



2022 Presidential Address

Shayne Gary

Agenda

Update on state of society

Some challenges facing the Society

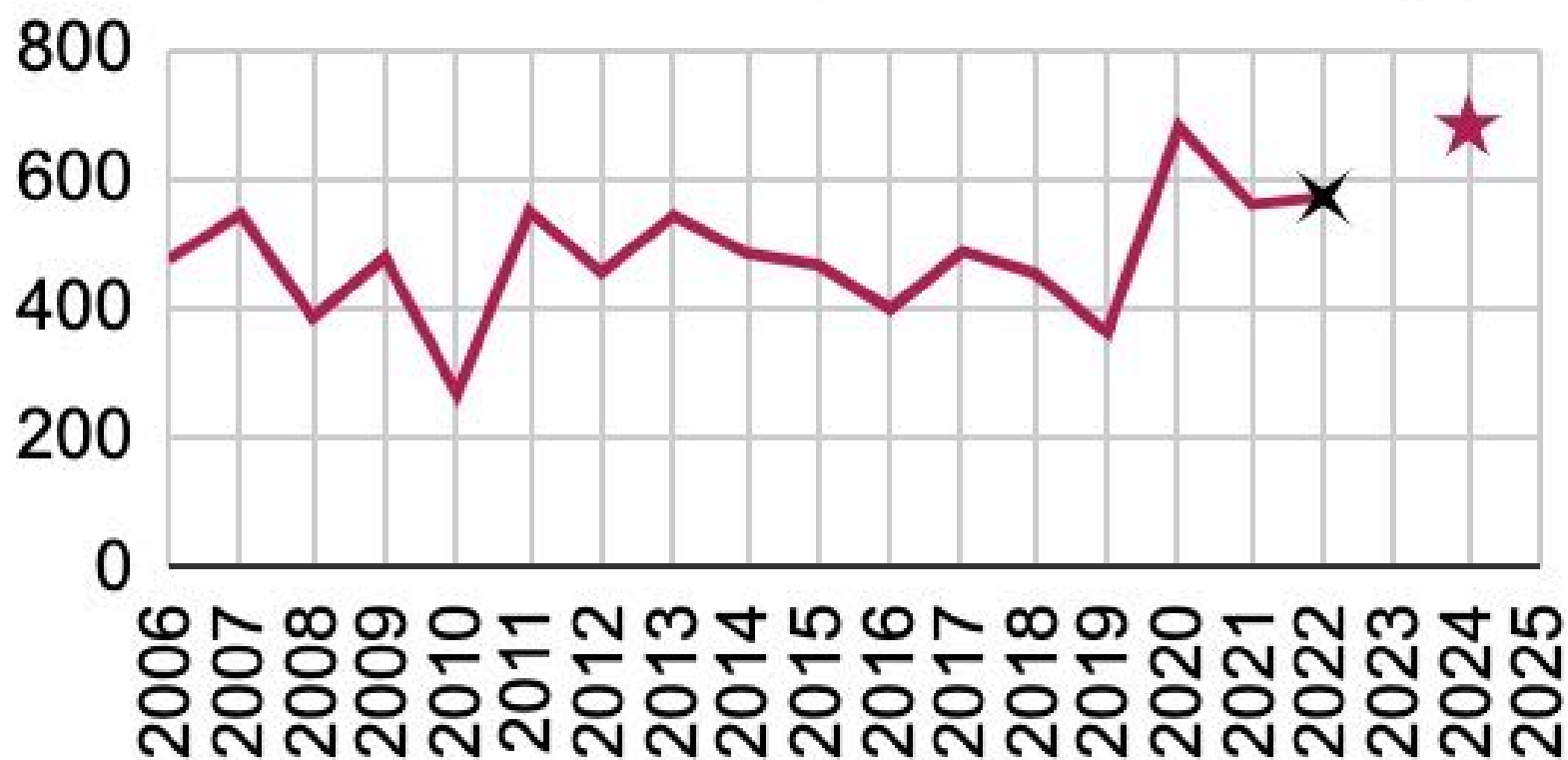
Exciting opportunities

State of the Society:

Strong Foundation

1st hybrid conference a success!

Conference Registrations (y)

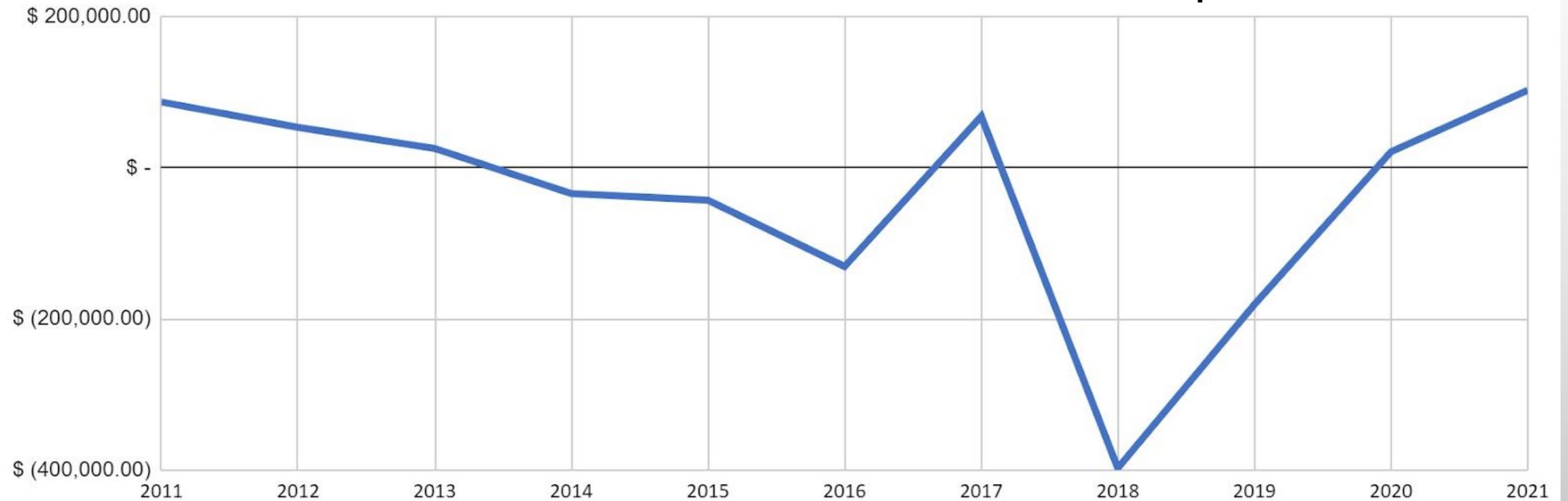


Strong Financial P&L and Balance Sheet

Net Operating Income

2010-2019 Audited, 2020-2021 Reviewed

2021 Net Surplus: \$45,313



Terrific Home Office team, guided by Rebecca Niles as Executive Director, doing brilliant work & expanding scope of Society activities



Rebecca Niles
Executive Director
USA



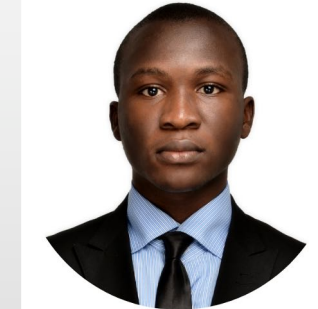
Raquel Buzogany
Director of Knowledge
Brazil



Fernando Redivo
Director of Marketing &
Communications
Portugal



Meagan Colvin
Director of Outreach
Chile



Kelechi Odoemena
Google Ad Grants and Web
Analytics Manager
Nigeria

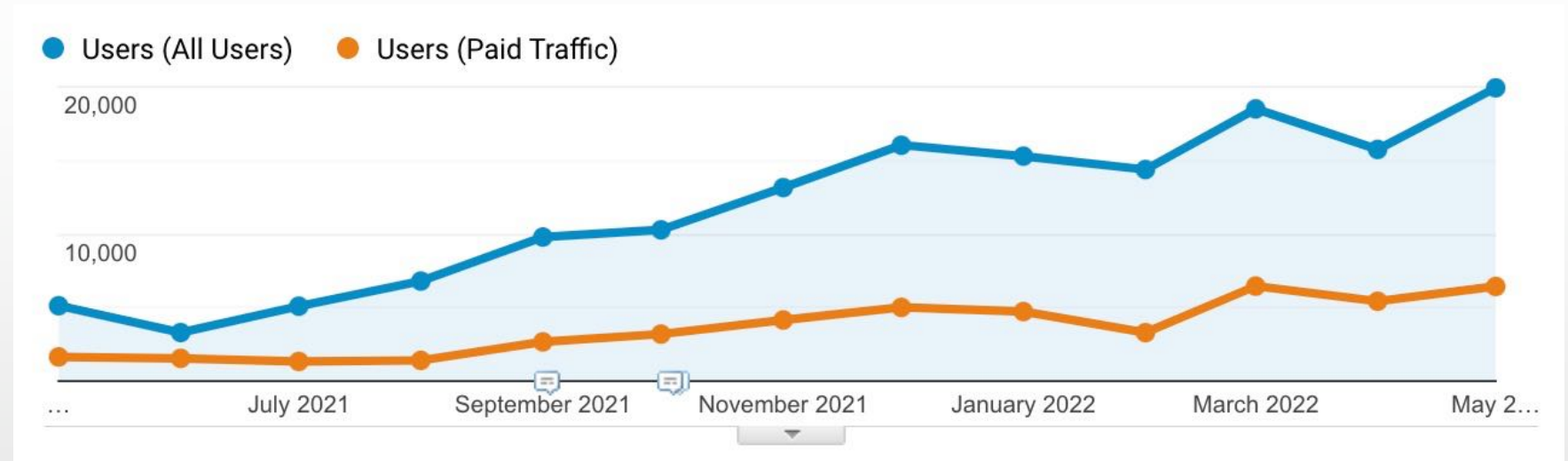


Monique Tiongco
Social Media Manager and
Content Creator
Philippines

We also have many volunteers who are doing great work

Growing website traffic and social media engagement

Website visitors up
by 115% 2022 H1
vs 2021 H1

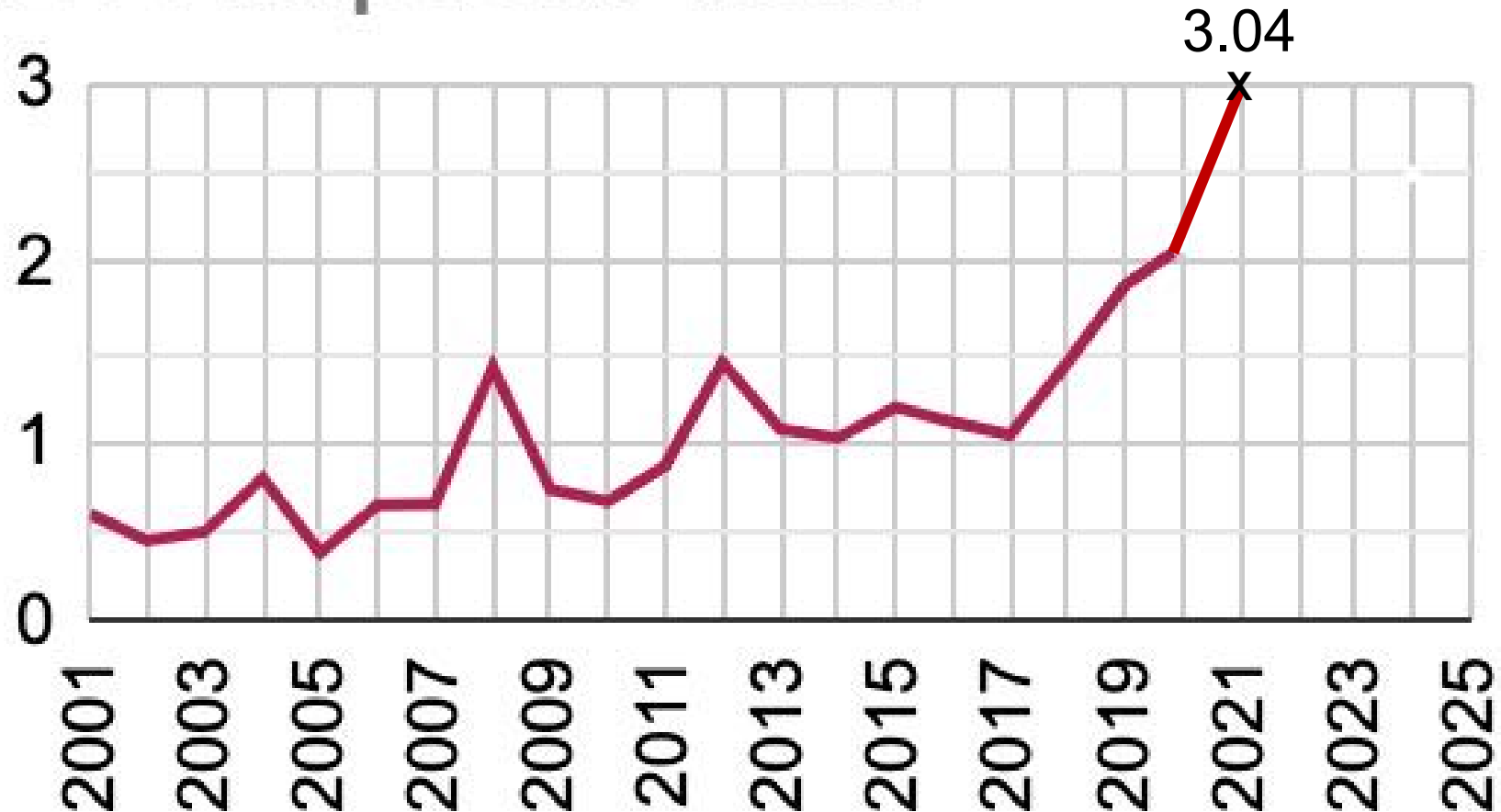


6% website traffic
from social media;
97% from top 4
social media
channels

Social Network	Sessions	% Sessions
1. Facebook	4,312	48.94%
2. Twitter	2,447	27.78%
3. LinkedIn	1,634	18.55%
4. YouTube	182	2.07%

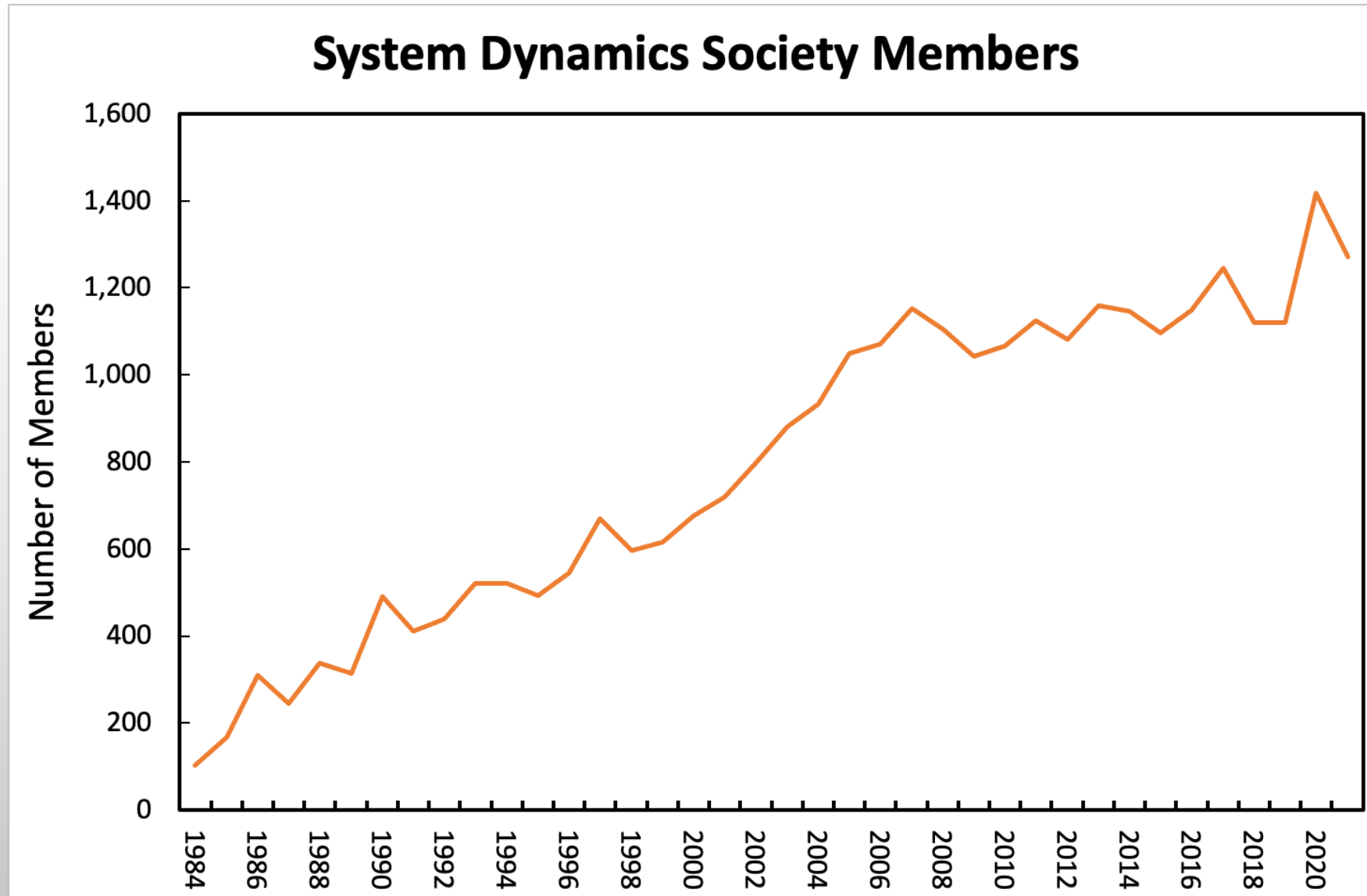
Increasing System Dynamics Review Impact Factor

SDR Impact Factor



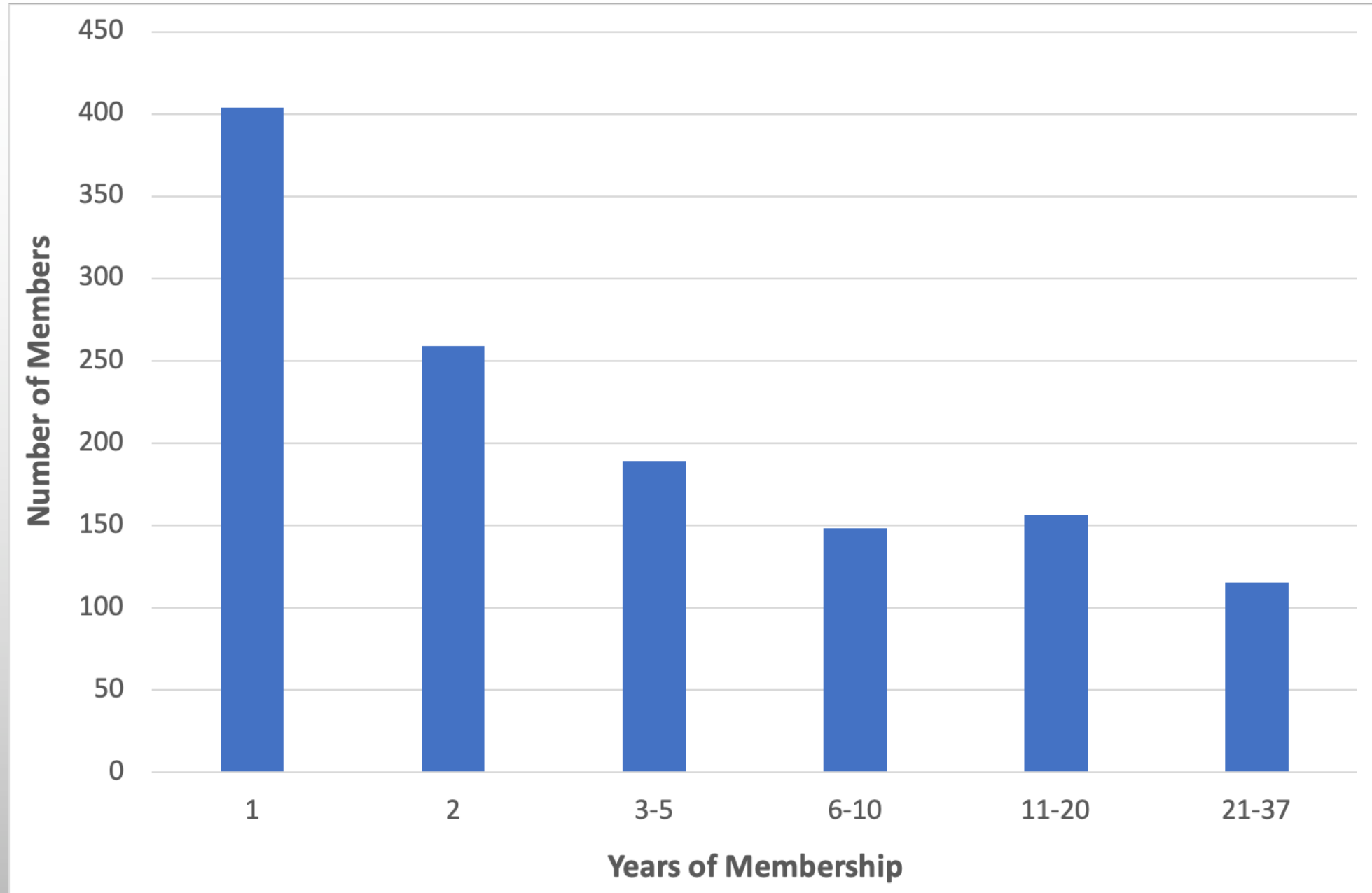
Challenges facing the Society

Growth in Number of Society Members Below Our Aspirations

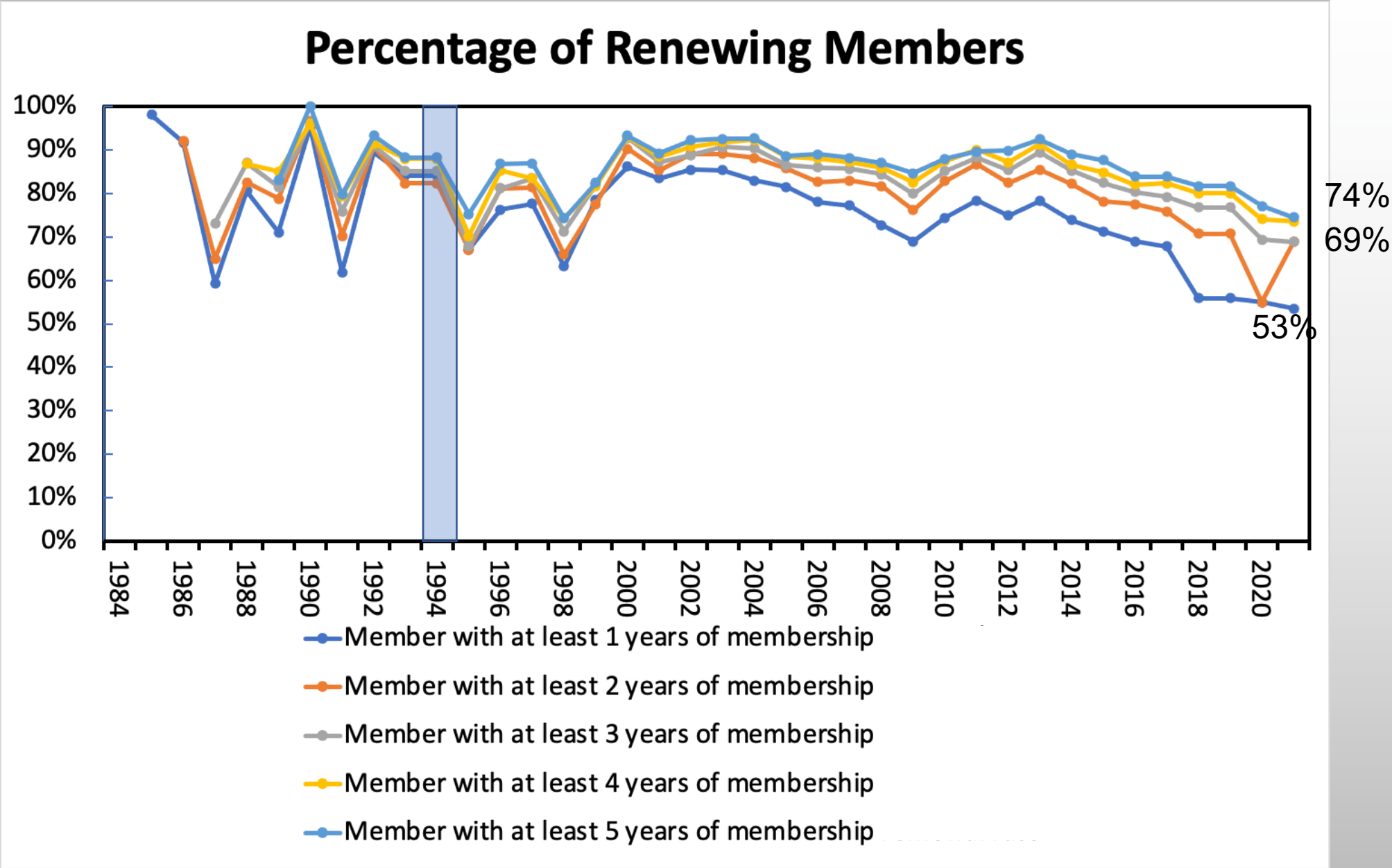


Thanks to Juan Rios and Giovanni Cunico for help on data analysis!

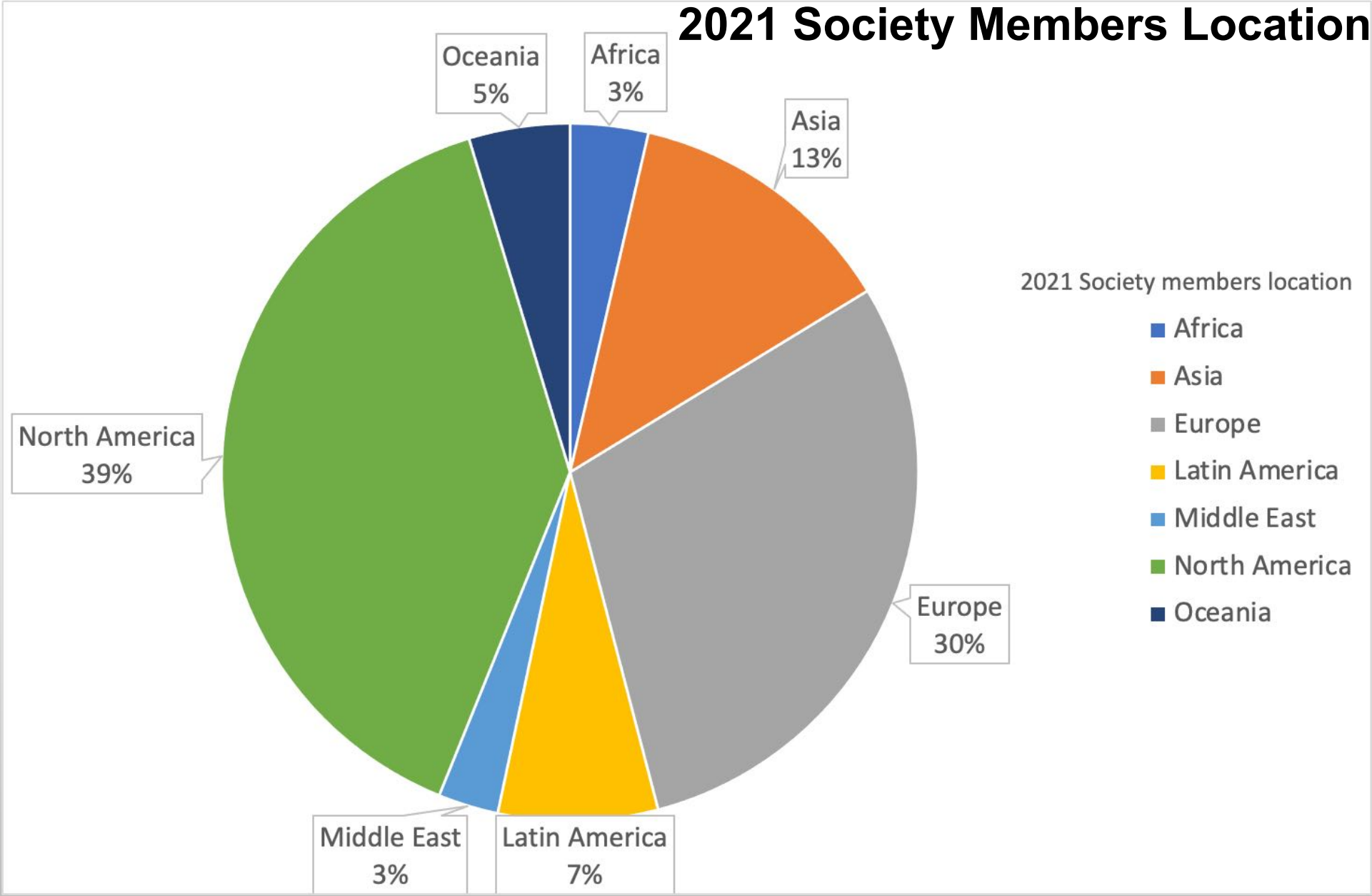
2021 Distribution of Members



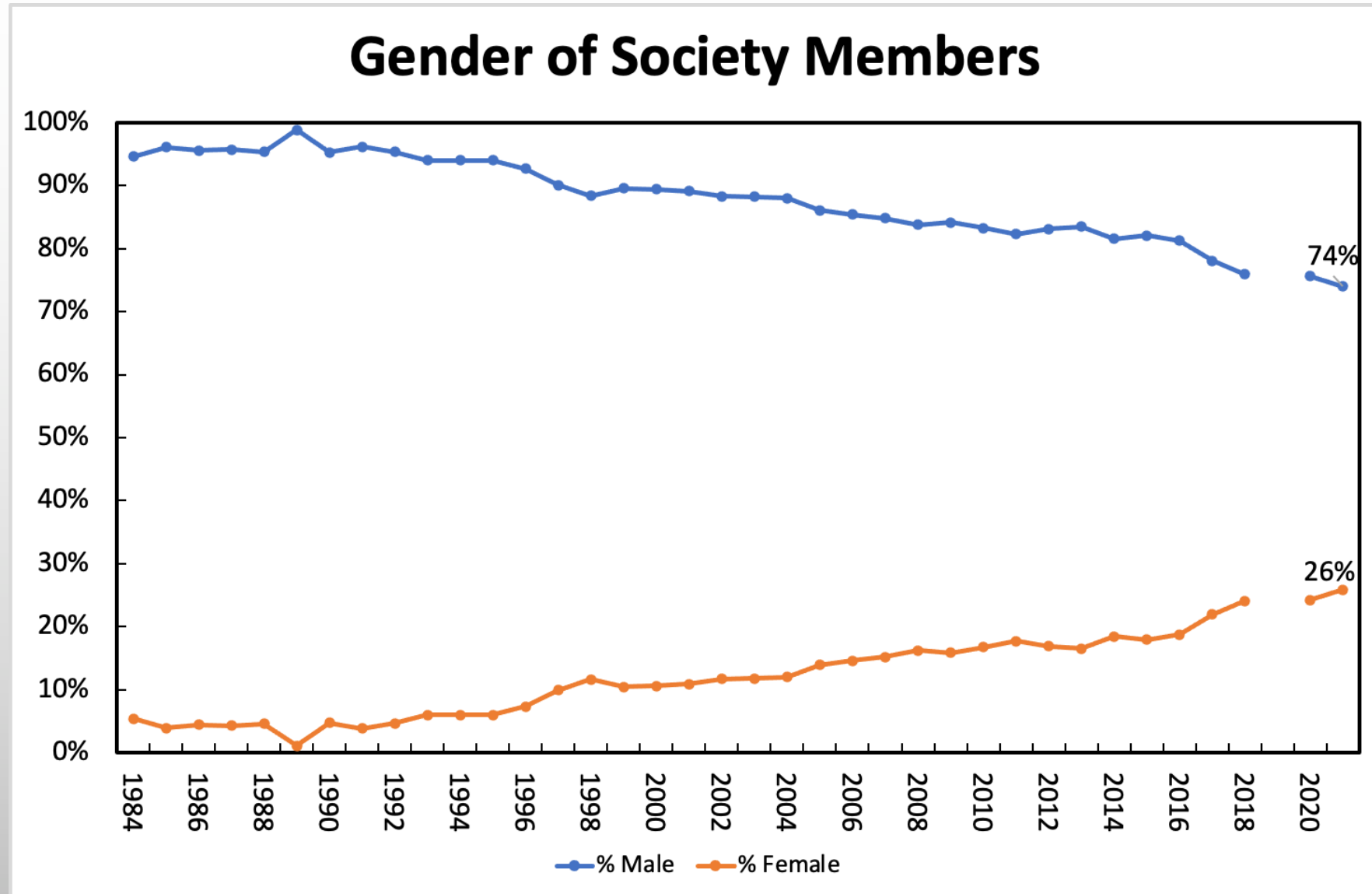
Declining renewal rates across our membership pipeline since 2013



Need to attract more members from Asia, Latin America, & Africa



Need to continue increasing our gender diversity



Exciting Opportunities

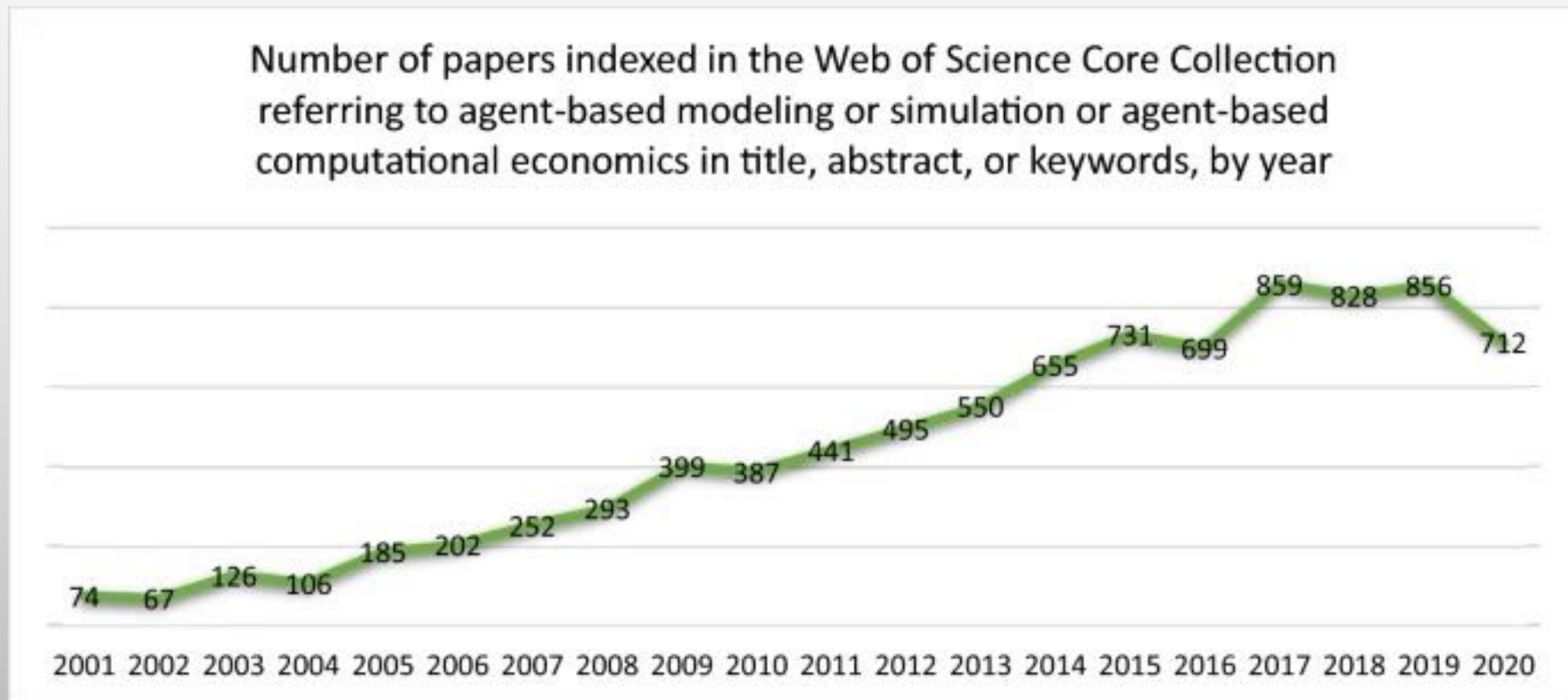
Connect and build relationships with other rapidly growing adjacent communities

Capitalize on growing appreciation that many complex problems, including most of the global challenges facing humanity, require a systems perspective

Opportunities to connect with other simulation modelling communities

Diffusion of simulation modelling across academia and industry

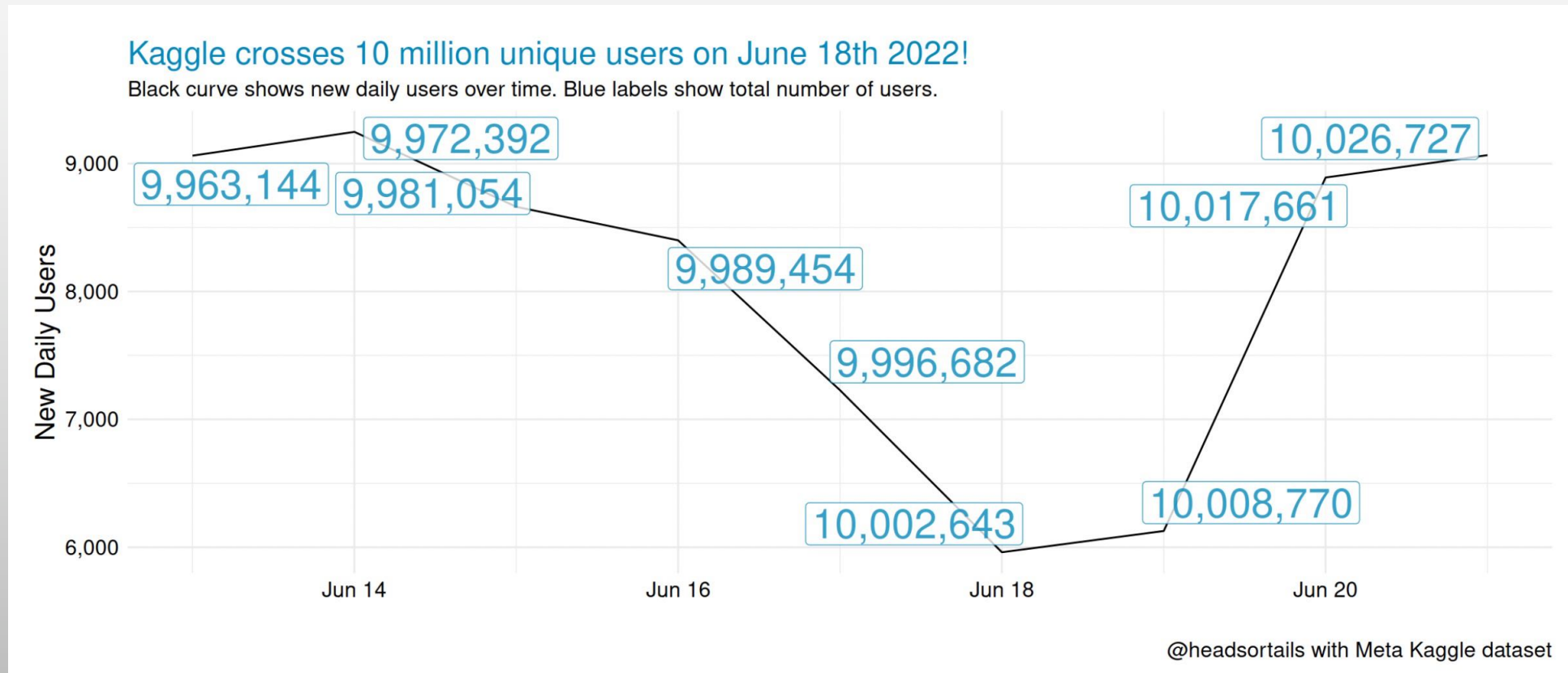
- Active research community in Agent-based simulation
- 2,300 LinkedIn “simulation” groups with over 100k followers for largest 10 groups



Opportunities to connect with data science and information science communities

Rise of data analytics and information/data science

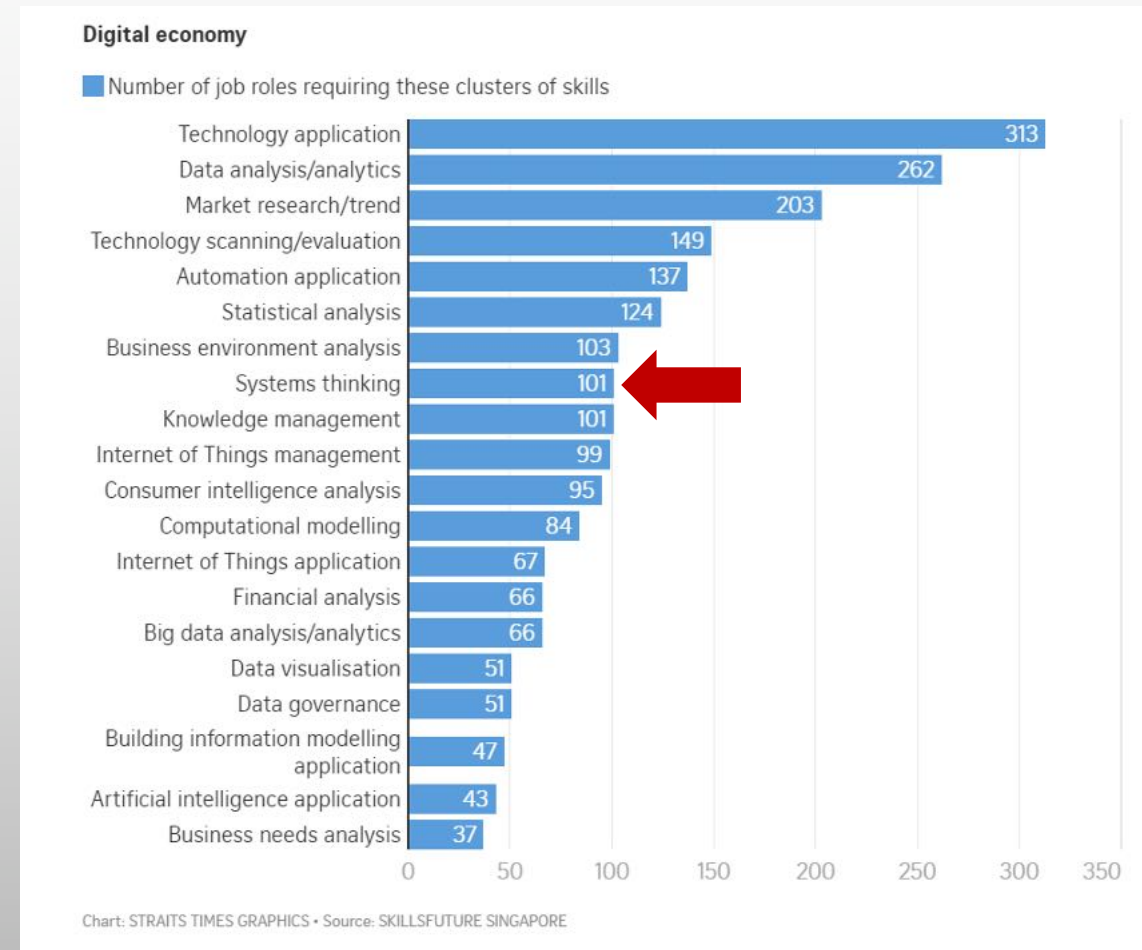
- 5,300 LinkedIn “data analytics” groups with nearly 1.7m followers for largest 10 groups
- 10m Kaggle (data science platform) total registered users: 6k new users /day



Growing appreciation of systems thinking & modelling in solving complex problems

Increasing recognition that many complex problems, including most global challenges facing humanity, require systems perspective

- Repeated calls in sustainability and climate change communities for systems analysis
- Project Mgmt Institute Base of Knowledge explicitly includes systems thinking
- 610 LinkedIn “systems thinking” groups with 48k followers for largest 10 groups
- Singapore Govt identified systems thinking in top 8 skills needed in digital economy jobs



Opportunity to Leverage Strengths of SD

We know SD provides a common language & analyses tools for representing, communicating, and evaluating policy responses of dynamic systems

- We have a powerful and well-established problem solving approach
- This is what drew us to the field!
- Now is our opportunity to tackle (collaborating with others) and help solve important dynamic problems all around us

Call to Action

Thank you for being a member of our community!

- I hope you remain a member for many years (i.e., renew every year)
- Get engaged and help shape the Society by volunteering
- Recruit your colleagues, friends and family to also become members!

Get the word out about the impactful work you and others in our community have done: we need more publicity and awareness globally of our best work

Partner with like-minded communities – simulation, information science, and systems societies – to work on important problems

Thank you and enjoy the rest of the conference!