

# Minutes of the Policy Council Meeting Summer 2014

Delft, the Netherlands. July 20, 2014

Chair: Edward G. Anderson, President 2014

## 1) Call to Order

The meeting called to order by Ed Anderson at 11:12 am.

- a) President Anderson welcomed the new members and members continuing for terms starting in 2014

- Jürgen Strohhecker President Elect 2014
- Past President: Kim Warren (2014)
- Vice President Chapter Activities: Martin Schaffernicht (2014-2016)
- Vice President Finance: David Andersen (2014-2016)
- Vice President Marketing & Communications: Peter Hovmand (2014-2015)
- Vice President Professional Practice: Ken Cooper (2014-2016)
- Policy Council (2014-2016): Jim Duggan, Elke Husemann, David Wheat, Warren Farr

President Anderson thanked the outgoing members for their service to the Society:

- David Ford Past President
- Policy Council (2011-2013): Allyson Beall, Markus Schwaninger

- b) President Anderson called for any additions or corrections to the agenda, and there were none.

## 2) Opening and overview of electronic session

- a) President Anderson reviewed the electronic votes between the end of 2014 Winter PC Meeting and the beginning of the 2014 Summer PC Meeting

- i) Sharon Els appointed to Nominating Committee 2014 to 2017

Bob Eberlein moved (Lees Stuntz seconded) to approve the electronic votes. Motion passed.

## 3) Vice Presidential Reports and Updates

- a) Finance: (David Andersen and AVP Eliot Rich)

Eliot Rich is replacing Navid Ghaffarzadegan, who started in Spring 2012, as Associate VP Finance. President Anderson acted to appoint Navid as Associate VP Finance.

David reviewed some highlights of the proposed budget for 2014 and some steps regarding how we manage assets. More details will be included in Administrative Committee report. Generally, our financial health is reasonable. Assets are growing. We are using our assets to support initiatives.

- b) Marketing and Communication: (Peter Hovmand)

We are working on developing a marketing and communication plan. Peter wants to form an ad hoc committee. Peter wants to do a survey to understand the distribution of demand for SD and the distribution of the workforce. To do so, we may want to draw on lists from software vendors, CLE and Waters Foundation. It was asked if there would be added value of having a professional firm do survey.

Another suggestion was that it would seem useful to have more frequent (e.g., quarterly) meetings of VPs. There is some thought of forming a magazine for marketing purposes. Peter also wants to think about certifying models not just certifying people, to build a stock of good models that can help promote the field. Some might consider not publishing SD proceedings at all.

Please submit ideas to Peter for marketing firms and for nominations for ad hoc committee to develop the magazine concept.

Peter thanked the two AVPs in this area: Jenny Zhao and Andrew Frangos, who have been doing a lot of work

c) Professional Practice: (Ken Cooper)

Ken sent an email to the PC forum with some ideas and plans. Please refer to that email.

d) Publications (George Richardson)

The VP report was deferred until George's session later.

e) Chapters: (Martin Schaffernicht and AVP Özge Pala)

The South Africa chapter is asking for funds for a conference. Singapore is volunteering to organize Asia Pacific conference in 2016. The India chapter is struggling a bit. Some chapters are reporting that clients of SD practitioners are asking for certification. Pakistan Chapter is working to get reinstated and has met most of the requirements.

f) Electronic Presence: (Bob Eberlein and AVP Onur Özgün)

See the online report from the Winter meeting.

g) Meetings: (Leonard Malczynski and AVP Enzo Bivona)

See the online report from the Winter meeting.

h) Membership: (Etiënne Rouwette)

**SIGS:** All the same SIGs are still there as last year, and we have no new ones. Etienne is trying to get SIGs to prepare state of the art summaries for the field. The Business SIG is very active.

**Case repository:** The Business SIG is trying to carry this forward with success stories. You can find them at [cases.systemdynamics.org](http://cases.systemdynamics.org). If you have any case write ups, please send them to Etienne

There will be a conference survey on line. Please respond.

There have been some discussions regarding policies about how we should handle any instances of improper behavior by members. Examples might include sexual harassment, bullying, or other inappropriate behaviors. Peter and Inge are contact persons for this topic. Discussion raised some questions about what the procedures would be. One suggestion was to have an ombudsman process; another was that we should have a code of conduct. Others expressed the concern that the Society should be careful to limit its role and practices. Etienne, Peter, and Inge will work on this.

i) Executive Director: (Roberta Spencer)

See the new online report. David A. reminds us that Roberta's report is amazing!

#### 4) Standing Committee Reports

a) Administrative Committee: (John Morecroft)

John explained the composition and role of Administrative Committee. The Committee had a 2 hour meeting on line on July 9 and then immediately prior to the Policy Council meeting had a face-to-face meeting.

David A, VP Finance, reported on Society financial status. The chart shows main categories, including the contract with Albany (which pays for staff and the setup of the home office), total expenses, total revenue, and total assets. David explained the budget and the plans for designating funds for certain reserves.

John reported that the Administrative Committee has reviewed the budget for 2015 and recommends the PC approve the budget.

John reported that Administrative Committee has reviewed the proposed designations of assets and recommends the development fund, JWF award, and PhD luncheon designations as presented by David. The Dana Meadows Award has funds available, but some research about restrictions is needed before we take any action to designate funds differently.

John also called attention to the Board study and RACI for home office.

- b) Awards Committee: (Erling Moxnes) No report
- c) Nominating Committee: (David Ford)

The Nominating Committee presents the following proposal for the members of the Nominating Committee, to take effect as of August 1, 2014, to propose nominees for the 2016 slate:

Kim Warren (Immediate Past President 2013) Chair; term: 8/14 - 7/15  
Ed Anderson (President 2014)  
Juergen Strohhecker (President Elect 2014)  
Brian Dangerfield (8/2012 - 7/2015)  
David Lane 8/2013 - 7/2016  
Sharon Els (8/2014 - 7/2017)

The Nominating Committee announced the following Open Positions for 2016-2018 Term and called for suggestions for nominations.

President Elect: (2016)  
Vice President Marketing & Communications: (2016-2018) intention is to reappoint  
Vice President Meetings: (2016-2018)  
Vice President Professional Practice: (2016-2018) intention is to reappoint  
Policy Council (2016-2018): 4 Members

- d) Organization and Bylaws Committee: (Brad Morrison)

A Conflict of interest policy will be developed.

- e) Publications Committee: (George Richardson)

Graham Russell from Wiley reported that usage of SDR went up. SDR published a virtual issue. Wiley has an enhanced html capability, and it has really amazing capability. Wiley now has the ability to develop smart phone app for SDR.

Conference Proceedings: George, Len and Bob worked on a policy about conference proceedings. George presented a resolution that conference proceedings continue to include abstracts and papers are before, but they should be web proceedings. Also, paragraphs summarizing the Society understanding of what the proceedings are would be included in calls for papers and the web proceedings archives.

- f) Society Program Oversight Committee: (Len Malczynski )

Stefano Armenia and Jill Kuhlberg have volunteered. There was some discussion over what the role of SPOC should be. We need the SPOC for continuity, for organizational memory.

- g) Strategy Committee: (Ed Anderson)

The discussion was scheduled for the afternoon portion of the meeting.

## 5) Strategic discussion: Edward Anderson

- a) Interactive Discussion of the Future of the Field Using Exploratory Models

George Richardson and David Anderson facilitated a discussion about the future of the field. The session results are not included in these minutes.

## 6) Motions/Action Items

1. Motion to approve the minutes of Winter 2014 Policy Council Meeting - Lees Stuntz moved (Elise Weaver seconded). Motion passed.
2. Motion to approve the Standing Committee Members appointed by the President – Etienne Rouwette moved (Kim Warren seconded)
  - Administrative Committee: renewed appointment for Jim Thompson 2015-2017
  - Awards Committee: renewed appointments for Kryz Stave and Mark Paich 2015-2017

Nominating Committee: appointed Sharon Els August 2014-July 2017  
Organization and Bylaws Committee: renewed appointment for Roberta Spencer 2015-2017  
Society Program Oversight Committee: appointed Bob Eberlein and Andreas Groessler 2015-2017  
Publications Committee: appointed David Ford 2015-2017 (approved November 2014)  
Strategy Committee: appointed Kim Warren 2015-2017

Note: See Addendum 1 for a chart of all Standing Committee members

3. Motion to approve the 2015 budget proposed by VP Finance David Anderson: Bob Eberlein moved (Inge Bleijenbergh seconded). Motion passed.
4. Motion to approve the proposed designation of funds as presented by David Anderson: Elise Weaver moved (Jürgen Strohhecker). Motion passed.

President Anderson announced the approval of the Slate of Candidates to take office on January 1, 2015. The slate, previously announced in the Winter meeting, is automatically ratified due to no objections:

#### **2015 Officers and Policy Council**

President Elect: Etiënne Rouwette (2015)  
Secretary: Brad Morrison (2015-2016)  
Vice President Electronic Presence: Bob Eberlein (2015-2017)  
Vice President Membership: Özge Pala (2015-2017)  
Vice President Publications: Pål Davidsen (2015-2017)  
Policy Council (2015-2017): Stefano Armenia, Ozge Karanfel, Erik Pruyt, Gönenç Yucel

Continuing members include:

President: Jürgen Strohhecker (2015)  
Past President: Edward G. Anderson (2015)  
Founding President: Jay W. Forrester  
Vice President Chapter Activities: Martin Schaffernicht (2014- 2016)  
Vice President Finance: David Andersen (2014-2016)  
Vice President Marketing: Peter Hovmand (2014-2015)  
Vice President Meetings: Len Malczynski (2013-2015)  
Vice President Practice: Ken Cooper (2014-2015)  
Policy Council (2013-2015): Elise Weaver, Paulo Goncalves, Inge Bleijenbergh, Timothy Taylor  
Policy Council (2014-2016): Jim Duggan, Warren Farr, Elke Husemann, David Wheat

#### **7) Announcements from the President**

- a) Certification Ad hoc Committee – Appointed by President Ed Anderson to research the possible creation of a certification program. This ad hoc committee will transfer to the Past President on January 1, 2015. The committee is charged to report at the 2015 Winter Policy Council Meeting.
- b) The home office is planning to hire a student to help manage a process to refine the officer job descriptions
- c) The home office may hire a student to research opportunities to expand the SD Career Link to include posting resumes, obtaining more want ads, and designing a consultant match function, such as “Match.com.” It would serve as the reverse of Career Link.
- d) Jill Kuhlberg has asked to convene a discussion about the future of the PhD colloquium. There will be lunch on Tuesday to discuss the PhD colloquium.

#### **8) Meeting Adjourned**

Recorded by Secretary Brad Morrison.

## Addendum 1

**System Dynamics Society Committees****Standing Committees**

Title	Ex Officio Members	2015	Appointed Members	Term
<b>Administrative Committee</b>	Past President President President Elect VP Finance Secretary	Edward Anderson Juergen Strohhecker Etienne Rouwette David Andersen Brad Morrison	<b>Jim Thompson</b> Bob Eberlein John Morecroft (Chair)	<b>2015-2017</b> 2013-2015 2014-2016
<b>Awards Committee</b>			<b>Krys Stave</b> <b>Mark Paich</b> Erling Moxnes (Chair) David Lane Jac Vennix Brad Morrison	<b>2015-2017</b> <b>2015-2017</b> 2013-2015 2013-2015 2014-2016 2014-2016
<b>Nominating Committee</b>	Past President (Chair) President President-Elect	Edward Anderson Juergen Strohhecker Etienne Rouwette	<b>Sharon Els#</b> Brian Dangerfield David Lane	<b>8/14-7/17</b> 8/12-7/15 8/13-7/16
<b>Organization &amp; ByLaws Committee</b>			<b>Roberta Spencer</b> Robert Eberlein Brad Morrison	<b>2015-2017</b> 2013-2015 2014-2016
<b>Society Program Oversight Committee</b>	(Six members) At least 3 former/current Program Chairs (*) Serving staggered terms		<b>Robert Eberlein*</b> <b>Andreas Größler*</b> Len Malczynski (Chair) Pal Davidsen* Jill Kulburg Stefano Armenia	<b>2015-2017</b> <b>2015-2017</b> 2013-2015 2013-2015 2014-2016 2014-2016
<b>Publications Committee</b>	VP Publications (Chair)	Pal Davidsen	<b>David Ford#</b> Susan Howick Sarah Metcalf	<b>2015-2017</b> 2013-2015 2014-2016
<b>Strategy Development Committee</b>	President (Chair) Past President President-Elect Next President-Elect	Juergen Strohhecker Edward Anderson Etienne Rouwette TBA	<b>Kim Warren</b> Jim Lyneis Erling Moxnes	<b>2015-2017</b> 2013-2015 2014-2016

#Already approved by PC