

System Dynamics Society – Review of Active Strategic Initiatives and Action Items

July 2015

#	Initiative	Person(s) In Charge/Involved	Resort/ Committee	Action Items Completed (YTD)	Next Steps
1	Increase transparency on sources of income Increase SDS Cash Flow	David Andersen	Finance	Initial idea struck down by CPA	Further clarify operating income vs. income from assets
2	Marketing & Communications Survey Raise public visibility	Peter Hovmand	Marketing & Communications	Pilot survey is completed – to be tested Initial results of the marketing survey	Connect with Yaman Barlas re pubs survey questions Looking for important articles to pick out lessons for broad audiences
3	Commercial-Academic Partnership (CAP) Program (Top Gun)	Ken Cooper	Professional Practice	Concept of CPA program further refined	Add to list of pilot colleges and commercial practices willing to cooperate. Add detail to academic side of curriculum. Identify possible matches between firms and students
4	Publications Strategy	Pål Davidsen, David Ford	Publications	Purpose and outline developed	Draft sections for Development Team review and discussion Draft proposal for summer PC meeting Understanding low submission rates to SDR (survey)
5	Regions Strategy	Martin Schaffernicht/ David Andersen	Chapter Activities	2 nd Asian-Pacific Conference envisaged for Nov 2016 NUS campus available for 2 nd APC November 2016 (John Richardson and Laksh)	Support consolidation of SD groups in Mediterranean region into one group - Led by Stefano Armenia Decide on a new application for the Field Development Fund from the Brazil chapter
6	Increase Social Media Reach	Home Office	E-Presence		

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7	Default/New Conference Sites Reorganization of PhD Colloquium Increasing coaching efforts for novices/Summer School	Len Malczynski/Erik Pruyt Laura Black Len Malczynski	Meetings	2017 proposal from Florida received Concept completed Implementation proceeds well Summer school at WPI, have rooms, equipment, and presence on conference website.	Review 2017 proposals Call for Angel Advisors will follow Wait for registration
8	Increase Membership	Özge Pala (Etiënne Rouwette)	Membership		Reenergizing the SIGs Increase understanding why people do not come back to the conferences
9	Promote K12	Warren Farr	???		Discuss three K-12 related questions on the SD forum
10	More K12 learning material	Warren Farr	???		
11	Policy Council Officers and Members Guide	Roberta Spencer/Jim Thompson	Administrative Committee	Two students are working on the Guide Letter asking officers for cooperation/contribution sent out April 1 st (thin response) 2 nd attempt (more survey-like) got more responses	Org chart and roles and responsibilities, included in PC Guide Book draft, ready by summer PC meeting
12	Increase Diversity	Inge Bleijenbergh Peter Hovmand	Diversity Committee	Diversity Committee Report 2015 Supply Nominating Committee with proposals for candidates Lees Stuntz nominated as Nominating Committee Member (starting 8/15). Voting closed (Y:11/N:0/A:0/NV:13).	Develop a Code of Conduct (connect with Özge Pala)
13	Professional Certification	Ed Anderson	Presidents		Investment of up to \$5000 in clarification of the aims of a Certification scheme

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14	SDS Strategy, Model of the Field	Kim Warren	Strategy Committee, Presidents	<p>TOWS Results Analyzed</p> <p>Summary of 26 proposals to deal with SWOT</p> <p>VPs asked to examine the 26 proposals, review their action plan and identify the 3 big things they are going to do (end of March)</p> <p>Follow-up with VPs, discuss initiatives, add initiatives to this table</p>	
15	SD Demand/Supply Match.com	Roberta Spencer, Ed Anderson, Jürgen Strohhecker	Presidents		