

Executive Director's Summary
Winter Policy Council Meeting February 9, 2015
by Roberta L. Spencer

Winter Report

A full Annual Report on Home Office Operations for the FYE 2014 will be presented at the Summer Policy Council meeting at the 2015 Cambridge Conference. Below, please find bulleted items on Conferences, Membership Services and Recruitment, Sales, Society Sponsorship, Website, Allocation of Effort, and Finances. All statistics are early estimates and financial numbers are pre-CPA review; they are subject to change.

Conferences

- 2014 Delft Conference
 - Pre-CPA review, unaudited net revenue of approximately \$18,000; 485 attendees (includes 24 Business Day registrations).
- Please see Chart 1 on page 3 for conference attendance, revenue and sponsorship since 1999.
 - Future Conferences: 2015 Cambridge Conference preparation is successfully underway; 2015 planning is on schedule.

Membership Services and Recruitment

- Membership in 2014 dropped slightly from 1159 in 2013 to 1143.



source: V:\SDS\RLS Folders\Statistical Information\Growth Indicators\membership stats.xls\MemTotals (also see charts in MemOverTime tab)

- Countries with the largest increase in members were Germany, Korea, Pakistan and Brazil; the largest decrease was in the USA, Australia, Canada and Spain. New in 2014: Albania, Armenia, Rwanda, Scotland, Serbia, and West Indies.
- Breakdown: 742 non-students, 209 status unknown, 192 students (120 Doctoral, 54 Masters, 11 Other, 7 Undergraduate). Minimum percentage of student members in 2014: 16.8%.
- E-Memberships are increasing: 2014: 484 ♦ 2013: 456 ♦ 2012: 397 ♦ 2011: 401 ♦ 2010: 332 ♦ 2009: 282 ♦ 2008: 248 ♦ 2007: 55
- Membership Retention
 - Over the past 10 years new memberships each year average 21% (ranging between 18% - 24%, reaching highest of 24% new memberships in 2005; lowest of 18% in 2012). 21% were new members in 2014.
 - Over the past 10 years an average of 55% of new members renewed for a second year (see Charts 2a and b on page 3).
 - Over the past 10 years an average of 75% of all members renewed (range 69% - 78%).
- Tiered Dues Overview
 - Please see Chart 3a and 3b on page 3 for tiered dues structure trends and fees for 2008 to 2014.
 - Dues revenue has increased an estimated total of \$40,534 for the past six years with the new tiered payment scheme over what the expected income would have been under the \$90/\$45 payment scheme. Please see the following chart.

continued on next page. . .

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Membership Services and Recruitment continued

Tiered Dues Comparison

Membership Year	Actual Income	Estimated Income under \$90/\$45 scheme*	Difference	Number of Members	Average Dues Paid
2007	\$83,981			1152	\$72.90
2008	\$90,065	\$80,627	\$9,438	1106	\$81.43
2009	\$85,775	\$76,035	\$9,740	1043	\$82.24
2010	\$82,525	\$77,785	\$4,740	1067	\$77.34
2011	\$86,695	\$82,013	\$4,682	1125	\$77.06
2012	\$83,185	\$78,805	\$4,380	1082	\$76.88
2013	\$88,865	\$84,491	\$4,374	1159	\$76.67
2014	\$86,505	\$83,325	\$3,180	1143	\$75.68
Total	\$603,615	\$563,081	\$40,534		

*These figures are calculated using the 2007 membership breakdown of 70% Regular at \$90, 22% Student/Supported at \$45 and 8% sponsored complimentary

- 2015 membership renewals are underway.
 - 593 members were recorded as of January 6 (compared to past years at approximately the same time: (2014: 626 ♦ 2013: 596 ♦ 2012: 562 ♦ 2011: 628 ♦ 2010: 544 ♦ 2009: 562 ♦ 2008: 590 ♦ 2007: 628 ♦ 2006: 577).
- 9,084 active records in the contacts database as of January 1, up from 8,741 in 2014.

Sales (unaudited, amounts *will change* after accounting review by CPA)

- Beer Game (only) sales in 2014 were \$43,860 (\$43,120 in 2013). Sold 383 boards in 2014; average annual sales over past 10 years are 677 boards per year. (declining since 2008)
- Sales of other products totaled \$2,883 (Forrester Seminar Series, MIT SDG Literature Collection, and Fireside Chat); in 2013 these sales totaled \$4,989.
- Total books sales: \$7,216

<i>Industrial Dynamics</i>	\$1,140	<i>Managerial Applications of SD</i>	\$400
<i>Elements of the SD Model</i>	\$835	<i>Study Notes in System Dynamics</i>	\$400
<i>World Dynamics</i>	\$770	<i>Introduction to Urban Dynamics</i>	\$360
<i>Dynamics of Commodity Product</i>	\$660	<i>Reading in Urban Dynamics v1</i>	\$240
<i>Feedback Thought in Social Sci</i>	\$640	<i>Reading in Urban Dynamics v2</i>	\$240
<i>Introduction to SD Modeling</i>	\$462	<i>Toward Global Equilibrium</i>	\$140
<i>Electronic Oracle</i>	\$438	<i>Alternatives to Growth</i>	\$70
<i>Collected papers of JWForrester</i>	\$420	<i>Dynamo User's Manual</i>	\$30
- Back issues sales for both the proceedings and journal for the past four years is zero.
- Bibliography is updated and has 10,937 references.

Society Sponsorship

- 2014 Society Sponsorship: \$38,350 - increased from 2013: \$35,150
- Pledges to date for 2015: \$32,000

Website

- Site has been with Cirtex since December 2010; using content management system since 2011.
- Site is being continuously updated thanks to VP Electronic Presence and Home Office staff, including Graduate Assistant, Weijia Ran.
- Conference submission/review system continues to be upgraded with more automated and new features.

Allocation of Effort

- Cost centers are Core (includes Web), Sales, Book Sales, Conference, and Publications

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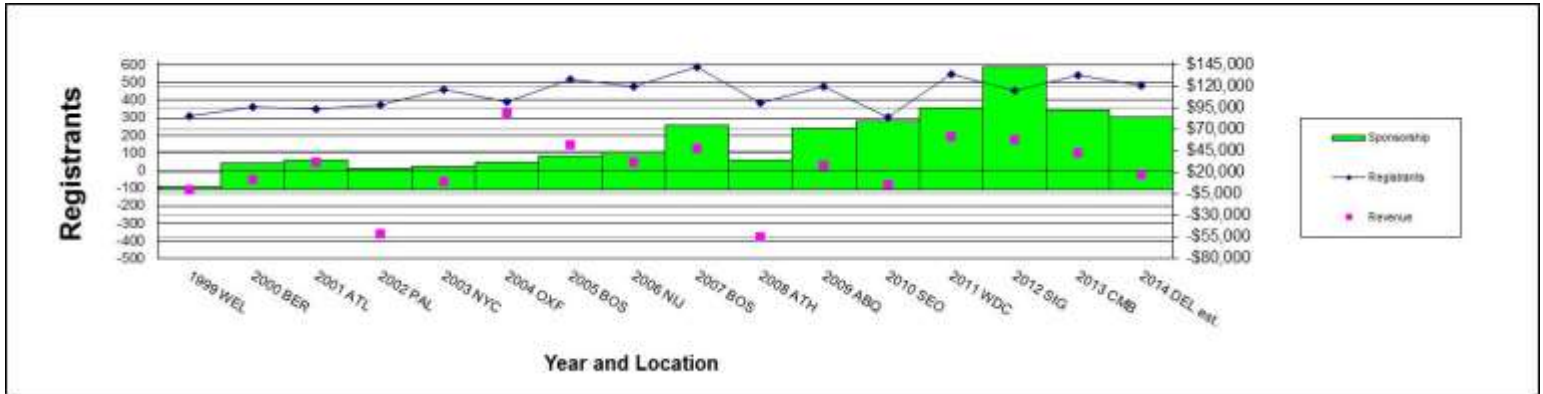
Finances (amounts *will change* after accounting review by CPA)

- Pre-CPA Year End Adjustments: Net Gain/Loss for 2014: $-\$3,245$ (*will change due to accrual accounting*)
- Investment funds have increased in value.

See next page for charts.

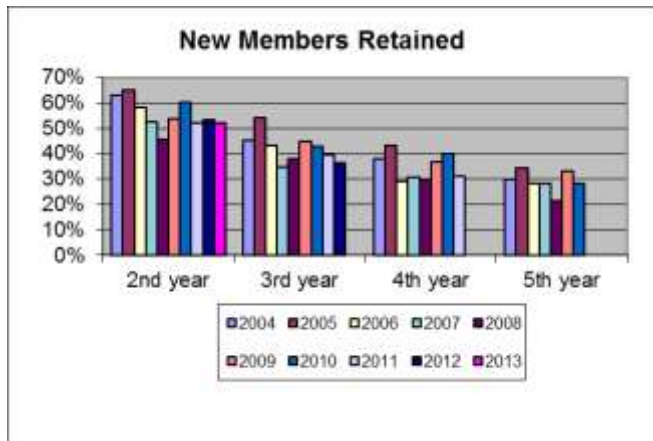
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Chart 1: Conference Attendance and Finances



source: rls/statistical information/conference related/attendees.xls/profit-loss

Chart 2a: Renewing New Member (Graphic)



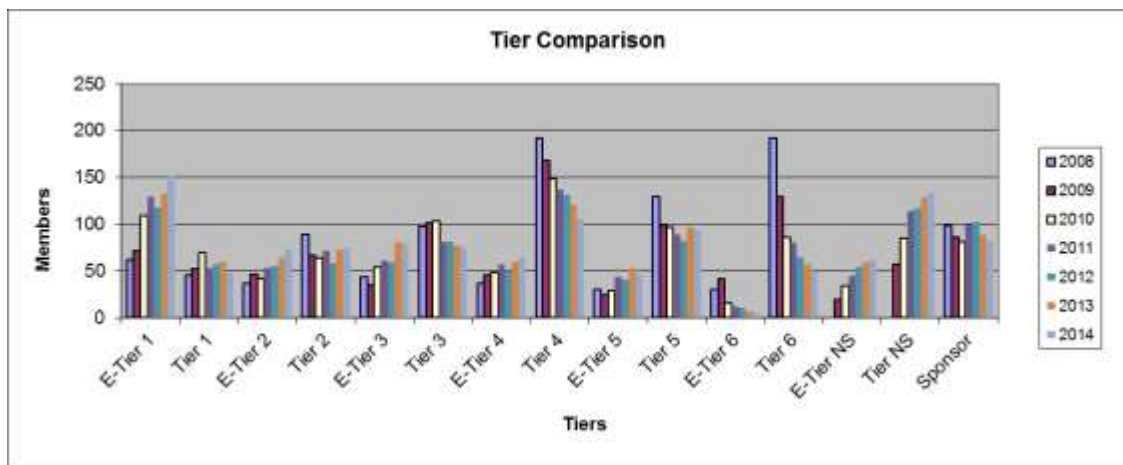
source: erin/membership/analysis/retention date.xls/retain new

Chart 2b: Renewing New Members (Percentages)

	2nd year	3rd year	4th year	5th year
2004	63%	45%	38%	30%
2005	65%	54%	43%	34%
2006	58%	43%	29%	28%
2007	52%	35%	31%	28%
2008	46%	38%	30%	21%
2009	54%	45%	37%	33%
2010	60%	43%	40%	28%
2011	52%	39%	31%	
2012	53%	36%		
2013	52%			

*52% of the new 2013 members renewed for 2014

Chart 3a: Tiered Dues Structure Trends



source: erin/membership/analysis/tier vs. non-tier.xls

Chart 3b: Fees Per Tier

Tier Name	Fee
E-Tier 1:	\$15
Tier 1:	\$30
E-Tier 2:	\$35
Tier 2:	\$45
E-Tier 3:	\$50
Tier 3:	\$60
E-Tier 4:	\$85
Tier 4:	\$95
E-Tier 5:	\$110
Tier 5:	\$120
E-Tier 6:	\$140
Tier 6:	\$150
E-Tier NS*:	\$140
Tier NS*:	\$150

*Income Not Specified

Does anyone have any questions or comments? Thanks, Roberta