

**VP Electronic Presence**  
Report to the 2016 Winter Meeting of the Policy Council  
Submitted by Bob Eberlein March 16, 2017

**2016 Last Year**

We continue to keep web site and social media up to date. Only very minor changes to the infrastructure have been made since last year.

We moved our ISP to inMotionHosting in August. We have not had any problems with them beyond some persistent email issues.

**2017 This Year**

This year will be far more interesting, perhaps even daunting? As we move the Home Office to a new home, we will need to migrate the systems and processes along with it. The following plan is predicated on the expectation we will be moving the home office to CHMS as has been recommended by the Transition Committee.

The biggest change by far between our current and expected operations is the management of contacts and member data. There are a variety of Association Management Software solutions available to help with this, and we plan to migrate to one from our Access member database. All are cloud based, and handle all of the recording of member and contact data as well as the invoicing and payment of membership fees. Transition to one of these from Access is actually a pretty common move, and CHMS has some experience with it. We still, however, need to plan out what we will be retaining, what will not be moved, and what we want to make space for going forward.

The process for doing this involves first a review of the most popular Association Management Software Systems (AMSS) to determine which lines up most closely with our needs. I will be doing this review with the Home Office Staff and someone from CHMS to come up with a solution that will meet our needs. This will be a challenging review process, given the interdependency between our needs and the way we do things. If anyone wants to engage on this, listen in on discussion and provide a different perspective, please get in touch with me.

I am hoping that we can complete the review before the summer conference and create a roadmap of what happens next to be made available at the summer PC meeting.

Then, after the 2017 conference has been largely wrapped up, we will begin the migration proper. We should try to do this in roughly October, before the 2018 membership drive begins in earnest. My hope is that we can be on a new membership management platform for this drive.

Similarly, the 2018 conference should probably be run off of a new conference management system, as the current system is tightly integrated with the Access database

in use at the Home Office. Alternatively we could use portions of the existing submission system, though long run maintainability will eventually require that we abandon what is now quite an old technological implementation.

### ***Social Dynamics*, by Jay W. Forrester**

During the last several years of his life, Jay began putting together collections of material that he felt warranted publication as a collection. This started out as Jay Forrester's Collected Papers Volume II, but eventually evolved into two publications – *Social Dynamics* and *Economic Dynamics*. For both of these it was decided that the publication format should be a web book, allowing everyone access to the material and providing some allowance for overlapping material without rewriting it.

The content of *Social Dynamics* is drawn from Jay's D-memos and published articles. It is being created as a responsive web site that will be easily readable on any web device from phone to computer. We are hoping to have this completed soon, and certainly sometime in 2017. It will be available from, or as part of, the Society's web site.

The content of *Economic Dynamics* is drawn from similar sources, but needs more work to get it to the point Jay wanted it to be for publication.

### **2018 – Next Year and beyond**

While CHMS does not have a completely standardized web platform, they do tend to do similar things with all their clients and generally perform in-house web maintenance with outside firms hired for design. This will move the VP Electronic Presence activities away from implementation and much more toward working on what content should be presented and in what form.