

Memo to: David Ford, President, System Dynamics Society
From: Bob Cavana, Chair, Ad Hoc Committee on “Organization of the SDS”
Cc: Members, Ad Hoc Committee on “Organization of the SDS”
Date: 13 July 2012
Subject: **2nd Progress Report of the Ad Hoc Committee on the “Organization of the System Dynamics Society”**

We would like to report on our progress since the last SDS Policy Council meeting:

1. We submitted a progress report for the SDS Policy Council Winter Meeting - Jan/Feb 2012 (attached). We understand that the report was tabled at the meeting;
2. Deborah Andersen has submitted a survey report to us on the American Library Association;
3. Warren Tignor has submitted a report on the Association for Computing Machinery.
4. Various email conversations have occurred between members of this Ad Hoc Committee.

The following points have been raised:

- a. The importance of the SIGs & Chapters were emphasised, but it was noted that it is hard to get things going because of the dispersion around the world of SIG members. Maybe we need the SIGs organising more local events, and using online services to promote those through the Chapters. Also we may need some additional SIGs, e.g. Business.
- b. The organizational structure of a number of the SIGs & Chapters may need changing. For example, the Economics Chapter is going to expand its organizing/executive committee at their AGM meeting in St Gallen this year to better cope with increased activities that they would like to occur in the future. (The org. structure of the UK chapter was used as a 'guideline').
- c. ‘Certification’ was seen to be an important issue to be considered by SDS. This is consistent with Prof Jay Forrester’s vision of System Dynamics becoming an established 'profession' like law, engineering, medicine etc (where they are all 'certified!').
- d. It was agreed that establishing a Vice President (V-P) for Professional Practice was an urgent priority (identified in our Dec 2011 progress report). An initial task could be to come up with a proposal for 'certification' for SDS 'professionally qualified' members. (A good start here could be to certify anyone who has graduated at a good level from any ‘recognised’ Masters/PhD program in System Dynamics from around the world. This would avoid the need to first establish a comprehensive body of knowledge and testing system).
- e. The current senior Governance of SDS (ie VPs and above) is mostly made up of people who are full time academics. We have identified a number of other areas where we think that Vice Presidents (or AVPs) should be appointed, perhaps from

other professional areas within the SD community, eg consultants, business, government, teaching, etc.

Recommendations:

1. We recommend that the SDS Policy Council consider establishing the following Vice President (& possibly AVP) positions:
 - V-P Professional Practice;
 - V-P Education K-12
 - V-P Tertiary Education & Adult Training
 - V-P Marketing and Communications

2. Finally we recommend that the future of this Ad Hoc Committee be discussed at the SDS Policy Council meeting with a view to disbanding the committee.

Bob Cavana

Chair, Organization of SDS Committee

1st Progress Report of the Ad Hoc Committee on the “Organization of the System Dynamics Society”

22 December 2011

Ad Hoc Committee: Bob Cavana (Chair); Özge Pala (Deputy Chair); Deborah L. Andersen;
Don Greer; Peter Hovmand; Warren Tignor; Kim Warren

Washington DC Meeting

The first meeting of the Ad Hoc Committee on the ‘Organization of the System Dynamics Society’ was held at the International SDS Conference in Washington DC on 27 July 2011. Issues raised at that meeting related to:

1. No K-12 presence on the SDS Policy Council;
2. Non responsive SIGs & Chapters;
3. Diversity issues related to demographics of SDS Vice Presidents (VPs), and lack of VPs for Education (K-12 & tertiary); Public Awareness & Outreach; and Professional Practice;
4. Differences between SIGs & Chapters & links to Conference threads;
5. Outreach to other organizations (eg IEEE, ISSS, INCOSE etc);
6. Professional practice (relative little attention to this group within SDS);
7. International representation & long term sustainability of SDS;
8. Conference issues

SDS Background Research

Following the conference, a brief analysis of the SDS data base revealed the following features:

1. Following rapid growth in SDS membership between 1984 to 1999, membership seems to have stabilised around the 1,000 members mark over the last 10-11 years. This is in sharp contrast to a related organisation (INCOSE - International Council on Systems Engineering) where membership numbers have continued to grow annually between from 64 in 1991 to over 7,800 in 2010. Since 1999, INCOSE membership numbers have increased by 4,634 compared with 72 for SDS. (data summarised in Appendix I)
2. A brief analysis of the senior VP incumbents on SDS Policy council revealed that 5 out of the 6 VPs (or 83%) were academic males and one VP was an industry based male (17%). This compares with 52% of SDS members stating their employment is ‘academic’ in 2010, and 32% employed in the Private Sector with a further 12% employed in the Public Sector. In 2010, about 17% of SDS members were females, compared with 83% male. (data summarised in Appendix II).
3. 3 of the VPs (ie 50%) have European origins (although one is now based in South America) and 3 have USA origins (ie 50%). This compares with 32% of the members from North America, and 32% from Europe. If the very senior posts in SDS are included in the analysis (ie President, President Elect, Past President, Secretary, and Executive Editor of SDR), then the ‘diversity’ issue becomes more pronounced. (data summarised in Appendix II)

Action

Following our Washington DC meeting and our initial research exercise, we constructed a series of questions we could address with our international comparison of Academic/Professional Societies. These questions were based on the initial set of questions proposed by David Ford, and are provided in Appendix III. These included questions related to:

1. Governance issues
2. Administration Staff
3. Revenue & Expenditures
4. Dissemination & Services
5. Conferences & Meetings
6. Membership
7. Other Issues

A list of the organizations to be surveyed are included in Appendix IV. These include:

System Dynamics Society
Australian and New Zealand Academy of Management
International Society for the Systems Sciences
Academy of Management
Institute for Operations Research and the Management Sciences
American Library Association.
Association for Public Policy Analysis & Management
Society for Medical Decision Making
International Council on Systems Engineering
Institute of Electrical & Electronic Engineers
Association for Computing Machinery
Production and Operations Management Society
Winter Simulation Conference
Strategic Management Society
Strategic Planning Society

Following the collection and analysis of our survey data, we plan to make a full report with recommendations to the SDS Policy Council meeting at the July 2012 International System Dynamics Conference in St Gallen, Switzerland.

Recommendations

We recommend that you:

1. Consider adding three new Vice President positions to SDS Policy Council covering the following portfolios:
 - a. Education (K-12 & tertiary);
 - b. Public Awareness & Outreach; and
 - c. Professional Practice
2. Provide any comments on our progress to date, and our suggested work plan; and
3. Note that we will submit our final report in time for the SDS Policy Council meeting at the July 2012 International System Dynamics Conference in St Gallen.

Bob Cavana

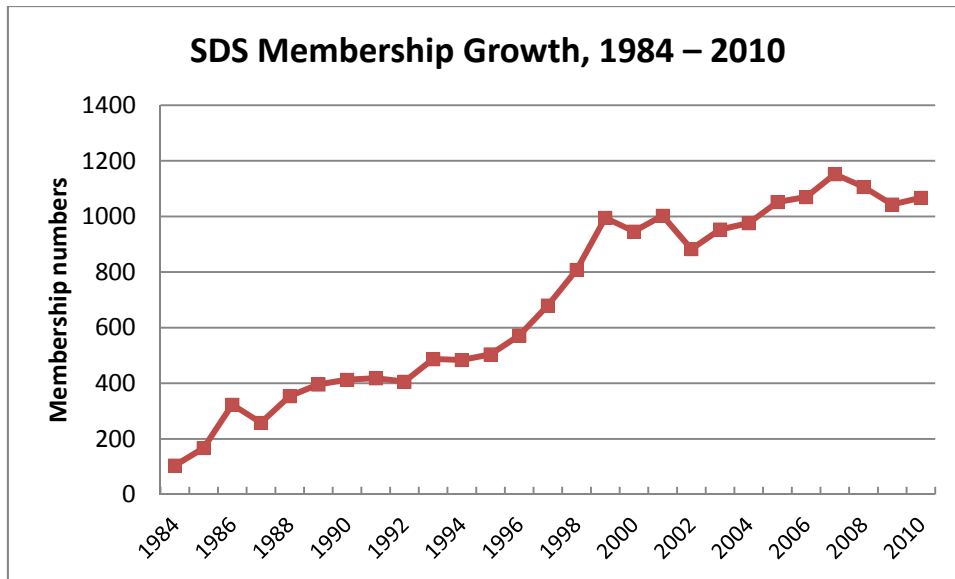
Chair, Organization of SDS Committee

Özge Pala

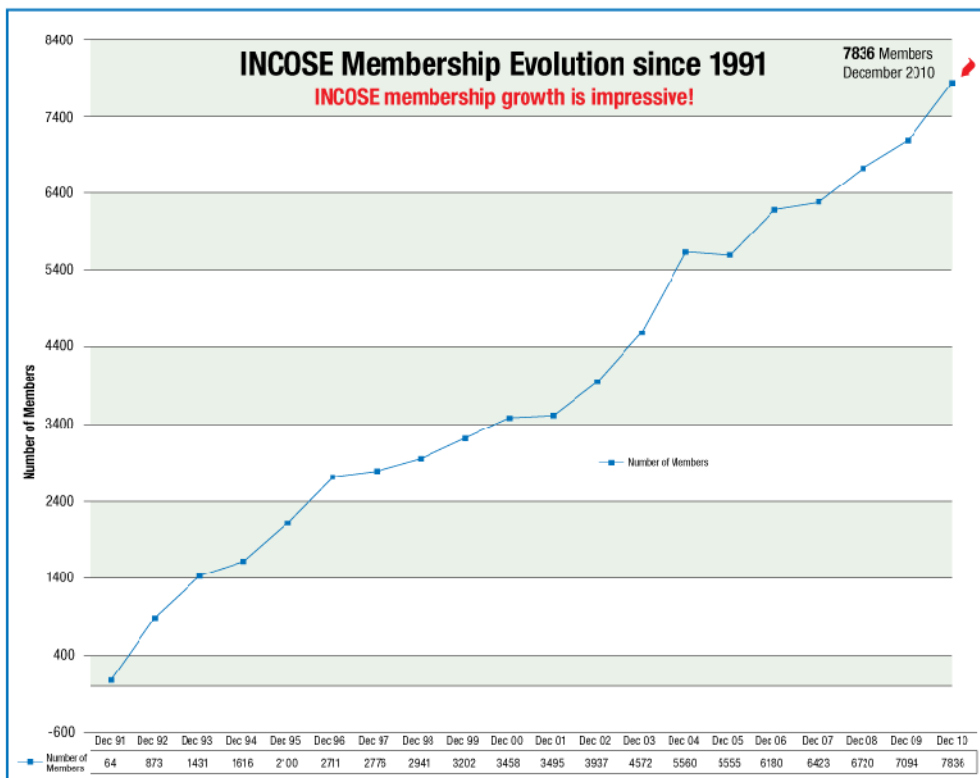
Deputy Chair, Organization of SDS Committee

Appendix I

Comparison between Membership Growth in the System Dynamics Society & INCOSE



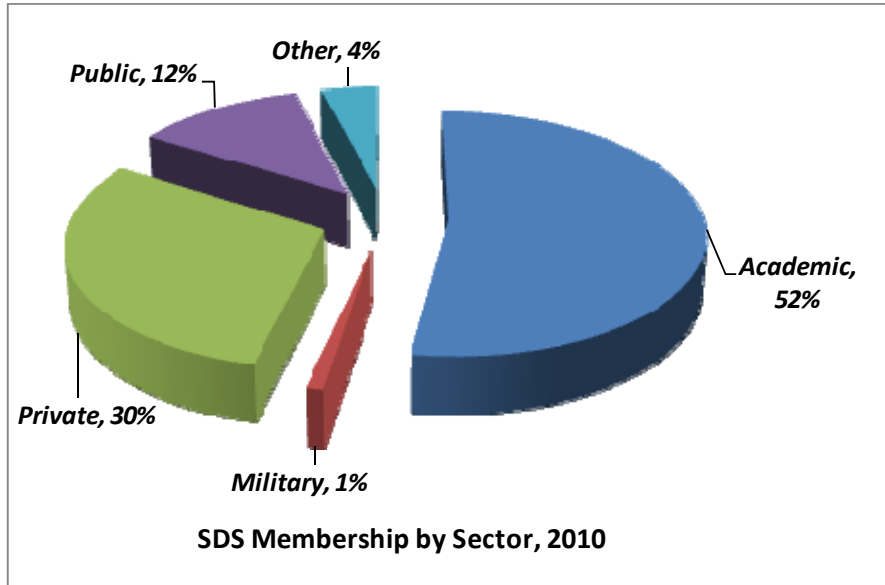
Source: SDS, Annual Report on Home Office Operations for Fiscal Year 2010, Attachment II



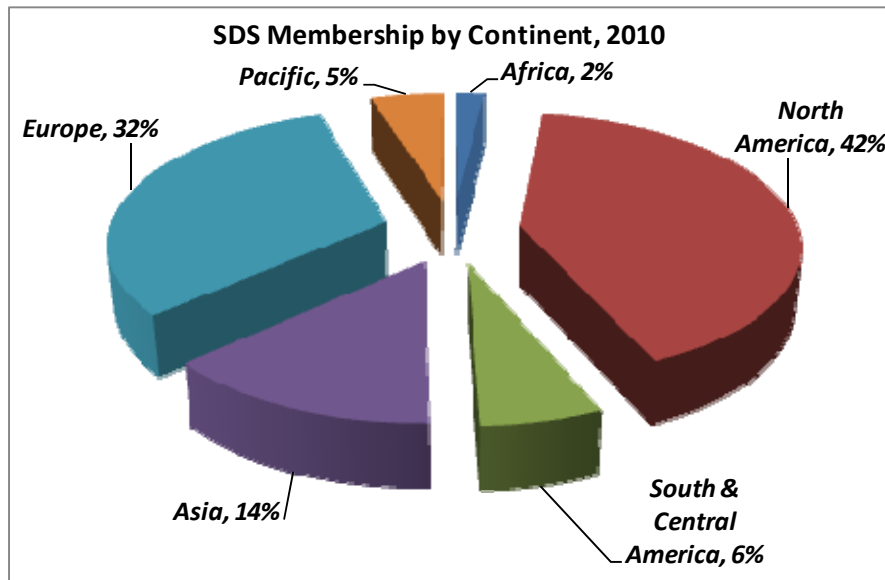
Source: INCOSE (International Council on Systems Engineering) web site:
<http://www.incose.org/about/index.aspx> [downloaded 21 December 2011]

Appendix II

System Dynamics Society Membership Distributions by Sector and Continent, 2010



Source: SDS, Annual Report on Home Office Operations for Fiscal Year 2010, Attachment II



Source: SDS, Annual Report on Home Office Operations for Fiscal Year 2010, Attachment II

Appendix III

Questions for the System Dynamics Society ‘Survey comparing Organizations of Academic/Professional Societies’

1. Governance issues
 - a. Please provide a brief background/history of the organization
 - b. What is the legal status/structure of the organization?
 - c. What is the vision, mission and goals of the organization?
 - d. What is the governance structure?
 - e. Duration, number and type of elected officers?
 - f. What is relationship between the main organization and subsidiaries/chapters?
2. Administration Staff
 - a. What administrative support is available to the organization, and what are the main responsibilities and costs of staff?
 - b. How do admin staff deal with getting effort from volunteers?
3. Revenue & Expenditures
 - a. What are the main revenue streams and expenditures for the organization?
 - b. What is the financial position of the organization?
4. Dissemination & Services
 - a. What kinds of dissemination activities does the organization engage in (e.g., journals, newsletters, books)?
 - b. What electronic media is used to disseminate the organization’s activities (e.g., LinkedIn, Facebook, Twitter etc)
 - c. What kinds of services (regional, specialist, etc) does the organization provide its members?
5. Conferences & Meetings
 - a. Who organizes conferences/meetings?
 - b. What are the links between chapters/SIGs and conference (program) organization
 - c. What are the frequency, timing, cost, location and quality control measures for conferences?
6. Membership
 - a. What are the membership demographics and trends (from 1990-2011 if possible)?
 - b. What is the membership size and mix [eg academic/practitioner/student]
 - c. Guidelines for membership categories (eg Life Fellow, Fellow, Professional Member, Student/Associate, etc)
 - d. Are joint memberships available with other societies?
7. Other Issues
 - a. What does the organization do to promote diversity in the organization and leadership positions?
 - b. What role does the main organization play in setting and enforcing professional standards?
 - c. What professional certification is available for members?
 - d. What professional ethics statements are published for guiding members?
 - e. What are the links between the organization and educational institutions?
 - f. What are the historical, current and expected future links between the System Dynamics Society and the organization?

Appendix IV Organization's to be Surveyed

	<i>Organization</i>	<i>Organization web address</i>	<i>Contact</i>
SDS	System Dynamics Society	http://www.systemdynamics.org/	Bob Cavana
ANZAM	Australian and New Zealand Academy of Management	http://www.anzam.org/	Bob Cavana
ISSS	International Society for the Systems Sciences	http://iss.org/world/index.php	Bob Cavana
AOM	Academy of Management	http://www.aomonline.org/	Özge Pala
INFORMS	Institute for Operations Research and the Management Sciences	http://www.informs.org/	Özge Pala
ALA	American Library Association.	http://www.ala.org/	Deborah L. Andersen
APPAM	Association for Public Policy Analysis & Management	http://www.appam.org/	Deborah L. Andersen
SMDM	Society for Medical Decision Making	http://www.smdm.org/	Peter Hovmand
INCOSE	International Council on Systems Engineering	http://www.incose.org/	Peter Hovmand
IEEE	Institute of Electrical & Electronic Engineers	http://www.ieee.org/	Warren Tignor
ACM	Association for Computing Machinery	http://www.acm.org/	Warren Tignor
POMS	Production and Operations Management Society	http://www.poms.org/	Edward Anderson
WSC	Winter Simulation Conference	http://wintersim.org/	Edward Anderson
SMS	Strategic Management Society	http://strategicmanagement.net/	Kim Warren
SPS	Strategic Planning Society	http://www.sps.org.uk/	Kim Warren