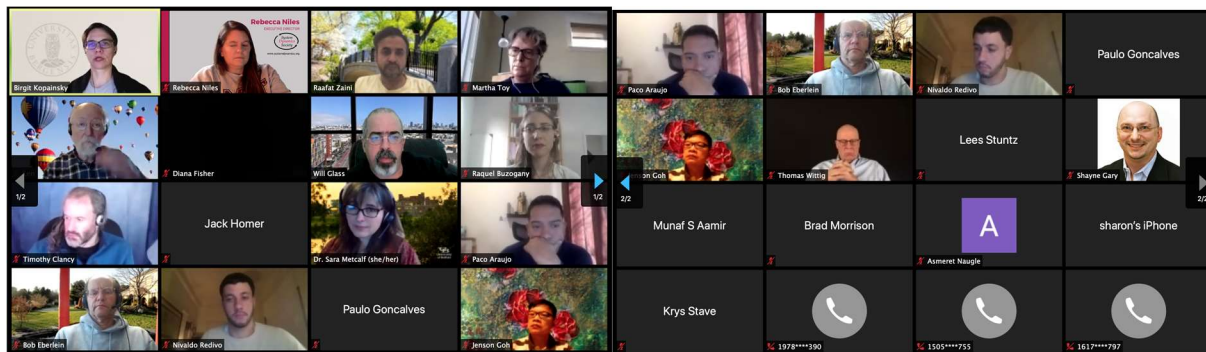


# Wednesday, December 16, 2020

## Agenda

- 0:05 President's Welcome (Birgit Kopainsky)
- 0:05 2022 Conference Motion (Len Malczynski)
- 0:25 Learning Committee Report (Birgit Kopainsky)
- 0:15 Marketing NPS Survey (Thomas Wittig)
- 0:05 Contracting Update (Bob Eberlein)
- 0:25 Asia Pacific Coordinating Council (Jenson Goh)
- 0:05 Announcements & Information Points (Paulo Gonçalves)
- Adjournment

## Attendees



Additional: Hilde Martinussen

## Minutes

President Birgit Kopainsky brought the meeting to order, reviewed the agenda, and gave an overview of activities of the Executive Committee.

Len Malczynski, **VP Meetings**, moved that we select Frankfurt Germany for the 2022 Conference site. See 2012 motion on the web portal. The voting window will be from December 20th-30th.

Birgit Kopainsky, head of the ad hoc **Learning Committee**, reported on activities of the Learning Committee. Existing deliverables of the Online Learning Course and System Dynamics Seminar Series were shared. Additional future deliverables were also shared including the Acadeum Course Sharing Consortium, WPI Online Learning Course Collaboration, and the Jay Forrester Seminar Series. Discussion ensued, primarily focused around whether we should consider Coursera or EdX as a way to get more reach for these courses - especially if we can get sponsorship.

Thomas Wittig, **VP Marketing**, presented the results of a **Net Promoter Score survey** done with our mailing list. We are doing some driver analysis to understand why people are giving the responses they give. Major findings are that we serve academics and graduates well, and clients and practitioners more poorly. Also that those who are least experienced are satisfied, but those with deeper experience are dissatisfied. Further exploration to understand what and how we want to address the opportunities for improvement.

Bob Eberlein, head of the **Contracting Committee**, gave a brief update on status which is available in the presentation.

Jenson Goh, head of the **Asia Pacific Coordination Council**, provided an update on the activities as they ramp up again. A summary of the current chapters was provided. An overview of three proposed projects was provided. And a list of challenges and a request for resources from the chapter view was provided (see the presentation).

Paulo Goncalves, **President Elect**, thanked Birgit Kopiansky and the teams that have been delivering so much over the course of the year. He shared expectations about the next Policy Council meeting. Emphasis will be on continuity including the format of monthly meetings on the last Wednesday of every month. He will also continue to shift to a culture of execution with regular and rotating VP reports with more frequent check ins.

Move to Adjourn (Len Malczynski, Seconded by Paulo Goncalves)