

**System Dynamics Society
2015 Winter Policy Council Meeting
Marketing & Communications Report**

by

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Accomplishments

Developed an initial marketing and communications plan. An initial marketing and communications plan was developed that considers both the importance of improving visibility of system dynamics and the System Dynamics Society *and* the importance of doing this in a way that avoids many of the issues we have discussed about the visibility of *low quality work* as well as an insufficient supply of expert modelers available to meet increased demand for system dynamics. The plan focuses on addressing the “low hanging fruit” first that require few if any financial resources, building capacity for larger initiatives, and improving the quality of the information we can use to track year-on-year performance of marketing and communication efforts.

Developing a marketing and communications annual survey. Conversations during and after the Summer PC meeting in Delft highlighted much interest from members with being involved with marketing and communications. Elise Weaver and David Lounsbury agreed to work on developing, piloting and then fully implementing a marketing and communications survey. Elise and David are also willing to serve as AVPs for marketing and communications. We met regularly in the fall to design the sampling plan and focus of the survey. While the original idea had been to sample from software vendors, one of the concerns we discussed were potential problems with have insufficient responses and sampling biases. To address this, we realized that we could gain a lot of insight already from surveying both current and former members since records of past membership and conference attendance are retained, as well as reach out to chapter presidents who would be able to distribute the survey.

Online blogs. Jenny Zhao and Andrew Frangos have also agreed to help out as AVPs. Jenny and Andrew have for a number of years been running a successful website (Systems and Us) that has wide appeal for persons outside the system dynamics community.

Assisting with coordination marketing and communications efforts. Nancy Zoellner at the Social System Design Lab, Washington University in St. Louis has been helping to coordinate meetings for the marketing and communication efforts as well as developing means to track online visibility of the system dynamics and the System Dynamics Society.

2015 Aims

- Pilot and implement marketing and communications survey with current/past membership to begin measuring year-on-year impact of marketing and communication strategies
- Revamp SDS newsletter
- Develop SDS magazine in collaboration with VP of publications and VP of practice
- Develop proposal for Summer 2015 PC meeting for increasing visibility outside system dynamics community in a specific sector (e.g., have the SDS sponsor a special issue of journal of SD applications in that area, cosponsor a day jointly with another professional organization on applications of SD).

Support, cooperation and resources needed as well as potential obstacles/issues

- Need for a more thorough model of current/past membership demography to identify opportunities for membership growth
- Input from PC on which allied fields to partner with if any on conferences, links to websites, etc.
- Lack of diversity in SDS with respect to gender is creating a potential image problem in terms of recruiting new members, retaining existing members, and credibility among potential customers in some sectors
- Cooperation with VP of publications and VP of practice in developing SDS magazine