, etc.
135	10:08:49 AM	from Etienne Rouwette to Everyone:	You're welcome.
136	10:10:49 AM	from Etienne Rouwette to Everyone:	35?
137	10:11:33 AM	from Etienne Rouwette to Everyone:	http://cases.systemdynamics.org/
138	10:14:26 AM	from Edward Anderson to Everyone:	You're fine
139	10:15:01 AM	from Martin Schaffernicht to Everyone:	In the Executive Director's Summary (p.3) I can see the 2nd year renewing new members as fallen from >75% to <60% over the past years. Is this because we are attracting more newcomers now than before? (Is threr a relationship with the new fee structure?)
140	10:16:55 AM	from George Richardson to Everyone:	Kim and I observed that the exitence of the Publications Committee means that an assistant VP of publications is not necessary.

141	10:18:36 AM	from Martin Schaffernicht to Everyone:	Thanks, Roberta!
142	10:19:34 AM	from Etienne Rouwette to Everyone:	We could send a short questionnaire to those who do not renew, I don't think we do so now?
143	10:19:57 AM	from Martin Schaffernicht to Everyone:	This would be ideal, even if only a few of them reply!
144	10:20:08 AM	from Edward Anderson to Everyone:	We need to reach out to the practioners. Can you imagine the IEEE without its engineers, and only professors? The question is, since most of us are academics, our judgement is suspect. I'd like to work with Etienne on this to determine exactly what (a) practitioners want from the Society and (b) how to provide that. Etienne, let us talk offline on this.
145	10:20:55 AM	from Martin Schaffernicht to Everyone:	There seem to be 2 questions: how to get to more additional members, and how to retain more of the new members.
146	10:21:06 AM	from Elise Axelrad to Everyone:	IEEE does have Proceedings as its main publications.
147	10:21:21 AM	from Edward Anderson to Everyone:	Martin, you just hit the nail on the head
148	10:21:34 AM	from Aldo Zagonel to Everyone:	I agree that we should to try to find out why people do not renew, but maybe we could ask them 2-3 years after they have left, because I suspect many are inconsistent members (on/off). Some of this is associated with conference attendance.
149	10:21:48 AM	from Etienne Rouwette to Everyone:	To Ed A: good idea. To get some extra input we can start by asking the consultants we know.
150	10:22:54 AM	from Martin Schaffernicht to Everyone:	Inconsisten-members may be easier to persuade than those who stay one turn and go away
151	10:26:09 AM	from Edward Anderson to Everyone:	Any recommendations for practioners who would be good for such a discussion would be appreciated, either now or offline.
152	10:33:28 AM	from Martin Schaffernicht to Everyone:	Bon appetit?
153	10:52:17 AM	from Edward Anderson to Everyone:	Weather Report in Austin Texas: Sunny and 66 Farenheit, 19 Celsius
154	11:01:41 AM	from Martin Schaffernicht to Everyone:	Back!
155	11:01:42 AM	from Len Malczynski to Everyone:	Beautifully white here!
156	11:02:27 AM	from Etienne Rouwette to Everyone:	In Nijmegen: minus 5 Celsius but carnaval (outdoors) still pleasant.
157	11:03:26 AM	from Edward Anderson to Everyone:	Hmmnh. I wonder if JetBlue did me a favor stranding me in Austin today.
158	11:03:47 AM	from George Richardson to Everyone:	I'm back
159	11:03:57 AM	from Allyson Beall to Everyone:	me too
160	11:04:02 AM	from Edward Anderson to Everyone:	Len: I don't hear anything. Have I gone off line somehow.
161	11:04:20 AM	from George Richardson to Everyone:	I don't hear anything either
162	11:04:24 AM	from Martin Schaffernicht to Everyone:	Yes, it's calm, here too
163	11:04:24 AM	from Allyson Beall to Everyone:	I cant hear either
164	11:04:40 AM	from Etienne Rouwette to Everyone:	Same here

165	11:04:45 AM	from George Richardson to Everyone:	Maybe we should be careful what we wish for
166	11:05:27 AM	from Etienne Rouwette to Everyone:	Yes
167	11:05:30 AM	from Aldo Zagonel to Everyone:	yes
168	11:05:30 AM	from Edward Anderson to Everyone:	Yes
169	11:05:33 AM	from Allyson Beall to Everyone:	yes, I can hear you now
170	11:05:42 AM	from Peter Hovmand to Everyone:	Yes, I can hear now.
171	11:06:25 AM	from Martin Schaffernicht to Everyone:	Sound is very bad now, can't follow
172	11:06:46 AM	from Allyson Beall to Everyone:	can everyone not talking please mute
173	11:06:50 AM	from Roberta to Everyone:	Please turn off mics
174	11:06:56 AM	from Peter Hovmand to Everyone:	It's much better
175	11:07:00 AM	from Elise Axelrad to Everyone:	Much better
176	11:07:01 AM	from Martin Schaffernicht to Everyone:	Thanks, yes
177	11:07:05 AM	from George Richardson to Everyone:	yes
178	11:08:32 AM	from Martin Schaffernicht to Everyone:	Worse again
179	11:09:06 AM	from Aldo Zagonel to Everyone:	there is still one MIC on (Inge)
180	11:11:44 AM	from Martin Schaffernicht to Everyone:	There are differences for "membership" from chapter to chapter
181	11:12:09 AM	from Martin Schaffernicht to Everyone:	There is no singe operational definition of what constitutes "local" membership
182	11:12:47 AM	from Aldo Zagonel to Everyone:	In Brazil we have only a dozen people that were recruited locally. About 35 individuals are members of the Society (some still renewing for 2013). But the Society is aware of about 120 people with Brazil addresses that we have not had a chance to recruit to the Chapter yet
183	11:13:49 AM	from Allyson Beall to Everyone:	The Environmental SIG has a LinkedIn site with 290 "members" (discussions nto very active), maybe 30 people who show up to SIG meetings at conferences, my guess those are a significant percentage of dues paying members
184	11:15:32 AM	from Aldo Zagonel to Everyone:	I can live with the proposal David is defending!
185	11:16:20 AM	from Martin Schaffernicht to Everyone:	What do others in the PC think of this idea?
186	11:16:39 AM	from Elise Axelrad to Everyone:	Charge more to be non-members? :)
187	11:17:04 AM	from Aldo Zagonel to Everyone:	The only problem is that some of our Associate Members are not necessarily of low income. They simply choose to now belong to the Society for whatever reason???
188	11:17:07 AM	from Allyson Beall to Everyone:	I can live with it too. But I also think keeping our expanded email or LinkedIn lists going as recruitement and outreach tools is important.
189	11:18:16 AM	from Martin Schaffernicht to Everyone:	Yes, this would be like federation of SD societies?
190	11:18:23 AM	from Allyson Beall to Everyone:	Perhaps "admitting" to being low income is a problem. Could we change how we scale memebership fees?
191	11:18:59 AM	from Martin Schaffernicht to Everyone:	Sorry?

192	11:20:21 AM	from Aldo Zagonel to Everyone:	There is a LinkedIn Group dedicated to the Brazilian SD community with 39 members but it was not created by the Chapter leadership. The facilitator was a member of the Society until 2011 but has since not renewed.
193	11:22:23 AM	from Aldo Zagonel to Everyone:	Associate members are not eligible to the Chapter P
194	11:22:29 AM	from Aldo Zagonel to Everyone:	Chapter PC
195	11:23:08 AM	from Aldo Zagonel to Everyone:	Associate membership is part of outreach. It is a first step to get them into the door
196	11:23:25 AM	from Martin Schaffernicht to Everyone:	I agree to what Also suggests
197	11:24:19 AM	from Aldo Zagonel to Everyone:	We bring them in as Full Members if we have good Society services to provide them (in addition to conference discount and SDR)
198	11:26:47 AM	from Aldo Zagonel to Everyone:	Also, I think there will be strong push-back from
199	11:26:58 AM	from Aldo Zagonel to Everyone:	Chapters if we try to implement David's idea
200	11:27:44 AM	from Allyson Beall to Everyone:	How much does an associate member pay?
201	11:28:04 AM	from Aldo Zagonel to Everyone:	The Brazil Chapter does not charge fees or handle moneys
202	11:30:16 AM	from Martin Schaffernicht to Everyone:	This would be a good mission!
203	11:31:11 AM	from Martin Schaffernicht to Everyone:	Over a prudent time I think it is achievable.
204	11:32:04 AM	from Elise Axelrad to Everyone:	Under David's proposal, could there be unpaid attendance at Chapter Meetings after the 4 years? A trial period, of sorts?
205	11:32:20 AM	from Aldo Zagonel to Everyone:	It is important to keep in mind that a significant proportion of the members do not renew in time (they lapse for a period of weeks to months! In Brazil only about 45% of members renew before January 1.
206	11:33:37 AM	from Aldo Zagonel to Everyone:	I think we could establish a criteria to judge how chapters are doing based on the fraction of Full Members to Total members
207	11:34:01 AM	from Aldo Zagonel to Everyone:	Probably there will always need to have some sort of recruitment at the associate level
208	11:34:44 AM	from Martin Schaffernicht to Everyone:	I'd say let me explain our need to the Chapters and report back for the summer conference.
209	11:37:38 AM	from Aldo Zagonel to Everyone:	Brazil used it: http://www.systemdynamics.org/forum/viewtopic.php?f=4&t=209
210	11:40:38 AM	from Aldo Zagonel to Everyone:	I think we were trying to take System Dynamics to far-to-reach places. Shouldn't we be more proactive to accomplish this goal?
211	11:43:30 AM	from David ford to Everyone:	I am back and listening. DNF
212	11:43:55 AM	from Elise Axelrad to Everyone:	DNF - We are talking about the purpose of the Strengthening the Field fund.
213	11:44:41 AM	from Aldo Zagonel to Everyone:	This is what I think we should do: "growth of SD capacity via its Chapters, to promote the growth (in breadth and depth) of the field, particularly in parts of the world where SD-based education, research and practice is sparse and thin"

214	11:47:15 AM	from Martin Schaffernicht to Everyone:	I think the step from "Capacity building" to "Strengthening the Fiel" was to become a little more inclusive. But still the focus does not include "dissemination" activities like famous SD-lers giving talks at a conference.
215	11:48:47 AM	from Edward Anderson to Everyone:	I think there is a real danger.
216	11:49:12 AM	from Inge Bleijenbergh to Everyone:	I am not sure there is such a risk!
217	11:49:55 AM	from Aldo Zagonel to Everyone:	Become missionaries and go to were the need/lack is, as opposed to wait for it to come to us.
218	11:50:45 AM	from Etienne Rouwette to Everyone:	Agree to support activities aiming to increase new members and/ or retention.
219	11:50:46 AM	from Martin Schaffernicht to Everyone:	In places like India or Russia, where SD is represent by extremely few individuals (who run the Chapters), they think they want to increase the number of "entry-level" members for the field.
220	11:51:56 AM	from Aldo Zagonel to Everyone:	All BRIC countries should be kept in mind, strategically, if we have a self-interest in growing the Society
221	11:54:27 AM	from Aldo Zagonel to Everyone:	Yes! Khalid is proposing a good way to do education outreach that can serve people all over the world.
222	11:54:54 AM	from Martin Schaffernicht to Everyone:	I agree to this.
223	11:55:19 AM	from Martin Schaffernicht to Everyone:	We can use digital media for this.
224	11:55:33 AM	from Elise Axelrad to Everyone:	I think we need a video game or movie.
225	11:55:47 AM	from Inge Bleijenbergh to Everyone:	I also prefer to see it as a mission, rather than a defense against losing contact because of default sites.
226	11:56:05 AM	from Aldo Zagonel to Everyone:	Why only $20,000? Why not $200,000?
227	11:56:28 AM	from Martin Schaffernicht to Everyone:	I believe the people I metioned as Chapter pioneers see themselves like that: on a mission
228	11:56:58 AM	from Etienne Rouwette to Everyone:	Yes, developing such a package would help us establish a presence in countries where there is currently no/ very low membership. We could use this to be more proactive in addition to waiting for proposals by local members.
229	11:59:35 AM	from Martin Schaffernicht to Everyone:	Maybe there can be a SD-equivalent to the "Scratch" programming environment: this would get to a lot of individuals. That's not like a course, but it is different from a video game: the message is like "instead of playing sims, build sims"
230	11:59:45 AM	from Elise Axelrad to Everyone:	Great idea! A TED talk on SD.
231	11:59:52 AM	from Nici Zimmermann to Everyone:	What about a really good online version of the beer game? It would not generate money, but a lot of people are using beergame websites by people not related to the SD Society.
232	12:00:07 PM	from Aldo Zagonel to Everyone:	A TED talk on System Dynamics would be a great way to get a short (15 min) explanation/introduction to our field

233	12:00:55 PM	from Edward Anderson to Everyone:	I second (third) the TED talks
234	12:01:07 PM	from Martin Schaffernicht to Everyone:	I fourth ten
235	12:02:02 PM	from Aldo Zagonel to Everyone:	We are trying to upload only the first session "What is SD" and to include subtitles (English & Portugues)
236	12:02:05 PM	from Martin Schaffernicht to Everyone:	Another possibility: have classical textbooks translated and published in tGlobal Textbook Project
237	12:03:54 PM	from Etienne Rouwette to Everyone:	Great work Martin
238	12:09:24 PM	from Martin Schaffernicht to Everyone:	Thanks Etienne (most work still to be done, but we'll work together)
239	12:11:00 PM	from Aldo Zagonel to Everyone:	Pay-per-view, streaming, is the way to go, I think. Instead of the DVDs
240	12:21:41 PM	from Aldo Zagonel to Everyone:	The gender gap is incredible. We only have 2 female Full Members in the Brazilian Chapter (1 Associate). One agreed to join the Chapter PC but later resigned for personal reasons. I am working on encouraging the other one to be a canditate for election this year. I wish we had more to encourage, but unless we recruit women to join the community itself, we have almost noone to chose from!
241	12:23:36 PM	from Inge Bleijenbergh to Everyone:	We have good female graduates from the EU programm
242	12:24:30 PM	from Etienne Rouwette to Everyone:	I miaaed the last part
243	12:24:38 PM	from Inge Bleijenbergh to Everyone:	Mario Franco indeed!
244	12:25:53 PM	from George Richardson to Everyone:	ok
245	12:26:00 PM	from Allyson Beall to Everyone:	ko
246	12:26:00 PM	from Etienne Rouwette to Everyone:	Yes
247	12:26:00 PM	from Elise Axelrad to Everyone:	Happy
248	12:26:01 PM	from Inge Bleijenbergh to Everyone:	Yes
249	12:26:03 PM	from Len Malczynski to Everyone:	10 minute break
250	12:26:06 PM	from Etienne Rouwette to Everyone:	Very happy
251	12:26:06 PM	from Aldo Zagonel to Everyone:	thank you
252	12:26:15 PM	from Martin Schaffernicht to Everyone:	Merci!
253	12:34:11 PM	from Peter Hovmand to Everyone:	Hi, I'm back but not hearing in sound
254	12:34:32 PM	from Aldo Zagonel to Everyone:	true, it is very quiet
255	12:34:33 PM	from Martin Schaffernicht to Everyone:	Yes, I think the sound is OFF during the 10 minutes break
256	12:34:41 PM	from Peter Hovmand to Everyone:	OK
257	12:36:16 PM	from Len Malczynski to Everyone:	We are back!
258	12:36:45 PM	from Etienne Rouwette to Everyone:	I think I have to leave before the end as the building closes.
259	12:38:52 PM	from Allyson Beall to Everyone:	I am glad to see this revisited, is there another bracket model that does not list income?

260	12:39:34 PM	from Aldo Zagonel to Everyone:	Be careful with income assumptions. Brazilians are making very good income. In the last 10 years, there were significant raises in income and standard of living while in the U.S. salaries have stagnated.
261	12:39:54 PM	from Etienne Rouwette to Everyone:	As David says, the aim of this was to increase low income membership but some people object to giving data on their income.
262	12:40:21 PM	from Inge Bleijenbergh to Everyone:	But still I think the possibility supports diversity in the broadest sense
263	12:40:35 PM	from Peter Hovmand to Everyone:	The income issues can be prohibitive in other countries (e.g., India), but the bigger issue for diversity would be the conference cost.
264	12:41:34 PM	from Aldo Zagonel to Everyone:	The probably is not so much the conference cost ($250 for a supported member). It is travel, lodging, meals.
265	12:41:57 PM	from Aldo Zagonel to Everyone:	The problem is not so much the cost ($250 for a supported member). It is travel, lodging, meals.
266	12:42:26 PM	from Peter Hovmand to Everyone:	Yes, agree. Aldo that is the issue, not so much the registration.
267	12:45:00 PM	from Elise Axelrad to Everyone:	Even if a single member of a chapter got funded to travel from far away, that person could bring back the newest ideas to the local Chapter.
268	12:45:23 PM	from Inge Bleijenbergh to Everyone:	Good point Elise.
269	12:45:23 PM	from Etienne Rouwette to Everyone:	Agree
270	12:46:15 PM	from Martin Schaffernicht to Everyone:	Yes, that's how many colleagues do it in Latin America: the bring a couple of selected students, who will then be the "change agents"
271	12:47:34 PM	from Martin Schaffernicht to Everyone:	But I'd think the act to pay a conference registration fee is perceived differently from paying a membership fee. I've had students who borrow money for the conference, but no way they would do so for a membership fee.
272	12:47:56 PM	from Peter Hovmand to Everyone:	I think a certain number of strategic scholarships to subsidize travel and conference presentation would be terrific from a diversity perspecitve.
273	12:48:12 PM	from Inge Bleijenbergh to Everyone:	Agree!
274	12:48:34 PM	from Martin Schaffernicht to Everyone:	And many I know here say: I don't speak English, I can't use the SDR or the discussion forum, so why should I become a paying member?
275	12:50:08 PM	from Martin Schaffernicht to Everyone:	So: back to the "products" that are attractive to this population. In Colombia, there is a colleague who developed a Spanish language softeware and he has trainer more than 3,000 school teachers over the past years. None of them is ISDS member. For the reason I mentioned.
276	12:51:06 PM	from Martin Schaffernicht to Everyone:	That's why I like the idea to have materials in the local language.
277	12:58:18 PM	from Inge Bleijenbergh to Everyone:	Yes this is a good suggestion!

278	12:59:41 PM	from Aldo Zagonel to Everyone:	The suggestion in the "Improving Policy Council Meetings" is NOT to have reports presented in the Winter meetings. It's the opposite: "We recommend, as was discussed during the summer meeting, that written reports be provided only once a year at the summer meeting. When an Officer or committee has news to share they should make a special report (such as this one), or provide a description during the monthly conference call. The delivery of reports twice annually results in too much repetition of content."
279	1:02:07 PM	from Peter Hovmand to Everyone:	I will need to go to another meeting. Peter
280	1:03:11 PM	from Etienne Rouwette to Everyone:	I have to leave too. Thanks, this is an enjoyable and productive way to meet.
281	1:05:21 PM	from Inge Bleijenbergh to Everyone:	I think discussing reports in the summer meeting is more suitable. The on line meetings are not for policy council members and I like the emphasis to be on the summer meetings, as the reports suggests!
282	1:05:31 PM	from Aldo Zagonel to Everyone:	Again, I would like to agree with Khaled WRT his view that the Society should be proactive about training/education, providing new services to members anywhere in the world
283	1:06:27 PM	from Elise Axelrad to Everyone:	Khalid's idea of a MOOC is a great idea.
284	1:08:33 PM	from Inge Bleijenbergh to Everyone:	Bye Peter and Etienne!
285	1:08:39 PM	from Allyson Beall to Everyone:	I agree that calls more often woudl be helpful and it would also leave us more time during summer for creative brainstorming about things like increasing membership
286	1:08:40 PM	from Martin Schaffernicht to Everyone:	MOOC looks good
287	1:09:08 PM	from Martin Schaffernicht to Everyone:	Calls are good. We can also use the Forum.
288	1:19:27 PM	from Edward Anderson to Everyone:	back online after signal drop
289	1:24:07 PM	from David ford to Everyone:	Hear Hear! Job well done! Many thanks. DNF
290	1:24:25 PM	from Edward Anderson to Everyone:	God bless all by-laws cleaner uppers
291	1:28:02 PM	from David ford to Everyone:	Read the motion
292	1:29:17 PM	from David ford to Everyone:	I cannot hear the discussion at the table. DNF
293	1:29:51 PM	from Roberta to Everyone:	Kim is reading the motion now.
294	1:29:52 PM	from Edward Anderson to Everyone:	No, i can hear fine
295	1:29:56 PM	from Allyson Beall to Everyone:	I'm okay
296	1:29:57 PM	from Aldo Zagonel to Everyone:	those far from MIC need to speak up
297	1:29:58 PM	from Elise Axelrad to Everyone:	It is a little mufflied
298	1:30:00 PM	from Inge Bleijenbergh to Everyone:	ok
299	1:30:03 PM	from Martin Schaffernicht to Everyone:	Sound good!
300	1:30:04 PM	from David ford to Everyone:	Len in specific. Speak closer to the mike. DNF
301	1:30:09 PM	from George Richardson to Everyone:	I can hear fine
302	1:30:33 PM	from Nici Zimmermann to Everyone:	I generally hear you very badly only

303	1:31:06 PM	from Aldo Zagonel to Everyone:	Ed needs to turn off his MIC
304	1:31:25 PM	from Inge Bleijenbergh to Everyone:	gives an echo
305	1:33:46 PM	from David ford to Everyone:	Must go to next meeting. I will check back. DNF
306	1:33:56 PM	from Elise Axelrad to Everyone:	Where are the motions and nominees posted?
307	1:34:12 PM	from Martin Schaffernicht to Everyone:	During the 2012 International Conference, a task group under the coordination of David Ford as President of the Society took up the task to revise the "Capacity Development Fund" and evolve it into a "Strengthening the Field Fund".
307	1:34:12 PM	from Martin Schaffernicht to Everyone:	It is now proposed to
307	1:34:12 PM	from Martin Schaffernicht to Everyone:	1. convert the "Capacity Development Fund" into a "Strengthening the Field Fund" addressed not only to Chapters but also to SIGs;
307	1:34:12 PM	from Martin Schaffernicht to Everyone:	2. define the "Strengthening the Field" committee;
307	1:34:12 PM	from Martin Schaffernicht to Everyone:	3. adapt the fund's guidelines
307	1:34:12 PM	from Martin Schaffernicht to Everyone:	as described in Report #1011.
308	1:34:37 PM	from Aldo Zagonel to Everyone:	It would be useful to review the history of the Capacity Development Fund, and the comments gathered today, before we move forward with this motion.
309	1:35:50 PM	from Aldo Zagonel to Everyone:	A lot of good ideas were raised today that might make this Fund much more effective in its goals.
310	1:36:47 PM	from Aldo Zagonel to Everyone:	Also, I think the Society could put more resources into this Fund, to support on-line training/education, etc.
311	1:38:32 PM	from Aldo Zagonel to Everyone:	This is maybe the most important new activity that the Society is engaging in (in addition to Conference and Journal) and it could be better tied to advancing the Society's strategy.
312	1:38:36 PM	from Martin Schaffernicht to Everyone:	I agree with Aldo.
313	1:39:32 PM	from Martin Schaffernicht to Everyone:	There is a thread fir this on the PC Forum. Let us use it to keep the dialog advancing
314	1:42:44 PM	from Martin Schaffernicht to Everyone:	I'd rather not hurry.
315	1:42:57 PM	from George Richardson to Everyone:	Great meeting. Well done, Kim. Have to go now.
316	1:42:58 PM	from Aldo Zagonel to Everyone:	$200,000 would fund 1 FTE for 2 years to work on advancing this. Anything less than that will not take us very far. Of course, I don't mean to say that it should be used to pay one individual. Just giving it perspective.
317	1:45:31 PM	from Aldo Zagonel to Everyone:	Yes! Khalid makes a good point. With meaningful investment (such as evaluating existing programs/courses or providing training), we could have meaninful results, and meaningful financial return.
318	1:46:07 PM	from Martin Schaffernicht to Everyone:	I think it remains open if a substantial investment and effort should be undertaken by the ISDS or a Chapter, right?
319	1:46:11 PM	from Edward Anderson to Everyone:	I agree with Brad. This is not the right forum until we get a better-formed plan.

320	1:46:24 PM	from Aldo Zagonel to Everyone:	Exactly!
321	1:46:50 PM	from Allyson Beall to Everyone:	agreed
322	1:47:09 PM	from Nici Zimmermann to Everyone:	Sorry, I need to leave. Have a good further meeting.
323	1:48:23 PM	from Elise Axelrad to Everyone:	I hear multiple competing objectives: increasing membership and retention, bringing in those in other languages/regions, restricting historic record to highest quality work, supporting early idea development, engaging practitioners in group meetings, anything else?
324	1:51:44 PM	from Aldo Zagonel to Everyone:	Can we add the Strategy person to this group?
325	1:52:45 PM	from Aldo Zagonel to Everyone:	Who is the VP of strategy?
326	1:54:55 PM	from Aldo Zagonel to Everyone:	Can we state that the intension is to increase this annual amount as soon as activities are in place and favorable results are being produced?
327	1:56:55 PM	from Inge Bleijenbergh to Everyone:	I have to leave now! Thank you for the good discussions!
328	1:58:29 PM	from Elise Axelrad to Everyone:	I also have to leave now. Very interesting discussion!
329	1:59:35 PM	from Martin Schaffernicht to Everyone:	The amount of 20,000 was set with something rather simple in mind (workshops). Now we are talking about bigger projects, so of course the amount has to be discussed,
330	1:59:49 PM	from Aldo Zagonel to Everyone:	Yes!
331	2:00:33 PM	from Martin Schaffernicht to Everyone:	So we rewrite the proposal just to define the "work group",move it and go on working.
332	2:01:20 PM	from Martin Schaffernicht to Everyone:	Bigger projects raise the questions of who can be trusted to perform and who will supervise, right?
333	2:03:16 PM	from Aldo Zagonel to Everyone:	Yes! And this initiative could be treated with the same level of interest as Conferences and Journal. That's needed. Until we are willing to put more resources, I fear we will not get very far. Couldn't we raise membership and conference fees to go along with the enriched services?
334	2:04:39 PM	from Aldo Zagonel to Everyone:	For example, we could keep the membership fees where they are for those who pay by Jan 1. But, later raise it by 20%. Conference fees seem very low to me in any case.
335	2:06:17 PM	from Martin Schaffernicht to Everyone:	It occurs to me that by developing learning resources (MOOC, book...) it will become easier to define the "Body of Knowledge".
336	2:08:44 PM	from Aldo Zagonel to Everyone:	We could even keep the early conference fee the same but put the dealine earlier (March). So, people who want to pay low fees have to commit to the Society ontime and to the Conference early.
337	2:09:35 PM	from Martin Schaffernicht to Everyone:	Kim, can you "share" the SYSDEA models from the strategy report?
338	2:13:52 PM	from Aldo Zagonel to Everyone:	I enjoyed this meeting and I hope people feel like we had a richer and more interesting discussion than usual! Thank you!
339	2:14:19 PM	from Allyson Beall to Everyone:	Hear hear!! thanks for a great meeting!
340	2:14:21 PM	from Edward Anderson to Everyone:	Thanks, Kim!

341	2:14:48 PM	from David ford to Everyone:	Thank you, Kim. Good meeting. DNF
342	2:14:57 PM	from Aldo Zagonel to Everyone:	I am very pleased with the Strategy work, the suggestions to improve the workings of the PC and, particularly, this opportunity to participate on-line. Thanks also to Len!
343	2:15:06 PM	from Edward Anderson to Everyone:	Thanks, Len!
344	2:15:08 PM	from Martin Schaffernicht to Everyone:	Bravo!
345	2:15:14 PM	from Len Malczynski to Everyone:	Good bye everyone!
346	2:15:21 PM	from Allyson Beall to Everyone:	Cheers
347	2:15:42 PM	from Martin Schaffernicht to Everyone:	Thanks, this was fine!