

VP Publications Report

to SDS Policy Council

Prepared by

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2015 has in many ways been an exceptional year:

1. 2015 marked the last year with Rogelio Oliva as the Executive Editor of the System Dynamics Review. Since 2012, he and his team of editors have accomplished a lot. The emphasis has been on profiling the Review as a high quality scientific journal for system dynamics and people affiliated with the field, whether as scientists or practitioners. That, along with a very short turnover time for manuscripts, has made the Review an attractive publication outlet for members of our society and beyond. At the same time, the backlog of publishable papers has been slim, and the Review has been characterized by double and delayed issues. A detailed report on the System Dynamics Review has been submitted to the Policy Council by Rogelio Oliva. I appreciate that Rogelio and his team have put in an enormous effort into making sure that the top quality publication standards be enforced and that time to publish was kept at the minimum and I propose that the Policy Council and the Society at large recognize Rogelio Oliva for his great service to our society.
2. As of 2016, Yaman Barlas has taken over as Executive Editor of the Review. He will be building on the profile outlined by Rogelio and the editorial staff that served up until now. Most of them have agreed to continue their service under Yaman. Needless to say, though, the slim backlog and the profile of the review will need to be addressed and Yaman is currently undertaking an analysis among members of the System Dynamics Society, to find reasons behind the lack of submissions. He is also considering modifications to the profile. He has recently issued a statement that has been included below in pt. 6 of this report that reflects his concern and strategy and that I share. I expect that the result of his work will be presented at the System Dynamics Conference this summer.
3. There have also been changes in the editorial staff at Wiley. Mid 2016 Graham Russel, stepped up from Journals Development Editor at Wiley and will no longer be our contact point at Wiley. I would like to take this opportunity to ask the SD Society to recognize Graham Russel for all the great work that he has done for the review and for our society. Over the years has been present at most of the SD conferences and made sure that the production process as well as the finances be handled in an excellent way to the benefit of our society and its membership. Elizabeth Walker, who is now our Senior Commissioning Editor (Society Management), will take over Grahams responsibilities. Moreover, Tracey Glass, is the Senior Journal Publishing Assistant supporting SDR. A meeting between representatives of the SDS and Wiley will be scheduled some time this fall. Relatively soon, the contract between SDR and Wiley is coming up for renegotiations.
4. About a year ago, David N. Ford proposed a Publication Strategy be developed for the System Dynamics Society. He formed and is now leading the work of a small ad hoc Publication Strategy Committee that consists of Sarah Metcalf, Kris Stave and Susan

Howick. The work put in by these committee members is impressive and the outcome will be interesting and of great value to the Policy Council. Lately, Len Malczynski and Rebecca Niles have also contributed, and Peter Hovmand and I are kept in the loop ex. officio. The committee meets every couple months and work independently and in groups in between meetings. A membership survey and a PC poll have been completed and contribute to the work of this committee. A draft of the report is developing towards its final stages, and I am expecting the committee to report to the PC this summer. Issues that are being addressed include:

- Impact of SD publications;
 - Diversity of SD publications;
 - Expanding the influence of the SDS through publications.
5. In the course of this year, we have seen a flurry of activities on the web by the Home Office of the System Dynamics Society. Much of the material published on the web comes under the heading; Information, - i.e. serves under Peter Hovmand. On the other hand, there is a great deal of material that refers to or contain substantive System Dynamics insights and that we, members of the society, benefit from in our roles as researchers, educators or practitioners. The society currently is reaching out by way of;
- WWW at large;
 - Facebook: <https://www.facebook.com/systemdynamics>;
 - Twitter: https://mobile.twitter.com/S_D_Society;
 - Linked In: https://www.linkedin.com/company/system-dynamics-society-inc-?trk=top_nav_home;
 - You Tube: https://www.youtube.com/channel/UCZlM6x1E_al00biBTDDfFyzA;
 - WWW at large: <http://systemdynamics.org>; and
 - SD Forum: <http://systemdynamics.org/forum/>.

The amount of information offered by the Home Office is remarkably extensive and there are references to a substantial amount of resources, relevant to members of our society and to people who would like to familiarize themselves with our field and professions. In particular I would like to refer to the;

- System Dynamics Bibliography: <http://www.systemdynamics.org/bibliography/>;
- System Dynamics Case Repository: <http://cases.systemdynamics.org>;
- DYNAMICA repository: <http://systemdynamics.org/dynamica/index.htm>;
- Selected readings (ref.): <http://www.systemdynamics.org/short-bibliography/>; and
- Tips (the new tips page): <http://www.systemdynamics.org/tips/>.

The Society web page lists 1332 references in our System Dynamics bibliography, including 2380 journal titles. Moreover, there are 56 Cases reported in the Case Repository covering nineteen different sectors.

There are currently 4000 Views on 46 new YouTube videos posted by the Society and the number of Facebook friends has reached 3000. We have 912+ followers on Twitter. The society hosts 29 Society Chapters and Special Interest Groups around the world. Moreover, for people looking for education and career opportunities, there are System Dynamics degree course listings at 76 Universities with on our website and 37 Career Link profiles featured on our website. 25.5 CPAs Continuing Professional Education credits granted for attendance at the SD conference.

6. Yaman Barlas, the new Executive Editor of the System Dynamics Review, states the following:

First, I would like to thank Rogelio for being a great EE to work under (when I was a ME), and for being very helpful and supportive in the transition process. I also believe SDR has significantly improved in its article review and editorial standards and principles thanks to Rogelio's hard and focused work. Review and editorial processes are now clear, prompt and well-structured.

So we now comfortably say the following to potential authors: 'submit your paper and we promise to provide very prompt and constructive editor response and reviewer response/comments.' This is an important message for authors and should contribute to increased submission rates. But, as we are experiencing, it is not by itself sufficient to increase the paper submissions of acceptable quality level. This takes me to the most critical problem SDR faces today (and has faced for many years): submission rate of high quality articles is too low, leading to thin (with 2-3 main articles) and/or delayed, or 'combined' issues. Data provided in Rogelio's 2015 report shows this situation.

The outlook is also similar for 2016: The current backlog of accepted papers can barely fill the last (mildly delayed) issue of 2015. Delivering full and on time 2016 issues will be very difficult. This is obviously a serious problem for the field and SD Society. Wiley is naturally not happy with the situation either. To lessen the acute problem in the short term, we are and will be taking some micro, paper-by-paper actions.

Much more importantly, with proper editorial strategy and actions, I am confident that we can improve the situation significantly in medium term (2-3 years):

- Recognize the problem and set explicit goals: Each issue on time, with 4-5 main articles + a short note.
- The above goal requires almost DOUBLED submission rate of papers of acceptable quality.
- This in turn requires very active paper recruitment such as:
 - Understand publication trends of SD Society members and take related actions to sensitize them. (We recently completed a Society survey to this end).
 - Make it very clear to SD society that all sorts of papers (methodology, applications, mathematical, experimental, conceptual, philosophical...) are welcome by SDR, as long as they are scientifically rigorous and well written.
 - Accomplish this clarity by revising the author guidelines and writing a related editorial. We also plan to write the main interest areas of Associate editors next to their names, displaying diverse interest areas in SDR.
 - Do active recruitment of high-quality papers from other 'systems' fields. SD belongs to the larger family of 'systems science'; A high quality paper that deals with a dynamic problem of systemic (endogenous, feedback) nature must be more than welcome by SDR, regardless of what modeling/ mathematical

/simulation methods it adopts. More interaction between other dynamic-systems disciplines and SDR can produce multiple synergistic results.

- Our primary workforce for paper recruitment is Associate Editors. We just increased our AE board by 50% (from 10 to 15, with very strong five new AEs).
- Urge all AE's to be actively involved in paper recruitment and/or paper co-authoring.
- Minimize formalities, formatting and presentation difficulties, particularly to make life easy for authors of best papers. We must focus clearly on content quality and facilitate the submission and review of such candidate papers.

I will elaborate on the above items in the coming months with the editorial team. I also hope to provide examples of major actions in July 2016 PC meeting.

I also think that after we achieve the above goals (5-6 papers per issue) in 2-3 years, we must target 7-8 articles per issue for the long term (>5-6 years). A great majority of serious journals in our 'league' publish 100 or more papers per year. About 30 papers per year is not ambitious at all for a mature field like SD (and SDS). But this latter would probably require a new contract with Wiley and new additions to the board of Managing Editors. These issues can be discussed in 3-4 years, after the acute problem is solved.

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