

Minutes of the Policy Council Meeting Summer 2016

11.00 AM, TPM Board Room

Delft, Netherlands July 17, 2016

Chair: Etiënne Rouwette, President 2016

President Etiënne Rouwette called the meeting to order at 11:15 am. He welcomed 2016 new members, and continuing: members:

- President Elect: Leonard Malczynski (2016)
- Past President: Jürgen Strohhecker (2016)
- Vice President Chapter Activities: Martin Schaffernicht (2014-2016)
- Vice President Electronic Presence: Robert Eberlein (2015-2017)
- Vice President Finance: David Andersen (2014-2016)
- Vice President Marketing & Communications: Peter Hovmand (2016-2018)
- Vice President Meetings: Erik Pruyt (2016-2018)
- Vice President Membership: Özge Pala (2015-2017)
- Vice President Professional Practice: Ken Cooper (2016-2018)
- Vice President Publications: Pål Davidsen (2015-2017)
- Policy Council:
 - (2016-2018): Sharon Els, Diana Fisher, Rebecca Niles, Yutaka Takahashi
 - (2015-2017): Stefano Armenia, Özge Karanfil, Erik Pruyt, Gönenç Yucel
 - (2014-2016): Jim Duggan, Elke Husemann, David Wheat, Warren Farr

President Rouwette thanked the outgoing members for their service:

- Past President: Ed Anderson
- VP Meetings: Leonard Malczynski (continuing as President in 2017)
- Policy Council (2013-2015): Elise Axelrad, Inge Bleijenberg, and Timothy Taylor

President Rouwette thanked the Assistant Vice Presidents for their service:

Assistant Vice Presidents:

- AVP Chapter Activities: Stefano Armenia
- AVP Electronic Presence: Onur Özgün
- AVP Finance: Eliot Rich
- AVP Marketing & Communications: Nancy Zoellner
- AVP Meetings: Özge Karanfil
- AVP Secretary: Ross Collins
- AVP Membership: Burak Guneralp

There were no additions to the agenda or announcements.

1) Opening and overview of electronic session

- a) Review electronic votes between the end of 2016 Winter PC Meeting and the beginning of the 2016 Summer PC Meeting

Formal Motion 152: Recognition of the Agriculture and Food SIG

Formal Motion 153: That the PC recognize and accept the slate of candidates to take office on January 1, 2017

Formal Motion 154: Motion to establish a VP K-12 Education, for a three year term to begin 2017

Formal Motion 155: Put forth to the membership three amendments to the bylaws as described in Report (1006) Organization and Bylaws Committee

Formal Motion 156: Approval of 2015 Summer PC Meeting Minutes

2) Vice Presidential reports and updates

- a) Publications: Pål Davidsen introduced representatives from Wiley to deliver their report.
 - i) Report from Publisher Tracey Glass: Institutional sales of SDR increased by 11% in 2015. The Impact Factor has increased from 1.026 in 2014 to 1.37 in 2015. They have just launched the SDR App, available now through the App Store and will soon be available for Android. Wiley intends to market the app soon. Jim Duggan asked about statistics for the virtual issues, and Tracey agreed to put together a report. Erik Pruyt asked about marketing of SD articles in other Wiley journals, such as *System Research and Behavioral Science*. Yaman Barlas asked about information on the number of articles.

- b) Finance: David Andersen and AVP Eliot Rich: David Andersen reminded the group that he has announced that he will be stepping down and gave a strong endorsement of Eliot Rich as a successor.

David stated the Society posted a loss \$64,000 in ordinary income. Losses in this category have been typical but they have usually been offset by income from investments. This year we posted an overall loss of \$84,000. What was new this year was a loss in investments. Other outcomes are “the way things work.” That is, core operations are not self-sustaining.

David submitted a proposed budget projecting a loss in ordinary income of about \$76,000, other income of about \$78,000, and thus a total income of about \$2000.

Len Malczynski asked about the uses of the Field Development Fund. David reported that some funds have been used for the Asia Pacific Conference. Pål Davidsen asked about how investments have been managed. David reported that the bulk of our funds are in index managed funds, and some are managed by 3Edge.

- c) Chapters: Martin Schaffernicht and AVP Stefano Armenia: Martin reported that the \$20K budgeted for the Field Development Fund has never been fully used due to a lack of applications. Etienne Rouwette added that SIGs can apply for funds as well. Erik Pruyt asked if Summer School could apply, and Martin responded that they should so that the committee can consider it.
- d) Electronic Presence: Bob Eberlein and AVP Onur Özgün: Bob reported that we have had quite a few problems with the website and will have to move to a new location after the conference. There is an app for this conference. We are trying to do more on Facebook.

Erik Pruyt asked about possible actions to maintain continuity so we are not entirely dependent on Bob Eberlein for our electronic website.

- e) Marketing and Communication: Peter Hovmand and AVP Nancy Zoellner: Etienne Rouwette reported that Peter would like to hear suggestions for questions we would like to have included in a questionnaire for our members, to be distributed once each year.
- f) Meetings: Erik Pruyt and AVP Ozge Karanfil: Erik reported that the 2017 conference will be in Boston, organized by John Sterman and Nelson Repenning, and will be the 60th Anniversary conference.

For 2018, there is a proposal from Reykjavik, Iceland. Erik reviewed some details of the proposal. They would need to shift the dates to August 5-9. Erik agreed to complete a matrix comparing this option to Delft and circulate to the Policy Council so that we can vote soon on the 2018 location.

Erik reported that Summer School that was just completed this week was a great success. He thanked the many people, teachers, and participants who helped to make it a success. They would like be able to offer scholarships in the future.

Len Malczynski added a report about the Asia Pacific Conference scheduled for 2017. The organizing committee is hard at work.

- g) Membership: Özge Pala and AVP Burak Gunalp (including ad hoc Diversity Committee report: Inge Bleijenbergh): Inge reported that the proportion of women members has increased 3 percentage points in the past 10 years. She reported that the 60 and older age group has become the largest. She concluded that we need to attract more young people and more women. Policy Council membership has been getting more diverse.

David Andersen said it would be possible to use the Development Fund to pay the cost of student membership for students who attended summer school this year. We need creative ways to get students in the door, and David reiterated that we are committed to removing financial barriers.

- h) Professional Practice: Ken Cooper: David Andersen reported that the Forrester Internship has been launched with one candidate at PA Consulting. Ken Cooper will repeat a survey of best practices. Also, there are plans to prepare some videotapes of experienced practitioners talking about System Dynamics.
- i) Update on K12 Strategic Initiative: Warren Farr: The PC has created a VP of K-12 Education. The Awards Committee is considering a proposal to give an award for K-12 (also known as Pre-College) for teaching efficacy. Warren reported that at the CLE meeting, the group proposed extending the award to developing curriculum. Warren has also asked the CLE group for suggestions for a person to serve as the VP K-12.
- j) Executive Director: Roberta Spencer: Roberta referred us to her report on line, as well as the report on the 2014 Delft Conference and the Call for Papers for next year's conference in Cambridge. She reviewed activities of the home office, explained in her report, and highlighted the excellent home office staff. The sales of the Beer Game are down a bit. We are also selling some books. We have new sponsors in addition to our loyal ones

3) Standing Committee Reports

- a) Administrative Committee: John Morecroft: John asked David Andersen to report on the PC Guidebook. David described the PC Guidebook, a one place introduction to the PC. Next year, there will be a quiz for all members of the PC. It will be important for PC members to read it. There are a number of edits that emerged from a workshop David led yesterday with PC members.

John reported that the Administrative Committee has formed a Transition Committee to explore options to manage the impending retirement of several key Society personnel over the next 7–10 years and the implications that has for our headquarters. John referred the PC to a written report submitted by the committee.

John reported that the annual review of Conflict of Interest was performed at the Winter Council Meeting (February 23, 2016). At that time it was agreed that the members of the Policy Council are satisfied that all potential conflicts are being handled appropriately and that no conflict exists that will interfere with the operations of the System Dynamics Society. There was no separate vote, but the decision in connection with these proceedings is recorded in the February meeting minutes.

- b) Awards Committee: Erling Moxnes: The Awards Committee will meet during the conference.
- c) Nominating Committee: Chair Ed Anderson to 7/31/16; Chair Jürgen Strohhecker as of 8/1/16

i) The Nominating for the 2018 Slate:

Jürgen Strohhecker (Immediate Past President 2016) Chair; term: 8/16-7/17
Etienne Rouwette (President 2016)
Len Malczynski (President Elect 2016)
David Lane (8/2013-7/2016)
Sharon Els (8/2014-7/2017)
Lees Stuntz (8/2015-7/2018)

The Nominating Committee announced the open positions for which it seeks suggestions for the PC Open Positions, 2018-2020 Term:

President Elect: (2018)
VP Electronic Presence (2018-2020)
VP Membership: (2018-2020)
VP Publications: (2018-2020)
Policy Council (2018-2020): 4 PC Members
And VP K-12 (or Pre-College): (2017-2019)

- d) Organization and Bylaws Committee: Brad Morrison: Brad reported that by-law changes regarding removal of CEO wording from duties of President and making the Founding President a non-voting advisor to the Policy Council approved previously by the PC will be on the agenda for the General Business meeting on Tuesday.
- e) Society Program Oversight Committee: Andreas Größler: No in person report.
- f) Strategy Committee: Etienne Rouwette: see the following strategic discussion.

- g) Publications Committee: Pål I. Davidsen: Pål introduced Yaman Barlas to give a report from the executive editor of the SDR, and David Ford to give a report on the work of the Publications Committee

Yaman reported that the first issue of SDR for 2016 that will come out next month is delayed by 4-6 months compared to when it should be released. These delays have been ongoing, related largely to a shortage of papers in our backlog. Submission flow is too low. We need to dramatically increase the inflow of good papers. We can say to all potential authors that we can promise to provide prompt and constructive editor response and reviewer response/comments. Yaman suggests that the journal should not be limited to “Stock-flow” modeling. There are other dynamic modeling disciplines that SDR should be able to publish. His goal is to increase the number of articles to 4-5 per issue within 2-3 years. To do so will require a doubling of the submission flow.

- i) Report from Ad-hoc Publication Strategy Committee: Pål Davidsen, David Ford, Sara Metcalf, Krystyna Stave, and Susan Howick (see Discussion item below)

4) Motions/Action Items

- a) Approval of Minutes of Winter 2016 Policy Council Meeting Bob Eberlein moved (Len Maczynski seconded) Motion passed.
- b) Name change for newly approved VP K-12 Education to VP Pre-College Education and appropriate changes to Policies. Warren Farr moved (Pal seconded). Motion carried by a 3/5 majority.
- c) Approval of the Slate of Candidates to take office on January 1, 2017.
(Ratification due to no objection)

2017 Officers and Policy Council

President Elect: I. Martinez-Moyano (2017)

Past President: Etiënne Rouwette (2017)

President: Leonard Malczynski (2017)

Founding President: Jay W. Forrester

Secretary: Brad Morrison (2017-2018)

Vice President Electronic Presence: Bob Eberlein (2015-2017)

Vice President Meetings: Erik Pruyt (2016-2018)

Vice President Membership: Özge Pala (2015-2017)

Vice President Publications: Pål Davidsen (2015-2017)

Vice President Meetings: Erik Pruyt (2016-2018)

Vice President Chapter Activities: Stefano Armenia (2017- 2019)

Vice President Finance: David Andersen (2017-2019)

Vice President Marketing: Peter Hovmand (2016-2018)

Vice President Practice: Ken Cooper (2016-2018)

Policy Council (2015-2017): Özge Karanfil, Erik Pruyt, Gönenç Yucel, Elke Husemann (partial term 2017 for S. Armenia)

Policy Council (2016-2018): Sharon Els, Diana Fisher, Rebecca Niles, Yutaka Takahashi

Policy Council (2017-2019): John Pastor Ansah, Nancy Hayden, Florian

Kapmeier, Nuno Videira

d) David Andersen moved to approve the budget, and to approve the designations (Pål seconded) Both motions carried.

5) Strategic discussion: Etiënne Rouwette

a) Publications Strategy: Pål Davidsen, David Ford and Sara Metcalf, Krystyna Stave, and Susan Howick

Suggestions were made identifying possible new content, including more applications. The increased interest in applications needs to be publicized. It was also suggested to consider a section in SDR for teaching materials.

Eliot Rich suggests funding the translation of teaching materials into Chinese, and Etienne suggests making that into a proposal to the Field Development Committee.

b) Certification Ad hoc Committee: Reappointed by Etienne Rouwette

President Etienne Rouwette noted there will be two round tables during the conference related to this topic. One round table will be about certification that is aimed at defining a common body of knowledge. Another round table will be about accreditation.

(Accreditation is for institution or program, certification is for individuals).

Move to adjourn: Pål Davidsen moved to adjourn, Martin Schaffernicht seconded passed at 4:28 pm.

Recorded by Secretary Brad Morrison