

## **SDS 2017 Winter Policy Counsel Meeting System Dynamics Society**

### **VP Marketing & Communications Report**

First, I want to apologize for my scheduling conflict with the 2017 Winter Policy Counsel Meeting. Despite not being present, I am excited to serve as VP Marketing & Communications for the partial term 2017 through 2018. I have reviewed the position's job description: a role predominantly supporting the many activities of the society and other VP positions. As such, I will be reaching out to the Society office and the current society VPs to understand how they see my role. As a part of this effort, I will also follow up with Peter Hovmand on prior VP Marketing & Communication activities, such as the completed membership surveys.

Second, I see the possible move of the Society home office as a significant and positive event. While this change is being driven for the right reasons and from a place of strength, the magnitude of the change could lead to confusing or even negative messaging. I believe that the move is an opportunity to proactively communicate and reconnect with our membership. Lets use this opportunity to demonstrate renewed commitment to our members and the field of system dynamics. As such, I will work with the home office and Capital Hill Management Services (when appropriate) to accomplish this communication goal.

Finally, I would like to revisit the overall SDS Marketing plan and goals to ensure that the best possible branding and guidelines are documented and communicated. As with all communications strategies, it is important to put our best foot forward and to have a consistent look, feel, and message. Revisiting this plan will ensure that our membership and their communities will understand and remember the SDS in the manner that we intend.

If anyone has a need for immediate support, or has ideas, questions, or comments for me, please contact me through email at: [warren3@me.com](mailto:warren3@me.com). Thank you.