

## System Dynamics Society State of the Union 2014/2015

	2013 Achievement	2014 Aims	2014 Achievements	2015 Aims	Support/resources - issues/obstacles
<b>Finance</b>	<p>Net Income ~\$167k                      Net Ordinary Inc \$25k ↓                      Invest. Inc. \$164k ↑                      Product Sales \$50k                      Journal Income \$82k                      Membership Dues \$64</p>	<p>↑ Product (book) sales                       ↑ Membership up                      Clarify operating income vs. asset performance better</p>	<p>Net Income ~\$30k ↓                      Net Ordinary Inc -\$60 ↓                      Invest. Inc. \$90k ↓                      Product sales* \$54k (\$7k) ↑                      Journal Income ~\$84k                      Membership Dues ~\$62                      Compensation Study                      Conflict of Interest Policies                      Staff Transitions</p> <p><small>*BG sales and Fireside Chat are flat, PhD Seminar Series and Literature Collection are down. Royalties (past proceedings) are up.</small></p>	<p>Clarify operating income vs. asset performance better</p>	<p>Long term home office planning</p>
<b>Membership</b>	<p>1159 members (very slight trend upward), about 20% new, 60% of others re-up.                      Corporate membership proposal                      Case repository started</p>	<p>↑ student population                      Confidential persons policy (diversity report)                      More practitioner-based events                      More cases!</p>	<p>1143 members, 21% new                      192+ student members                      E-membership 484 ↑                      SIG LinkedIn groups ↑                      4 new cases (in total 45)</p>		<p>Diversity                      No contact with 7 of 10 SIGs</p>
<b>Chapter Activities</b>	<p>S. Africa and African Regional Chapters formed                      Web presence improving                      AP Conference</p> <p>\$6.4k invest in chapter development</p>	<p>Italy SD Strategy/Policy Workshop                      Support Brazil &amp; China                      ASEAN Chapter</p>	<p>2 new chapters launched (Africa Regional, South Africa)                      Pakistan reinstated                      Stable member count                      Stable level of activity and web-presence                      \$17.5k invest in chapter development</p>	<p>Attending to the developing Chapters                      Catalyzing support in underdeveloped areas with high potential (Africa, Australasia, Iran, Korea, Pakistan, Mediterranean area)</p>	<p>Chapter/SIG relations</p>
<b>Meetings</b>	<p>Riga, Latvia &amp; London have expressed interest in hosting ICSDS 2018                      ID'd potential 2016 mtg. chairs                      Asia-Pacific Conference</p>	<p>Newcomer orientation &amp; "Want to host a conference" workshops to become permanent                      Figure out conf. publication issue</p>	<p>Newcomer orientation &amp; "Want to host a conference" workshops took place at Delft                      Conference Proceedings:                      New policy: Web</p>	<p>Discover solid proposals from ICSDS from 2017 and beyond                      Monitor attendance and feedback due to the new conference proceedings</p>	<p>Effect of conference publication policy on conference attendance                      New venues: identifying proposals for ICSDS sites other than Cambridge, MA</p>

	success		<p>Proceedings only with preamble</p> <p>Confirmed meeting logistics for the first Delft ICSD</p> <p>Promoting and informally searching for conference sponsors starting in 2017</p> <p>New poster voting for ICSDS</p> <p>Preliminary proposals for hosting ICSDS in 2017 from Hyatt Cambridge, Seaport Hotel, Disney FL; expressed interest from Riga, Latvia (probably 2018) and Albuquerque (probably 2019). No proposals received.</p>	<p>publication policy</p> <p>Include tools for writing and model building (conference submissions) on the SD tools page</p>	<p>and Delft, The Netherlands</p> <p>VP Meetings - transition ahead</p>
<b>Conference</b>	<p>Registrants 543</p> <p>Rejection rate ~14%</p> <p>New: Model Expo, SIG/Chapter Gathering Points, Chapter and SIG Badge Ribbons, ...</p> <p>Surplus ~\$42k</p>		<p>Registrants 485</p> <p>Rejection rate ~18%</p> <p>New: Twin Sessions, Summer School, Conference LinkedIn page</p> <p>Surplus ~\$18k</p>	<p>Make Cambridge 2015 a success</p> <p>Summer School at WPI</p> <p>PhD Colloquium</p> <ul style="list-style-type: none"> <li>- communicate new focus</li> <li>- pilot angel advisor interactions</li> <li>...- feedback and learning</li> </ul>	<p>Published authors/experts needed for new "Publishing Assistance Workshop"</p> <p>PhD Colloquium:</p> <ul style="list-style-type: none"> <li>- Experienced SD-ists needed as angel advisors</li> <li>- Scheduling between PC meeting and Welc. Rec</li> <li>- Financial support for snacks and drinks</li> </ul>
<b>Publications</b>	<p>SDR Impact factor V (1.444)</p> <p>Backlog eliminated, and cycle time shortened</p>	<p>Need practitioner pubs outlet</p>	<p>SDR impact factor ↓ (1.073)</p> <p>Enhanced HTML version of SDR articles</p> <p>SDR: Low backlog</p> <p>SDR: Fast reviewing cycle time (avg. 22.8, max 99 days)</p>	<p>SDR: Notes &amp; Insights ↑</p> <p>Development of publication strategy</p> <p>Appointment of a successor to Rogelio Oliva</p>	<p>Fewer submissions (~ 50)</p> <p>Executive Editor – transition ahead</p>
<b>E-Presence</b>	<p>Web portal improved (Chapter/SIG functionality...)</p>	<p>Add shopping cart to site</p>	<p>Shopping cart development abandoned (difficult integration into the Office workflow)</p>	<p>Keep things working</p>	<p>Support infrastructure put in place for Chapters and SIGS does not seem to be working</p>

	AP conf. added Add'l Xmile representative		Yahoo blocking resolved Office more proficient at the use of Social Media Updated conference review process	Reach thru Social Media ↑	Social Media (strategically and tactically) Chatter on "systems" stuff via Social Media
<b>Professional Practice</b>	Focus group at Summer Conference to elicit wants	Develop practitioner strategy Integrate other group such as Business SIGs efforts	Identification of key challenges to improvement of professional practice Agreed plan: - establishing academic-commercial alliance - dev. Top-gun schools - expansion of success stories	Pilot with small number of students, univ. and firms 10% annual growth in professional practitioners	Champions/Volunteers
<b>Marketing &amp; Communications</b>	n/a	Improving perception of SDS Survey how people are attracted to SD Regional/global communications ID existing comm. channels & cross content to blogs, tweets, etc.	Developed initial marketing and communications plan  Identified and recruited AVPs for working on surveys and online media and help coordinate efforts with home office  Designed survey sampling plan for pilot marketing survey	Pilot 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	Need for a more thorough model of current/past membership demography to identify opportunities for membership growth  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
<b>People</b>	Established -VP Mrktg & Comm. -VP Prof. Practice	User's manuals be completed Increase diversity	No progress reg. user's manuals Conflict of Interest Policy in Place Len Malczynski nominated President 2017 3 of 4 PC Nominees are women and the 4th is Japanese	Hire master student to help in completing user's manuals	
<b>Strategy</b>			SWOT analysis of the field of SD Early work on "models of the field"	Further development of the model of the field Professional certification:	Considerable data gaps

			<a href="http://sdl.re/SDfield">http://sdl.re/SDfield</a>	review of options Market place to match SD clients and suppliers	
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