

Executive Director's Summary
Winter Policy Council Meeting March 16, 2017
by Roberta L. Spencer

Winter Report

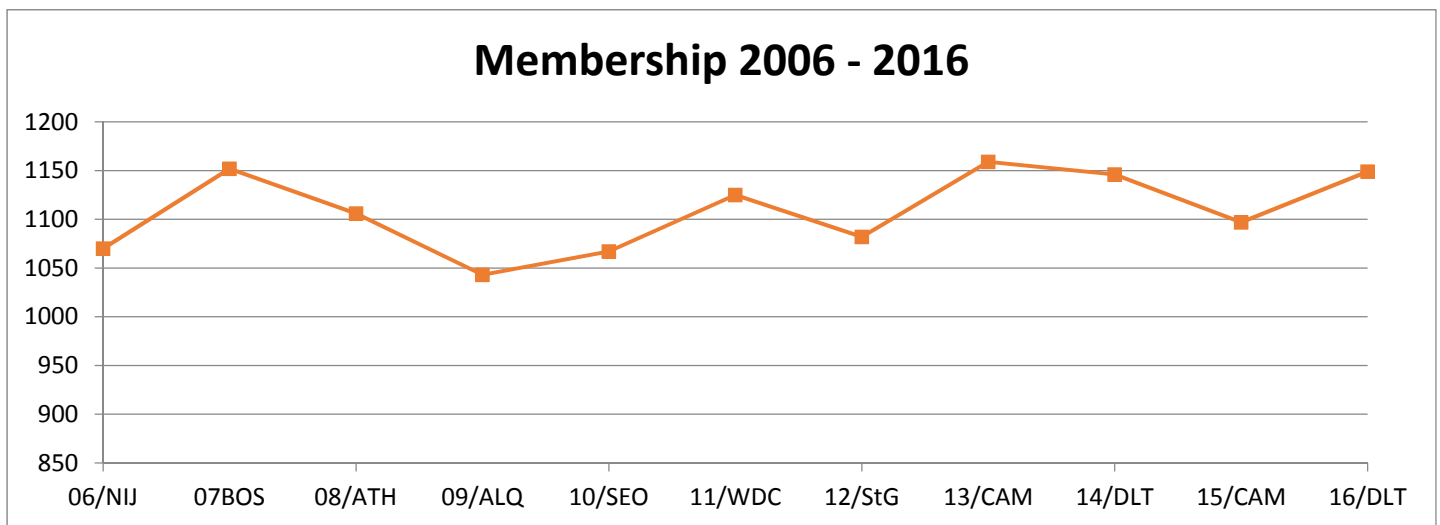
A full Annual Report on Home Office Operations for the FYE 2016 will be presented at the Summer Policy Council meeting at the 2017 Cambridge Conference. Below, please find bulleted items on Conferences, Membership Services and Recruitment, Sales, Society Sponsorship, Website, Allocation of Effort, and Finances. All statistics are early estimates and financial numbers are pre-CPA review; they are subject to change.

Conferences

- 2016 Delft Conference: Pre-CPA review, unaudited net revenue of approximately \$18,000; 399 attendees.
- Please see Chart 1 on page 3 for conference attendance, revenue and sponsorship since 1999.
- Future Conferences: 2017 Cambridge Conference preparation is successfully underway; 2018 proposals to be reviewed at the 2017 Winter Policy Council Meeting.

Membership Services and Recruitment

- 2016 Membership is **1,149**, increased from 1,096 in 2015.



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 Norway, United Kingdom, Netherlands, Italy, India, and Nepal; the largest decrease was in the United States, Australia, Brazil, Canada, and Switzerland. New in 2016: Luxembourg and Macedonia.
- Breakdown: 711 non-students, 249 status unknown, 189 students (114 Doctoral, 64 Masters, 7 Other, 3 Undergraduate). Minimum percentage of student members in 2016: 16.4%.
- E-Memberships increase to 600: In 2016, 52% of membership subscriptions were electronic only.
 - ◆ 2015: 478 ◆ 2014: 485 ◆ 2013: 456 ◆ 2012: 397 ◆ 2011: 401 ◆ 2010: 332 ◆ 2009: 282 ◆ 2008: 248 ◆ 2007: 55
 - Note: Should the number of members taking print fall below 250 per year, then the subscription rate will be reviewed and revised so that the cost of manufacturing and dispatch of the copies is still covered.
- Membership Retention
 - Over the past 10 years new memberships each year average 20% (ranging between 18% - 24%, reaching highest of 24% new memberships in 2016; lowest of 18% in 2012). 24% were new members in 2016.
 - Over the past 10 years an average of 52% of new members renewed for a second year (see Charts 2a and 2b on page 3).
 - Over the past 10 years an average of 73% of all members renewed (range 66% - 78%).
- Tiered Dues Overview
 - Please see Chart 3a and 3b on page 3 for tiered dues structure trends and fees for 2008 to 2016.

continued on next page.

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Membership Services and Recruitment continued

- Tiered Dues Overview (continued)
 - Dues revenues has increased an estimated total of \$37,000 for the past nine years with the tiered payment scheme over what the expected income would have been under the (2007) \$90/\$45 payment scheme. The average dues paid continues to go down.
 - New Tier: E-Tier 0: University Sponsored Student Group Membership
- 2017 membership renewals are underway.
 - 515 members were recorded as of January 8 (compared to past years at approximately the same time: (2016: 519 ♦ 2015: 593 ♦ 2014: 626 ♦ 2013: 596 ♦ 2012: 562 ♦ 2011: 628 ♦ 2010: 544 ♦ 2009: 562 ♦ 2008: 590 ♦ 2007: 628 ♦ 2006: 577).
- 9,752 active records in the contacts database as of January 1, slightly down from 9,084 in 2015.

Sales 2016 (unaudited, amounts *will change* after accounting review by CPA)

- Beer Game (only) sales in 2016 were \$39,014 (\$35,065 in 2015). Sold 339 boards in 2016; average annual sales over past 10 years are 565 boards per year. (declining since 2008)
- Fish Banks sales: \$3,650
- Forrester Seminar Series sales: \$1,560
- Total books sales: \$1,463
- Sales of other products totaled \$300 (MIT SDG Literature Collection, past conference proceedings, past *Review* copies and Fireside Chat)

Society Sponsorship

- 2016 Society sponsorship, donations and donated services total: \$40,484 - decreased from 2015: \$43,815; Pledges to date for 2017: \$32,170

Website

- Site has been with InMotion Hosting since August 2016; using content management system since 2011.
- Site is being continuously updated thanks to VP Electronic Presence and Home Office staff, including Graduate Assistant, Babak Bahaddin.
- The Web Portal remains the backbone for membership access, conference submissions and scheduling, governance and more.
- Bibliography is updated and has 11,651 references.
- Daily news posts on the homepage and social media.
- New “Commercial Applications of System Dynamics as Oral Histories” page.

Allocation of Effort

- Cost centers are Core (includes Web), Sales, Book Sales, Conference (and Summer School since 2015), and Publications. We also track time spent on CPA/CPEs with NASBA.

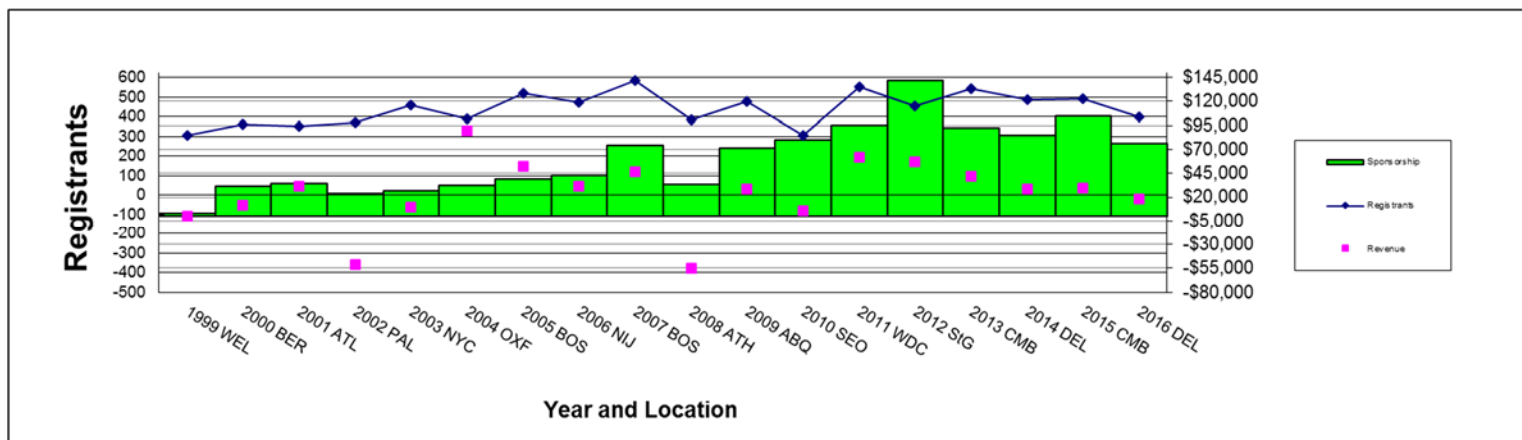
Finances (amounts *will change* after accounting review by CPA)

- Please see VP Finance Report (amounts *will change* after accounting review by CPA).

See next page for charts.

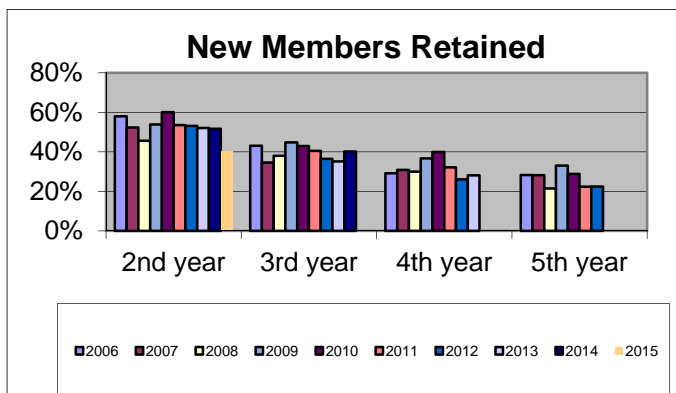
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Chart 1: Conference Attendance and Finances



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

Chart 2a: Renewing New Member (Graphic)



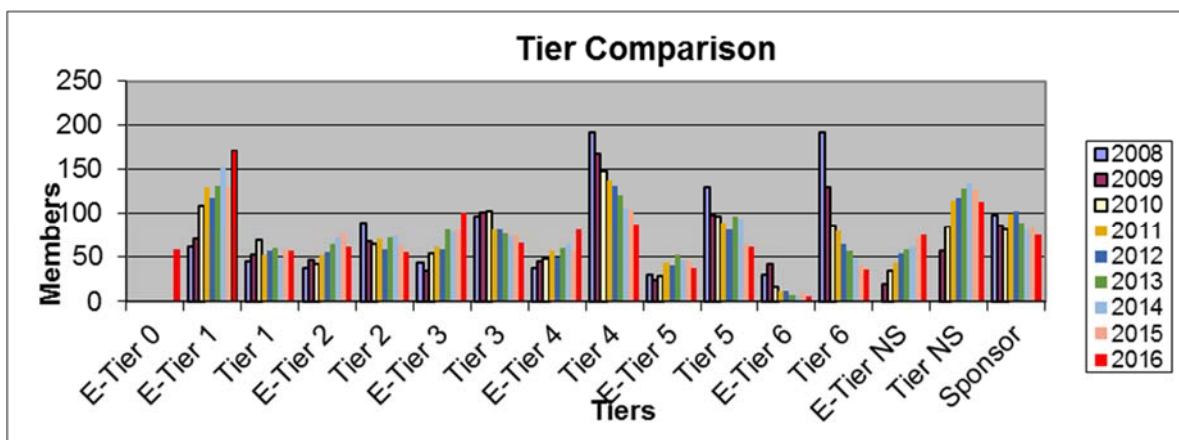
source: erin/membership/analysis/retention date.xls/retain new

Chart 2b: Renewing New Members (Percentages)

	2nd year	3rd year	4th year	5th year
2006	58%	43%	29%	28%
2007	52%	35%	31%	28%
2008	46%	38%	30%	21%
2009	54%	45%	37%	33%
2010	60%	43%	40%	29%
2011	53%	40%	32%	22%
2012	53%	36%	26%	22%
2013	52%	35%	28%	
2014	52%	40%		
2015	40%*			

*40% of new 2015 members renewed for 2016

Chart 3a: Tiered Dues Structure Trends



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

Chart 3b: Fees Per Tier

Tier Fees

- E-Tier 0: \$10
- 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, first offered in 2009.

Does anyone have any questions or comments? Thanks, Roberta