

**Winter Policy Council Meeting January 15, 2010**

**Report conference survey 2009, by Étienne Rouwette, VP Member Services**

This report is based on 56 surveys received after the 2009 SD conference in Albuquerque. The complete survey data can be found in an attached Excel file. Most surveys are filled out by participants from North America (31) and Europe (15), which needs to be kept in mind in interpreting the results. Details on the survey items are listed below.

Overall, the following conclusions stand out:

- the conference content, services and social activities are on average valued highly (and are not influenced by years of experience in SD);
- the conference location is valued positively, a few respondents score the location lower because of travel distance or lack of things to do near to the hotel;
- value for money and conference fee are valued positively;
- hotel accommodation is valued positively (and is not influenced by time to travel from hotel to conference site).

Overall scores are as follows.

	Average	Min	Max	SD
1. Content	6.00	4	7	0.82
2. Services	6.30	4	7	0.71
3. Location	6.12	2	7	1.10
4. Social activities	6.06	2	7	1.03
5. Value for money	5.89	4	7	0.94
6. Conference fee	5.89	3	7	0.98
7. Hotel sleeping accommodation*	5.70	2	7	1.35
8. Printed abstract proceedings	5.90	3	7	1.33

\*At Hotel accommodation: average score for respondents staying at conference hotel is 5.81

All closed format survey items could be answered on a scale from 1 (very negative) to 7 (very positive), with NO indicating 'no opinion'. Items were formulated as follows: 'When it comes to conference content, my evaluation is ...' and covered all subjects listed in the table below. Each closed format item was followed by an open question on additional comments. Finally, the survey covered professional background, fields of interest, residence, years as a system dynamicist (student and practitioner), percentage of activity in SD, traveling time from hotel to conference, and membership of the SD Society (whether the respondent is a member at present and has become so for this conference).

Suggestions for future evaluations of the SD conference are the following:

- The item on traveling time to the conference location from hotel is interpreted in different ways (flight time and 'walking time'). This item needs to be changed.
- Although this year more respondents filled out the survey than other years, we still have a low number of answers. Other ways can be found to bring the survey to the attention to conference participants. We also need to ensure that all attendant groups (nationalities, backgrounds) are represented in the sample.