

The Next 50 Years of the System Dynamics Society -report to the Policy Council Winter Meeting

At its formation during the Boston Conference, a Committee composed of Deborah Campbell, Joel Rahn, Yutaka Takahashi and Qifan Wang was asked by the Policy Council to define and address issues related to the next 50 years of the System Dynamics Society. At its first meeting, Henk Akkermans was added to the Committee at Qifan Wang's suggestion in light of Henk's experience with strategy formation. The members proposed to survey eminent members of the SD community to get a sense of where they thought the direction of the field should lie. Under Henk's leadership, a short list of open-ended questions was formulated and assignment of potential respondents was made.

After some work on the survey process and in an effort to regain some of the momentum created at the Boston Conference, Henk launched a discussion on the SD listserv of a proposal to engage in a strategy development exercise based on Kim Warren's Competitive Strategy Dynamics. The initial stages of this process would consist of a progressive series of 1-2 day meetings of a select group of eminent Society members such as the Forrester Award winners to elaborate detailed strategy proposals. At present, three meeting dates are being considered: late Spring (May-June), Summer (during the Athens Conference and at a POMS conference in Asia in mid-August).

Finally, at the end of December, Qifan Wang proposed a set of initiatives similar in spirit to Henk's with a suggestion to undertake an email-based discussion to do some initial spadework in preparation for the face-to-face meetings.

The Committee has not yet formulated any specific action to follow up on these latter proposals.

Submitted by: Joel Rahn, VP at-large