

System Dynamics Society State of the Union 2014/2015

	2013 Achievement	2014 Aims	2014 Achievements	2015 Aims	Support/resources - issues/obstacles
Finance	<p>Net Income \$168k Net Ordinary Inc \$32k ↓ Invest. Inc. \$162k ↑ Product Sales \$50k Journal Income \$82k Membership Dues \$64k</p>	<p>↑ Product (book) sales ↑ Membership up Clarify operating income vs. asset performance better</p>	<p>Net Income \$38k ↓ Net Ordinary Inc \$-25k ↓ Invest. Inc. \$90k ↓ Product sales* \$54k (\$7k) ↑ Journal Income \$85k ↑ Membership Dues \$66k ↑ Compensation Study Conflict of Interest Policies Staff Transitions</p> <p><small>*BG sales and Fireside Chat are flat, PhD Seminar Series and Literature Collection are down. Royalties (past proceedings) are up.</small></p>	<p>Clarify operating income vs. asset performance better</p>	<p>Long term home office planning</p>
Marketing & Communications	n/a	<p>Improving perception of SDS Survey how people are attracted to SD Regional/global communications ID existing comm. channels & cross content to blogs, tweets, etc.</p>	<p>Developed initial marketing and communications plan</p> <p>Identified and recruited AVPs for working on surveys and online media and help coordinate efforts with home office</p> <p>Designed survey sampling plan for pilot marketing survey</p>	<p>Pilot marketing and communications survey with current/past membership to begin measuring year-on-year impact of marketing and communication strategies</p> <p>Revamp SDS newsletter</p> <p>Develop SDS magazine survey</p>	<p>Need for a more thorough model of current/past membership demography to identify opportunities for membership growth</p> <p>Lack of diversity in SDS with respect to gender is creating a potential image problem in terms of recruiting new members, retaining existing members, and credibility among potential customers in some sectors</p>
Professional Practice	<p>Focus group at Summer Conference to elicit wants</p>	<p>Develop practitioner strategy Integrate other group such as Business SIGs efforts</p>	<p>Identification of key challenges to improvement of professional practice</p> <p>Agreed plan: - establishing academic-commercial alliance - dev. Top-gun schools - expansion of success stories</p>	<p>Pilot with small number of students, univ. and firms 10% annual growth in professional practitioners</p>	<p>Champions/Volunteers</p>

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Publications	SDR Impact factor V (1.444) Backlog eliminated, and cycle time shortened	Need practitioner pubs outlet	SDR impact factor ↓ (1.073) Enhanced HTML version of SDR articles SDR: Low backlog SDR: Fast reviewing cycle time (avg. 22.8, max 99 days)	SDR: Notes & Insights ↑ Development of publication strategy Appointment of a successor to Rogelio Oliva	Fewer submissions (~ 50) Executive Editor – transition ahead
Chapter Activities	S. Africa and African Regional Chapters formed Web presence improving AP Conference \$6.4k invest in chapter development	Italy SD Strategy/Policy Workshop Support Brazil & China ASEAN Chapter	2 new chapters launched (Africa Regional, South Africa) Pakistan reinstated Stable member count Stable level of activity and web-presence \$17.5k invest in chapter development	Attending to the developing Chapters Catalyzing support in underdeveloped areas with high potential (Africa, Australasia, Iran, Korea, Pakistan, Mediterranean area)	Chapter/SIG relations
E-Presence	Web portal improved (Chapter/SIG functionality...) AP conf. added Add'l Xmile representative	Add shopping cart to site	Shopping cart development abandoned (difficult integration into the Office workflow) Yahoo blocking resolved Office more proficient at the use of Social Media Updated conference review process	Keep things working Social Media Reach ↑	Support infrastructure put in place for Chapters and SIGS does not seem to be working Social Media (strategically and tactically) Chatter on "systems" stuff via Social Media
Meetings	Riga, Latvia & London have expressed interest in hosting ICSDS 2018 ID'd potential 2016 mtg. chairs Asia-Pacific Conference success	Newcomer orientation & "Want to host a conference" workshops to become permanent Figure out conf. publication issue	Newcomer orientation & "Want to host a conference" workshops took place at Delft Conference Proceedings: New policy: Web Proceedings only with preamble Confirmed meeting logistics for the first Delft ICSD Promoting and informally	Discover solid proposals from ICSDS from 2017 and beyond Monitor attendance and feedback due to the new conference proceedings publication policy Include tools for writing and model building (conference submissions) on the SD tools page	Effect of conference publication policy on conference attendance New venues: identifying proposals for ICSDS sites other than Cambridge, MA and Delft, The Netherlands VP Meetings - transition ahead

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			<p>searching for conference sponsors starting in 2017</p> <p>New poster voting for ICSDS</p> <p>Preliminary proposals for hosting ICSDS in 2017 from Hyatt Cambridge, Seaport Hotel, Disney FL; expressed interest from Riga, Latvia (probably 2018) and Albuquerque (probably 2019). No proposals received.</p>		
Membership	<p>1159 members (very slight trend upward), about 20% new, 60% of others re-up.</p> <p>Corporate membership proposal</p> <p>Case repository started</p>	<p>↑ student population</p> <p>Confidential persons policy (diversity report)</p> <p>More practitioner-based events</p> <p>More cases!</p>	<p>1143 members, 21% new</p> <p>192+ student members</p> <p>E-membership 484 ↑</p> <p>SIG LinkedIn groups ↑</p> <p>4 new cases (in total 45)</p>	<p>Reenergizing the SIGs</p> <p>Increase understanding why people do not come back to the conferences</p>	<p>Diversity</p> <p>No contact with 7 of 10 SIGs</p>
Conference	<p>Registrants 543</p> <p>Rejection rate ~14%</p> <p>New: Model Expo, SIG/Chapter Gathering Points, Chapter and SIG Badge Ribbons, ...</p> <p>Surplus ~\$42k</p>		<p>Registrants 485</p> <p>Rejection rate ~18%</p> <p>New: Twin Sessions, Summer School, Conference LinkedIn page</p> <p>Surplus ~\$18k</p>	<p>Make Cambridge 2015 a success</p> <p>Summer School at WPI</p> <p>PhD Colloquium</p> <ul style="list-style-type: none"> - communicate new focus - pilot angel advisor interactions ...- feedback and learning 	<p>Published authors/experts needed for new "Publishing Assistance Workshop"</p> <p>PhD Colloquium:</p> <ul style="list-style-type: none"> - Experienced SD-ists needed as angel advisors - Scheduling between PC meeting and Welc. Rec - Financial support for snacks and drinks
People	<p>Established</p> <ul style="list-style-type: none"> -VP Mrktg & Comm. -VP Prof. Practice 	<p>User's manuals be completed</p> <p>Increase diversity</p>	<p>No progress reg. user's manuals</p> <p>Conflict of Interest Policy in Place</p> <p>Len Malczynski nominated President 2017</p> <p>3 of 4 PC Nominees are women and the 4th is</p>	<p>Hire master student(s) to help in completing Policy Council Officers and Members Guide</p>	

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			Japanese		
Strategy			SWOT analysis of the field of SD Early work on “models of the field” http://sdl.re/SDfield	Further development of the model of the field Professional certification: review of options Market place to match SD clients and suppliers	Considerable data gaps