

VP Electronic Presence
Report to the 2015 Winter Meeting of the Policy Council
Submitted by Bob Eberlein January 31, 2015

Summary

Very modest changes to our electronic presence. The Office is undertaking more routine tasks, including bibliographic highlights and frequent Facebook posts, to increase our overall presence on the internet. Little has changed in the infrastructure for either the web site or managing conferences.

2014 Achievements Relative to Targets and Issues

We had intended to develop a shopping cart to better handle book sales but this proved difficult to integrate in the Office workflow and was not therefore deployed. The yahoo blocking was finally resolved after getting in touch with them repeatedly, but without any explanation as to what triggered it. The Office is getting more proficient at the use of Social Media, but this remains a challenge, both strategically in terms of what channels to push and targets to go after and tactically in terms of routine execution in an efficient manner.

The strategy for publishing conference proceedings has been refined as discussed in the Summer PC meeting. The Conference Proceedings are now being positioned as a snapshot record of work in progress with encouragement for authors to publish elsewhere and readers to search elsewhere for subsequent publications.

The conference review process has been updated to be more helpful to the Program Committee.

2015 Aims

Keep things working and try to increase our reach through social media.

Issues and Obstacles

The support infrastructure put in place for Chapters and SIGS - most importantly the ability to email members - does not seem to be working and some effort needs to go into figuring out why.

The amount of chatter on "systems" stuff via social media is high and of abysmally low quality. Facts and common sense hold little sway in the internet and talking a lot, and eloquently (in that order) seem to be the determinants of how much people listen. The issue is general, but is particularly difficult for System Dynamics which is specialized but incorporates legitimate non-technical applications where smoke and mirrors are difficult to distinguish from quality work.