



2021 Policy Council Meeting

March 31, 2021

4 - 5:30 PM New York

CHECKIN

Share something that made you laugh
or smile this week in the chat!

QUESTIONS OR COMMENTS

Enter HU in chat OR enter your
question or comment

<http://bit.ly/SDSpcnotes>

President's Welcome



Paulo Gonçalves

Università della Svizzera Italiana

- Welcome
- Trying to make meetings more interactive and participative
- Recognize there might be challenges and shortcomings, but we all benefit from participation

Agenda

- 0:05 Welcome (Paulo Gonçalves)
- 0:50 Strategy Follow Up (Paulo Gonçalves, Shayne Gary)
- 0:15 Focus on Practitioners (Thomas Wittig)
- 0:10 Slate of Candidates (Martin Schaffernicht)
- 0:05 Short Tour of New Discuss site (Will Glass Husain)
- 0:05 Finance Committee Update (Eliot Rich)
- 0:05 Announcements
- Adjournment

Strategy Follow Up: New Initiatives



Shayne Gary

UNSW Business School



Paulo Gonçalves

Università della Svizzera Italiana

- Reviewed your group suggestions
- Selected 8 possible ideas for small-scale initiatives
- Seek Society volunteers to develop them in 2021
- Our selection process had two criteria:
 - Idea could significantly contribute to stated goal; and
 - Idea was described in a concrete way.
- Asked groups to identify a *champion* and elaborate on a single slide
- Transition to 4 ideas with Mentimeter vote
- Self-assign with champions to start working on them

Moving to Action

In our February Policy Council, we asked you to work on possible ideas on the four strategic goals supporting System Dynamics and the SD Society:

Teams	Goal
1&5	Reach 1,800 SDS Members by the end of 2025
2&6	Increase the SD knowledge and skill levels of Society members
3&7	Increase # of high-quality, high-impact outputs from the field each year
4&8	Increase awareness of executives, policymakers, & public about high-quality SD outputs (i.e., increase visibility)

Selection criteria:

- The idea could significantly contribute to the stated goal
- The idea was described in a concrete way

Eight Winning Ideas

- 1. Host Webinars for Beginners**
 - *(David Keith, Fernando Redivo)*
- 2. Broaden Conference Impact**
 - *(Asmeret Naugle, Brad Morrison, Sharon Els)*
- 3. Tackle a Grand Challenge as a Community**
 - *(Krys Stave, Will Glass-Husain, Birgit Kopainsky)*
- 4. Develop Short SD Competitions/Games**
 - *(Thomas Wittig, Bob Eberlein)*
- 5. System Dynamics Conference Highlights**
 - *(Will Glass-Husain, Krys Stave, Birgit Kopainsky)*
- 6. Development of Compelling Cases**
 - *(Bob Eberlein, Thomas Wittig)*
- 7. Package & Publicize Quality Work in New Format**
 - *(Len Maczynski, Raafat Zaini, Diana Fisher)*
- 8. Press Package for SDS Members**
 - *(Vinicius Picanco Rodriguez, Lees Stuntz, Paul Newton)*

1: **Host Webinars for Beginners** *(David Keith, Fernando Redivo)*

- **SDS Webinars have been successful in 2020/21 - Av. Attendance ~150**
- **Access to Experts has been a persistent challenge for Beginners**
- **Run Webinars in partnership with Student Chapter as a way of engaging Beginners at scale**
- **Keep recordings to build a repository of high-quality teaching resources**
- **Focus on 1) methodology fundamentals and 2) canonical models**
- **Content ideas:**
 - **Plan a sequence of fundamentals so that over time a self-guided course gets recorded - any capable modeler can lead**
 - **Have authors present their own papers where relevant e.g.**
 - Rahmandad and Sterman (2012) - Reporting Guidelines for Simulation-Based Research in Social Sciences
 - Black (2013) - When Visuals are Boundary Objects in System Dynamics Work
 - Homer (1983/2012) - Partial-Model Testing as a Validation Tool for System Dynamics
 - **Run Webinars Alongside New SDR Publications e.g.**
 - Schoenberg et al. (2020) - Understanding Model Behavior using the Loops that Matter Method

2: Broaden Conference Impact *(Munaf Syed Aamir, Asmeret Naugle, Brad Morrison, Sharon*

Goal: We want to have a conference that people want to attend because they will learn something, be able to acquire services, and acquire business.

Benefit: We can increase the impact and reach of system dynamics by reaching decision-makers and creating new opportunities for students, consultants, and others in the area.

Policy options for realization:

- 1. Actively encourage more vendors and customers to attend**
 1. Targeted marketing
 2. Problem solving crowd sourcing for localized business to the physical conference (could be a learning opportunity for students to see how consulting is done live as well).
 3. Reduced attendance fees for potential customers
- 2. Dividing academic and business segments of the conference**
 1. Create a vendor forum / association for the conference that focuses on creating ties and developing information for vendors.
 2. Create lower barriers for presenting application papers (e.g. abstract submissions phase then a presentation submission phase)
 3. Quality is important but this is competition ... poor quality will be met with poor results in attracting business
- 3. Enhanced workshop day**
 1. Distinguish academic and actual vendor workshop slots
 2. Consider charging vendors for slots, academic slots should be free but should be competitive
 3. Consider including differing analytic perspectives at the conference that is geared to an applied audience
 4. Could allow having a fee structure for select workshops.

3: Tackle a Grand Challenge as a Community *(Krys Stave, Will Glass-Husain, Birgit Kopainsky)*

Goal:

- Increase awareness of executives, policymakers, & public about high-quality SD outputs (increase visibility)

Idea Description:

- GC: fundamental problem, difficult but tractable, transdisciplinary, bold ideas, unconventional approaches
- Develop set of GCs for System Dynamics, or Choose one already identified
- Pursue one as SD community

Resources Required:

- coordinators, framework
- meetings, subgroups, members and subtasks
- modeling platform(s), insight synthesis
- communication

BILL & MELINDA
GATES foundation



Grand Challenges Canada®
Grands Défis Canada

BOLD IDEAS WITH BIG IMPACT®



Grand Challenges
for Social Work



NATIONAL ACADEMY OF ENGINEERING

NAE GRAND CHALLENGES
FOR ENGINEERING

4: Develop Short SD Competitions/Games *(Thomas Wittig, Bob Eberlein)*

5: System Dynamics Conference Highlights *(Will Glass-Husain, Krys Stave, Birgit Kopainsky)*

Goal:

- Increase awareness of executives, policymakers, & public about high-quality SD outputs (incr visibility)

Idea Description:

- Publish conference highlights on SD website on interesting talks, ideas, and themes.
- Objective is to summarize interesting work in a way that can be shared with others, and also to facilitate cross-pollination of ideas within community.
- Use non-technical language and a clear writing style for accessibility by non-experts.
- Articles may be themed, aimed at general audiences, or simply day-by-day “recaps”
- Example topics:
 - “Climate change is a key topic at 2021 System Dynamics Conference”
 - “Educators share experiences of middle school students building computer models at 2021 System Dynamics Conference”
 - “Chicago 2021 Day 1 – my experience”

Resources Required:

- 5-10 volunteers to write articles during conference (due 1 week after)
- Coordinator to accept submissions, post articles (or summary w/ links) on website.
- Pre-conference prep: article template, submission system/instructions, prep section of website.



6: Development of Compelling Cases *(Bob Eberlein, Thomas Wittig)*

- **Case repository is a fabulous resource**
 - **As is the story repository**
- **But the descriptions are specific to the work done**
 - **Need to generalize to other issues/problem areas**
 - **Much like the Archetypes in the 5th Discipline**
 - **Also the way that many pop-management books are written**
- **Cases then become a platform for applying the principles of systems in a variety of settings**
 - **Atrophy of the pancreas for those who remember Jay's story**

7: Package & Publicize Quality Work in New Format

(Len Maczynski, Raafat Zaini, Diana Fisher)

Goal:

Increase awareness of executives, policymakers, & public about high-quality SD outputs (i.e., increase visibility)

Idea description:

Produce short videos, animated abstracts, author interviews, podcasts, or translations of impactful/ Quality SD work.

Videotape ISDC plenary presentations and make them public on YouTube with multi language subtitles

Resources Required:

SIGs to nominate/suggest distinguished work in their area

Volunteers to translate or check translation quality

SIGs to help with producing videos, animations, author interviews, and podcasts

Marketing to put media package together for publicity

8: Press Package for SDS Members

Vinicius Picanco Rodriguez, Lees Stuntz, Paul Newton)

Goal:

- Increase awareness of executives, policymakers, and public about high-quality SD outputs

Idea Description:

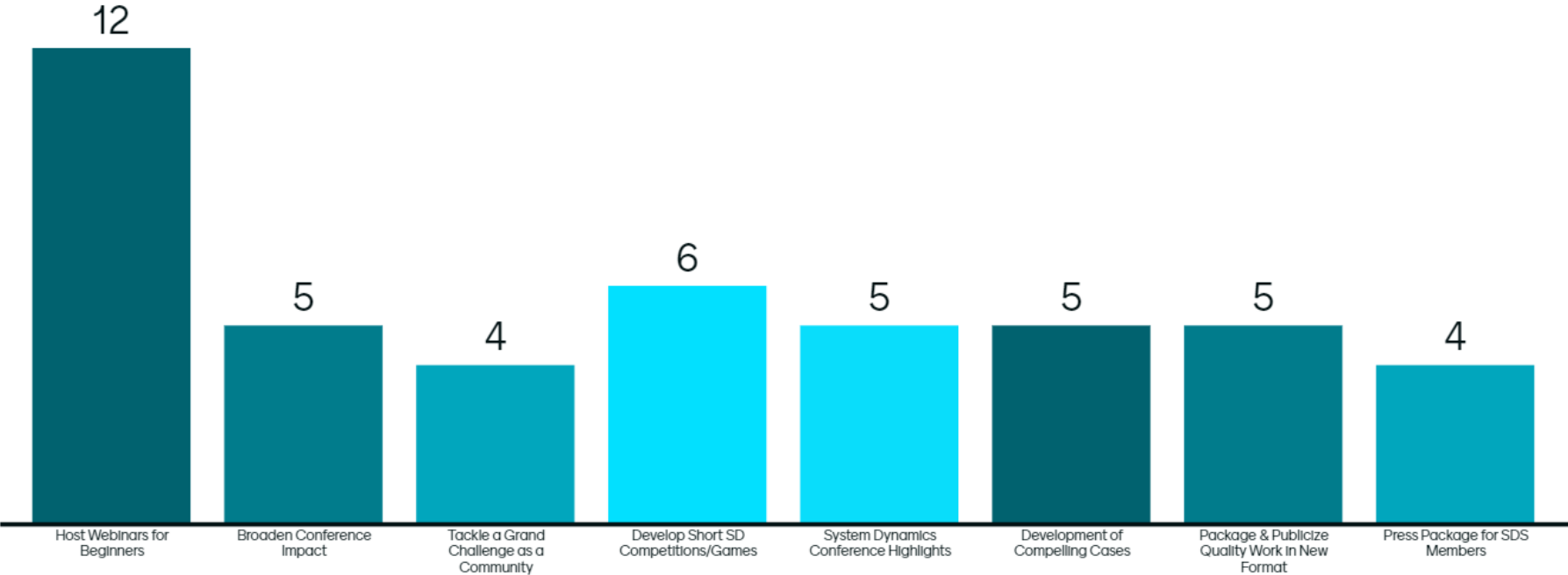
- Equip SDS members with materials and guidelines to promote high-quality SD output in key media outlets

Resources Required:

- Promotional material/visuals with up-to-date SDS information and talking points about SD
- Guidelines on how to approach and manage relationship with key media outlets
- Examples of past successful media coverage of work carried out SDS members (repository/clipping?)
- List of local/national media contacts, curated by each chapter







Mentimeter voting - menti 66 52 539








Vote by Feet (top 3)






Publicize Quality Work in New Format Join

-  Diana Fisher Move To
-  HK Hyunjung Kim
-  Raafat Zaini
-  Raquel Buzogany









Develop Short SD Competitions/Games

-  BE Bob Eberlein
-  KS Krys Stave
-  LS Lees Stuntz move to
-  L Len Move To
-  T Thomas Move To

Host Webinars for Beginners

-  BK Birgit Kopainsky
-  Brad Morrison
-  David Keith
-  F Fernando
-  Shayne Gary

Vote by Feet (2nd Tier)

▼	Broaden Conference Impact	3
	Asmeret Naugle	→ Move To
	Sharon Els	→ Move To
	Timothy Clancy	→ Move To
▼	System Dynamics Conference Highlights	3
	Dr. Sara Metcalf (she/her)	→ Move To
	Jack Homer	→ Move To
	Will Glass	→ Move To
▼	Developing Compelling Cases	2
	Eliot Rich	→ Move To
	Paul Newton	→ Move To

Marketing Committee



Thomas Wittig

WITTIGONIA

- Engaging Practitioners



CHAMPIONS

Explore case studies, connect with qualified practitioners, and unleash the power of systems thinking in your organization. For non-experts to bring systems thinking into their organization.



PRACTITIONERS

Integrate best practices, find opportunities for work, and collaborate with others in the field. For expert who apply systems thinking and System Dynamics in the real world.



RESEARCHERS

Publish your research, present at our annual conference, and keep abreast of developments in the field of System Dynamics. For professors and their students.



TEACHERS

Find ready to teach, age-appropriate curriculum, apply systems thinking to improve school operations, and empower your students. For teachers and administrators.



LEARNERS

Discover our online course catalog, attend our seminar series, or enroll in Summer School to help build your capacity to improve systems. For those who want to improve their skills.

Proposal: Practitioner Segment Strategy, Business Case

SUMMARY: To sanction a feasibility study on marketing to practitioner segment with a follow-on vote of the business case to proceed or not.

In a recent survey a significant hurdle of engagement was identified in the practitioner segment of the SDS. This proposal asks that the Policy Council approves a project to investigate what pursuing a marketing strategy targeted to the practitioner segment (e.g. non-academics) would require to be effective. This project seeks to understand this segment's expectations, requirements, and how offerings & membership benefits can be better aligned to serve them. It will also identify marketing & communications strategies and tactics to acquire more members from this segment.

Deliverables of this project: Business case including change management and communication plans.

After the deliverables, the Policy Council will be asked to vote to approve or decline the implementation plan.

The project will be managed by the marketing team with engagement of stakeholders.

Stakeholder engagement and interviews

Who else should be engaged?

SDS Officers

- Paulo Goncalves - President
- Shayne Gary - President Elect
- Jack Homer - VP Professional Practice
- Seth Cordes - Previous Business SIG co-president.

Consultants

- Kim Warren - Strategy Dynamics
- Ken Cooper - Cooper Dynamic Systems
- Peter Lacey - Whole Systems Partnership
- Mark Paich - PWC
- Sharon Els - Sage Analysis Group

TBD: Additional practitioners by special interest group / segment.

*Additional People: Practitioners in Companies. Paul Newton. 3
Edge Steve C. (Stephen Cucchiario <sjc@3edgear.com>)*

Software Vendors (all of whom consult)

- Michael Bean - Forio
- Tom Fiddaman - Ventana
- Karim Chichakly, Bob Eberlein - iSee Systems
- Powersim
- Anylogic

Additional Stakeholders to contact (may be during feasibility study)

- TBD: MIT, WPI, Frankfurt School of Finance, Stuttgart Reutlingen Universities
- James Thompson
- University of Singapore (Brown)
- Jim Hynes
- Jim Lyneis
- John Morecroft

Motions in 2021

COMING UP

- Nominations Standing Committees (Paulo Gonçalves)

IN PROCESS

- 2020-2021 Minutes (Brad Morrison) **TODAY**
- 2022 Slate of Candidates (Martin Schaffernicht) **TODAY**
- 2022 Program Chairs (Sara Metcalf) **VOTE ONLINE and test our new reminder system**

PASSED

- (1000) ***Nigerian Chapter*** Stefano Armenia, Jack Homer (Y:19/N:0/A:0/NV:6)
- (1021) ***Stewardship Committee Policy*** Bob Eberlein, Birgit Kopainsky (Y:19/N:0/A:3/NV:3)
- (1022) ***Stewardship Committee Budget & Plan*** Birgit Kopainsky, Bob Eberlein (Y:18/N:0/A:3/NV:4)

Motion to Approve Policy Council Minutes

February 2020 - January 2021

Moved by Brad Morrison, 2nd Bob Eberlein:

To approve the Policy Council Meeting Minutes from February 2020 - January 2021.

Slate of Candidates 2022 (Martin Schaffernicht)

President Elect	Brad Morrison Brandeis University (2023)
Secretary	TBD TBD (2022 - 2024)
VP Meetings	Sara Metcalf University of Buffalo (2022 - 2024)
VP Professional Practice	Saras Chung SKIP NV (2022 - 2024)
VP Marketing	Thomas Wittig Wittigonia (2022 - 2024)
VP Membership	Asmeret Bier Naugle Sandia (2022 - 2024)
PC Members at Large	<ul style="list-style-type: none">○ Jenson Goh (2022 - 2024)○ Tim Clancy (2022 - 2024)○ Kawika Pierson (2022 - 2024)○ Juan Pablo Torres (2022 - 2024)○ TBD (2020 - 2022 partial term)

Motion to Approve Slate of Candidates

for terms beginning January 1, 2022

Moved by Martin Schaffernicht:

To approve the Nominations Committee's recommended slate of candidates for terms beginning January 1, 2022. The slate, once approved by the Policy Council, should be announced to the Membership of the System Dynamics Society in an April 2021 email with a solicitation for new nominations. If no new nominations are received, the slate will be declared elected at the General Business Meeting to be held online in August 2021.

Motion to Approve ISDC2022 Program Chairs

Moved by Sara Metcalf, 2nd Bob Eberlein:

To approve Birgit Kopainsky, Gloria Pérez Salazar, and Nici Zimmermanas Program Chairs for the 2022 International Conference of the System Dynamics Society in Frankfurt, upon the recommendation of the Society Program Oversight Committee.

Voting Opens Online 4/5/2021

Discussion at discuss.systemdynamics.org

Finance Committee Update (Eliot Rich)

Finance Committee: Eliot Rich (Chair), Bob Eberlein, Will Glass-Husain

- Ongoing review of policies, payments, issues, accounting policy questions

Audit Committee: Will Glass-Husain (Chair), Eliot Rich, Bob Eberlein

- Provide oversight and interactions with auditor during Spring

Investment Committee: Eliot Rich (Chair), Sharon Els, Jim Lyneis, Sean Morgan

- Currently reviewing historical documents to establish risk profile
- Will prepare initial presentation for PC in Fall

Questions?

Announcements

Our New Discussion Group (Will Glass-Husain)

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Activity

📌 Welcome to Discourse

The first paragraph of this pinned topic will be visible as a welcome message to all new visitors on your homepage. It's important! Edit this into a brief description of your community: Who is it for? What can they fi... read more



0

111

Dec '20

COVID-19 Simulation Models and Other Resources



7

181

16h

How can we improve our new website? 2

■ Site Feedback



25

347

3d

2021 Policy Council Meetings

Last Wednesday of Each Month (4 - 5:30pm New York, 9-10:30pm London, 7-8:30am Brisbane)

April 28, 2021

- 0:20 VP Membership (Report) - Asmeret Naugle
- 0:30 VP Meetings (Future of Meetings) - Len Malczynski and Sara Metcalf
- 0:15 Funding for Chapters and SIGs - Jenson Goh and Stefano Armenia
- 0:10 [Wonder.me](#) experiment - Paulo Goncalves

May 26, 2021

June 30, 2021

Adjournment