

**Minutes of the 2015 Summer Policy Council Meeting (face-to-face session)
Sunday, July 19; 2015 11:00 AM**

Hyatt Regency

Cambridge, Massachusetts USA

Chair: Jürgen Strohhecker, President 2015

Attendee list: Jurgen Strohhecker, Roberta Spencer, Brad Morrison, Stefano Armenia, Erik Pruyt, John Morecroft, Warren Farr, Eliot Rich, David Andersen, Sharon Els, Bob Eberlein, David Andersen, Erik Pruyt, Ed Anderson, Etienne Rouwette, Len Malczynski, Martin Schaffernicht, Pal Davidsen, Peter Hovmand, Roberta Spencer, Ross Collins, Ozge Karanfil

Meeting minutes taken by Ross Collins

Welcome and Introductions

Introduction to meeting (Jurgen)

- Welcoming new PC members and continuing members
 - o Those with us and without
- Thanks outgoing members

Thanking Laura Black for her work with the PhD Colloquium

Proposing new SIG (Etienne)

- Food and Agricultural SIG
- Certifications (Martin)
 - o Already have an agenda item in the schedule
- Stefano discussed prevalence of SD papers on food and agriculture topics
 - o Connected with leading agronomists
 - o Will vote on this later

Opening and overview of electronic session

Formal motion 134: approved

Formal motion 135: approved

Formal motion 136: approved

Formal motion 137: approved

Formal motion 138: approved

Formal motion 139: approved

Formal motion 140: approved

Vice Presidential reports and updates

Finance (David Andersen)

Budget

- In 2014, closed out year in black (“good year”)
- Net assets \$1.1 million
- Contract with SUNY Albany to run the society (~\$300k)
 - o Since 1996, been paying 5.6% in indirect costs (in contrast to working with NSF, ~52%)
 - Will get bumped to 15% after 6-yr contract expires soon (that’s final)
- Capital reserves
- Will need to vote on 2016 budget
 - o David expects we’ll lose \$108k in 2016
 - o Using \$108k of assets to cover budget
 - o Society is about 90% funded on investments
 - In control of financial destiny as a result (as opposed to being constrained by an external donor)
- David recommends strengthening Pacific Rim conference presence
 - o 2016 conference in Singapore
- Can’t afford to lose money at annual conference
 - o Shoot to make \$25k at each conference
 - Returned \$59k in 2014
 - o Delft very profitable, the issue is making money at non-default sites (Ed)
- David wants the budget to be placed in the minutes

Marketing and Communication (Peter Hovmund)

From Jurgen:

Nancy Zoellner is working with Peter Hovmand in coordinating work with Andrew Frangos and Jenny Zhou on blogs that highlight specific stories and structures to a wider audience, and David Loundsbury and Elise Axelrad on the marketing and communications survey. Andrew and Jenny have actively working for a number of years to promote SD to a wider audience and have some great ideas on how to do that. David and Elise have been working with Nancy and Peter on the marketing and communications survey.

Survey

- Purpose to inform M&C efforts, and track inflows and outflows of society/conference participants
- Random sample, stratify according to society members vs. conference participants (250 people)
 - o Appealing to people’s charitable willingness (can donate \$500 to 1 of 3 causes of their choice)
- Wants to develop as annual tool
- Poll people who no longer attend the conference (Etienne)
- Observed that there is/was short-term diversity (lot of first-timers at conference), but not so much in long-term

Professional Practice (Sharon Els) – on behalf of Ken Cooper

- Meeting on Wednesday (July 22) to discuss

Publications (Pal Davidsen)

Rogelio Oliva stepping down as exec editor

- Trying to find replacement
- It will be Yaman Barlas moving forward
 - o Plans to improve publication record (expand pipeline of articles)

Publication strategy

- David Ford took initiative on this (will be discussed after lunch)
 - o “The Team” taking this on, several other people helping David
- In Pal’s opinion, this is very much linked to communication strategy
- Open access publishing?
 - o Requires collaboration with US funding agencies
 - o Rogelio been an advocate for this

Transparency and Openness Promotion (TOP) Committee

- Developed by the Open Science Framework (<https://osf.io/9f6gx/>)
- Guidelines for ensuring science is well-documented, reproducible, open, etc.
 - o Considering applying these guidelines to the *SDR*
 - o Ongoing process...

Peter Hovmund endorsed open access idea

- Idea of having workshops at conference
 - o Creating a culture of this (build capabilities) before bringing it to *SDR*

Len mentioned how might affect practitioner’s publications (can’t disclose the data)

- Pal said that guidelines would change
- “Application” vs. “scientific” papers

Stefano asked about publishing special issues in other journals that uses topical (SIG-related) contributions from SD conference

Chapters (Martin Schaffernicht)

Singapore conference advancing (led by John Richardson)

- Nov. 2016 date

Considering conferences in Italy, Brazil

David reiterated his support of the Asian-pacific conference series

- In strong interest of society

Electronic Presence (Bob Eberlein)

iPhone and Android app

- For use in conference if you don't have internet access

Still struggling a bit with social media – need to get young people to engage

Meetings (Len Malczynski)

Concerned that people just assume conference will happen each year

- Attitude that we just need a cheap hotel, as opposed to system dynamics activity in the area
- High costs for students (hotels, meals, etc.) another concern

2017 sites (really just based on cheap hotels...)

- Two hotels in Orlando
- Seaport hotel
- Hyatt Regency Cambridge
- Reno, Nevada
- One in Colorado
 - o Need a decision on these places by August!!
 - o Roberta said we should act in next two weeks

Peter Hovmund: potential to stimulate activity in new cities

- CDC, Atlanta success story with Jack Homer
- Could be the case in North American cities moving forward

Stefano Armenia mentioned that European Academy of Management is implementing competition for conference site proposals

- Len said we did this before choosing Boston/Delft as default sites

Brad Morrison mentioned problem of sequentially losing money year to year at conferences; there would be learning year to year was the idea at time of idea's conception

- Roberta mentioned good contract at Hyatt in 2013, but not the same for 2015
 - o Hard to negotiate
- Default site is Boston (not Hyatt per se)
- Erik speaking about Delft: startup costs very high, but cost drops substantially second time due to knowing how things work
 - o According to Len, VERY different to do conference at university versus hotel

Membership (Jurgen) – speaking on behalf of Ozge Pala

Ozge proposed figuring out why people do not come back to conference
She fell ill, so we may need new leadership here

Executive Director (Roberta Spencer)

Report available for perusal

Great staff at home office

- To support website, bibliography, *SDR*, new products (reprinted *Urban Dynamics*), maintain sponsorship and financial records, effective governance

Approved to offer continuing education credits for CPAs

- SDS can offer courses now

Standing Committee Reports

Administrative Committee (John Morecroft)

Sounding board for issues related to home office, executive committee, etc.

Updates on operations at home office, action items (discussed during online meetings)

- Budget
 - o Prudent and sustainable budget for medium term
 - o Recommend budget as it stands
 - o Asset allocation very well thought out, in terms of income and expenditures
 - o Ways to spend surplus from Dana Meadows fund
- Home office staff salaries
 - o State employees, every year union determines cost of living adjustment
 - 11% below the median → bring all employees up to median level (this happened in 2004)
 - Salary market adjustment from 2004 to 2008; stopped doing this after financial crisis
 - o Proposal to increase staff salaries by 8-10%
- Conflict of interest policy
 - o Brad mentioned that 3-4 years ago, Society realized they didn't have a policy
 - Just voted to have one this past year
 - o All committees and groups and individuals can disclose a conflict of interest now
 - Nothing wrong with a conflict of interest, but there needs to be disclosure
 - o Brad disclosed all conflicts of interest already stated by PC members
 - Len and Erik disclosed theirs as well
 - No need to go into deeper discussion (will create a motion for voting later in meeting)
- Governance and structure
 - o Procedural documentation of what the society/home office is doing
 - o Organization chart passed around

Nominating Committee (Jurgen)

Jurgen mentioned open PC positions, speaking on behalf of Ed Anderson

Organization and Bylaws Committee (Brad)

Quick update, to be discussed later in afternoon

Society Program Oversight Committee (Len)

Mentioned again briefly issue of 2017 conference site

Strategy Committee (Jurgen)

No new updates

Motions/Action Items

1. Choosing 2017 conference site
 - a. Roberta went through the spreadsheet of options
 - b. Small working group will figure it out and make a decision
2. Voting to approve minutes from 2015 Winter PC meeting?
 - a. MOTION PASSED Bob Eberlein moved. Ed Anderson seconded.
3. Voting to approve proposed budget and designations for asset allocations from VP of Finance?
 - a. MOTION PASSED Ed Anderson moved. Martin S. seconded.
4. Voting to approve budget being changed to further compensate home office employees?
 - a. Question: books have always been reviewed each year, but next year requirement that they're audited
 - b. MOTION PASSED Bob Eberlein moved. Martin S. seconded.
5. Voting to approve Yaman Barlas being appointed executive editor of *SDR*?
 - a. MOTION PASSED Pal Davidson moved. Ed Anderson seconded.
6. Voting to empower Len, Erik, Roberta, and Jurgen to choose 2017 conference site?
 - a. MOTION PASSED Ed Anderson moved. Warren Farr seconded.
7. Voting to approve that conflicts of interest have been discussed, and no further action needed?
 - a. MOTION PASSED Ed Anderson moved. Peter Hovmand seconded.

Strategic discussion: Jurgen Strohhecker

Publications Strategy (David Ford)

Looking for feedback on their strategy

Key question: What is the biggest gap between current SD publishing and what it could or should be?

- Group discussion ensued, people giving their best ideas
- Team will send out a link for people to offer additional ideas

David's team presented preliminary survey results on SD publishing
David's team was taking notes throughout, they will report back

K-12 Strategy (Warren Farr)

Warren's key points:

- Promoting K-12 support world-wide
- Developing K-12 SD materials
- Reaching out to people already doing it
- How would K-12 leaders describe support?

Group discussion ensued

Guidelines for Partnering with Potentially Affiliated Organizations (Peter Hovmund)

How to do cross-promotion with these other organizations

Problem: no guidelines or standards for outreach with these organizations

- Len mentioned informal discussion with Agent-Based Model folks, but there needs to system dynamics content to present at conference

Move beyond "yes we want to do this" to actually starting to engage other organizations (and encoding the how-to)

Any other business

Certification Ad hoc Committee (Ed Anderson)

Much more complicated and time-consuming effort than was let on originally

Idea is to go a company that does this for al living and get their help

- What are the models for doing this?
- A lot of good base work done by Martin and Stefan

Group discussion ensued

Remove Founding President as a voting member (Jurgen)

MEETING ADJOURNED

Recorded by Secretary Brad Morrison.