2021
Policy Council Meeting

April 28, 2021

4 - 5:30 PM New York

CHECKIN

What do you value most about Society membership?

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
- Interactive meetings:
  - Positive comments from this effort
  - We will reach out to explore more opportunities
- Participation:
  - Continued support from SDS volunteers in general and particularly last month

Agenda

- 0:05 Welcome (Paulo Gonçalves)
- 0:05 Motions
  - Feb and March Meeting Minutes (Brad Morrison)
  - Slates of Candidates (Martin Schaffernicht)
  - Standing Committee Minutes (Paulo Gonçalves)
- 0:50 Strategy Follow Up (Paulo Gonçalves, Shayne Gary)
- 0:05 VP Membership (Asmeret Naugle)
- 0:05 VP Meetings - Future of Meetings (Len Malczynski)
- 0:05 Announcements
- Adjournment

Motions in 2021

COMING UP

- TBD

IN PROCESS

- 2022 Slate of Candidates (Martin Schaffernicht) **VOTE at Meeting?**
- Standing Committee Nominations (Paulo Gonçalves) **VOTE at Meeting?**

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)
- (1023) ***ISDC 2022 Program Chairs*** Sara Metcalf, Jack Homer (Y:19/N:0/A:1/NV:5)
  - Move to approve Birgit Kopainsky, Gloria Perez Salazar, and Nici Zimmerman

Anything Else in the Works?

Motion to Approve Policy Council Minutes

February 2021 - March 2021

Moved by Brad Morrison

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

Nominating Committee Process (Martin Schaffernicht)

Past President: Martin Schaffernicht (Chair)
President: Birgit Kopainsky
President Elect: Paulo Goncalves
Asmeret Bier Naugle 8/2020-7/2023
David Lane 8/2019-7/2022
Rogelio Oliva 8/2018-7/2021

Stick to rules/traditions updated in 2020:

- all communication with potential nominees by chairperson
- ask current officers if they are interested in staying another turn
- internal discussions are confidential

Process

- revise and update candidate list based on suggestions from committee members
- voting and ranking, then proceed from top rank on

Thanks to the

- officers who leave and have suggested potential successors
- officers who are interested in another term
- new nominees who have accepted responsibility
- members of the current and the previous Nominating Committee

System Dynamics Society

Slate of Candidates 2022 (Martin Schaffernicht)

President Elect	Brad Morrison | Brandeis University (2023)
Secretary	Lees Stuntz | Creative Learning Exchange (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	○ Jenson Goh (2022 - 2024) ○ Tim Clancy (2022 - 2024) ○ Kawika Pierson (2022 - 2024) ○ Juan Pablo Torres (2022 - 2024)

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.

Standing Committee Vacancies (Paulo Goncalves)

Strategy Committee	Sharon Els | Sage Analysis Group (2021-2023)
Executive Committee	Hyunjung Kim| Chico State University (2021 - 2023)
Publications Committee	Josephine Musango | Stellenbosch University (2022 - 2024)
Nominating Committee	Juan Pablo Torres | Universidad de Chile (8/2021 - 7/2023)
Organization and Bylaws Committee	Kawika Pierson| Willamette University (2021 - 2023)

Motion to Standing Committee Nominations

Moved by Paulo Goncalves:

To approve the President's 's recommended standing committee nominations for terms beginning in 2021. The nominations, once approved by the Policy Council, will take effect immediately.

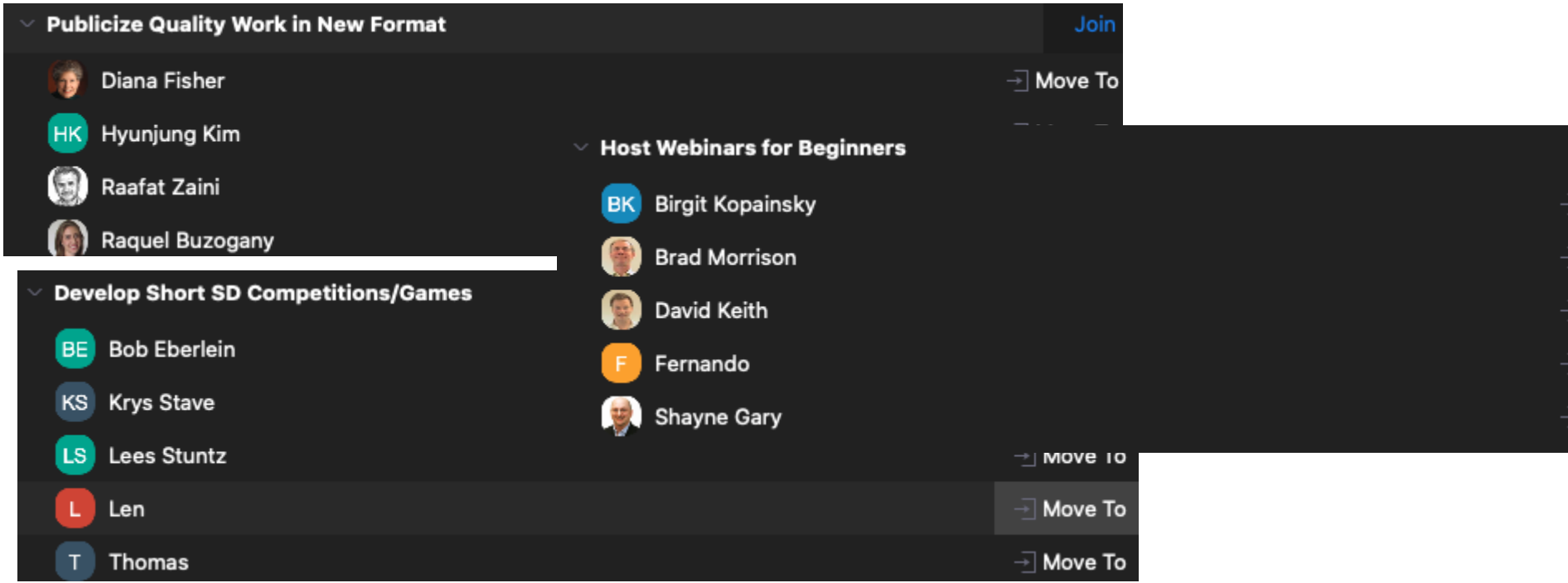
Strategy Follow Up: New Initiatives

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
- Transitioned to 6 ideas with Mentimeter vote

Vote by Feet (top 3)



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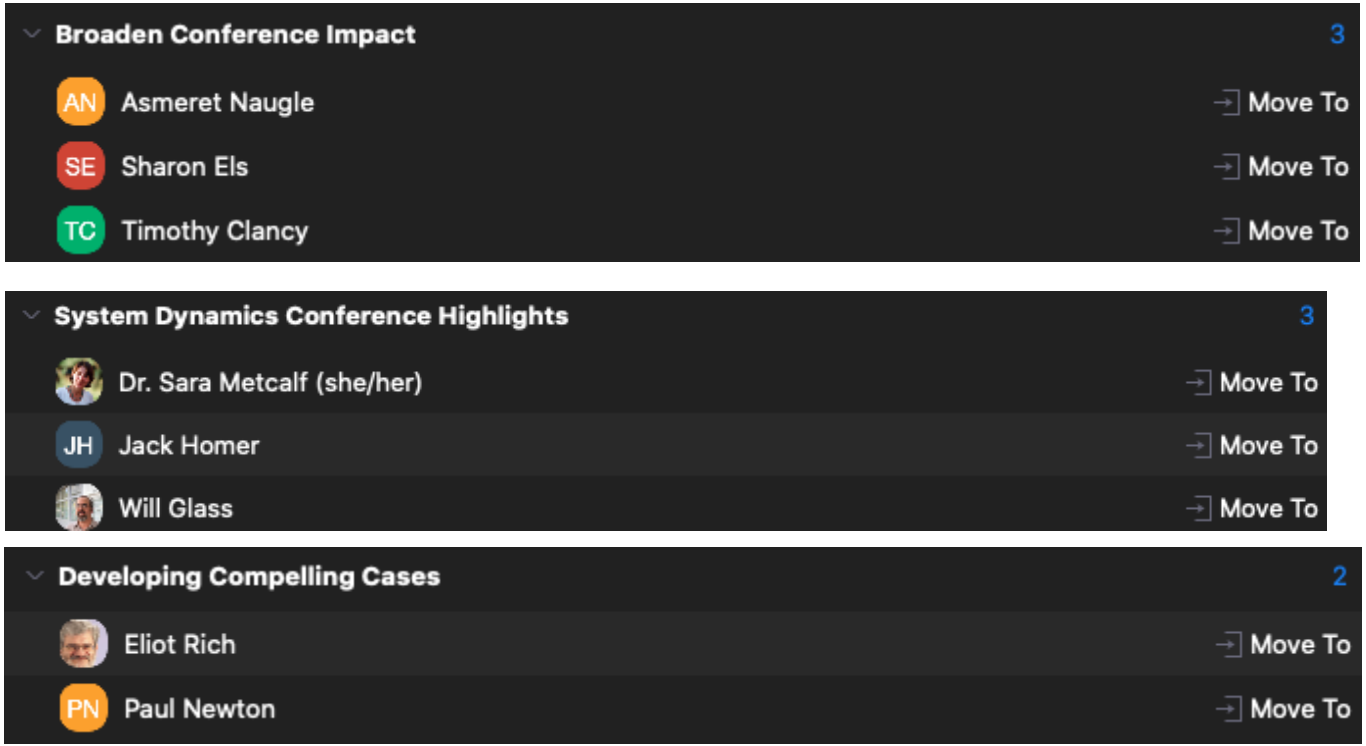

Eight Winning Ideas

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

1. **Broaden Conference Impact**
   - *(Asmeret Naugle, Brad Morrison, Sharon Els)*

1. **Develop Short SD Competitions/Games**
   - *(Thomas Wittig, Bob Eberlein)*

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

1. **Development of Compelling Cases**
   - *(Bob Eberlein, Thomas Wittig)*

1. **Package & Publicize Quality Work in New Format**
   - *(Len Maczynski, Raafat Zaini, Diana Fisher)*

Welcome!—Group Norms

Try it on Be willing to "try on" new ideas or ways of doing things that might not be what you prefer or are familiar with.	**Practice Self Focus** Attend to and speak about your own experiences and responses. Do not speak for a whole group or express assumptions about the experience of others
Intent does not equal Impact Try to understand and acknowledge impact. Denying the impact of something said by focusing on intent is often more destructive than initial interaction.	**Practice "Both/And"** When speaking, substitute "and" for "but." This practice acknowledges and honors multiple realities.
Refrain from Blaming or Shaming Practice mindful and skillful feedback	**Right To Pass** You can say "I pass" if you don't wish to speak.
Practice Mindful Listening Try to avoid planning what you'll say as you listen to others. Be willing to be surprised, to learn something new. Listen with your whole self.	**Move up/Move back** Encourage full participation by all present. Take note of who is speaking and who is not. If you tend to speak often, consider "moving back" and vice versa.
Practice Correct Attribution and Consent Be mindful of correctly attributing intellectual and emotional property. Lived experience, as well as work, ideas, and things said in the session, belong to those who shared them. Obtain consent and correctly attribute if you wish to share them.	*Adapted from Visions Inc., "Guidelines for Productive Work Sessions," www.visions-inc.org*

Source: Structural Racism SIG

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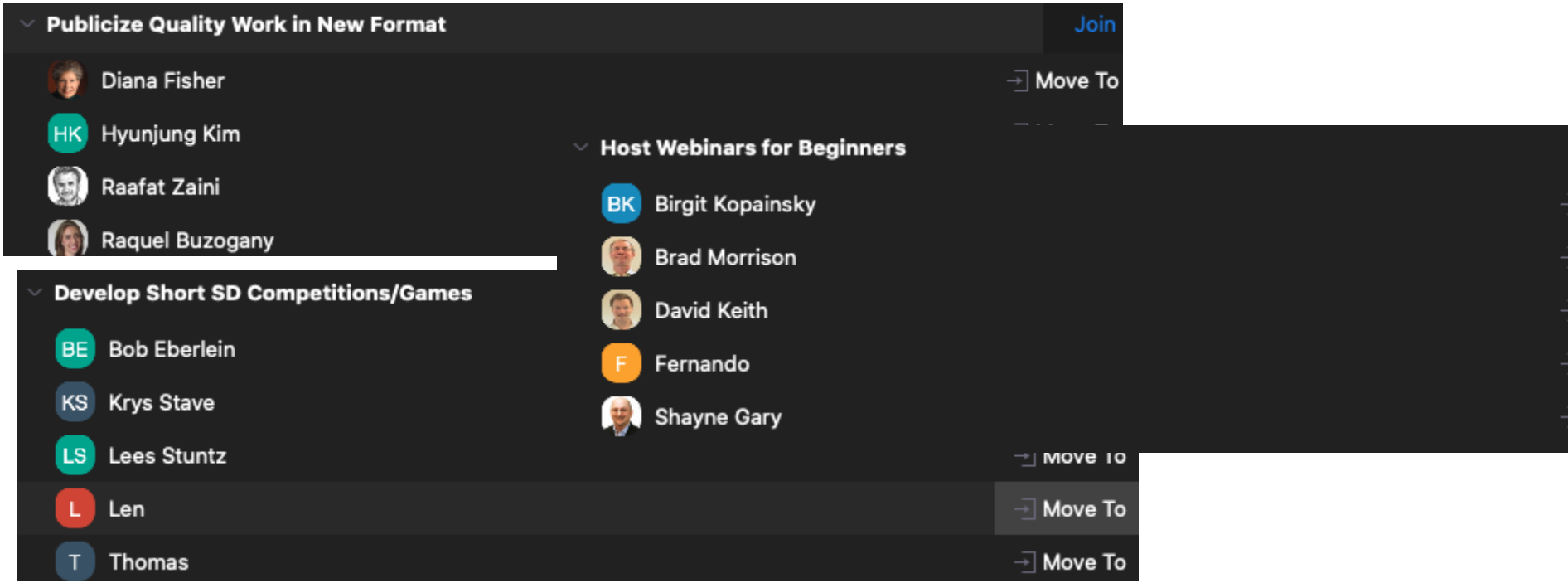

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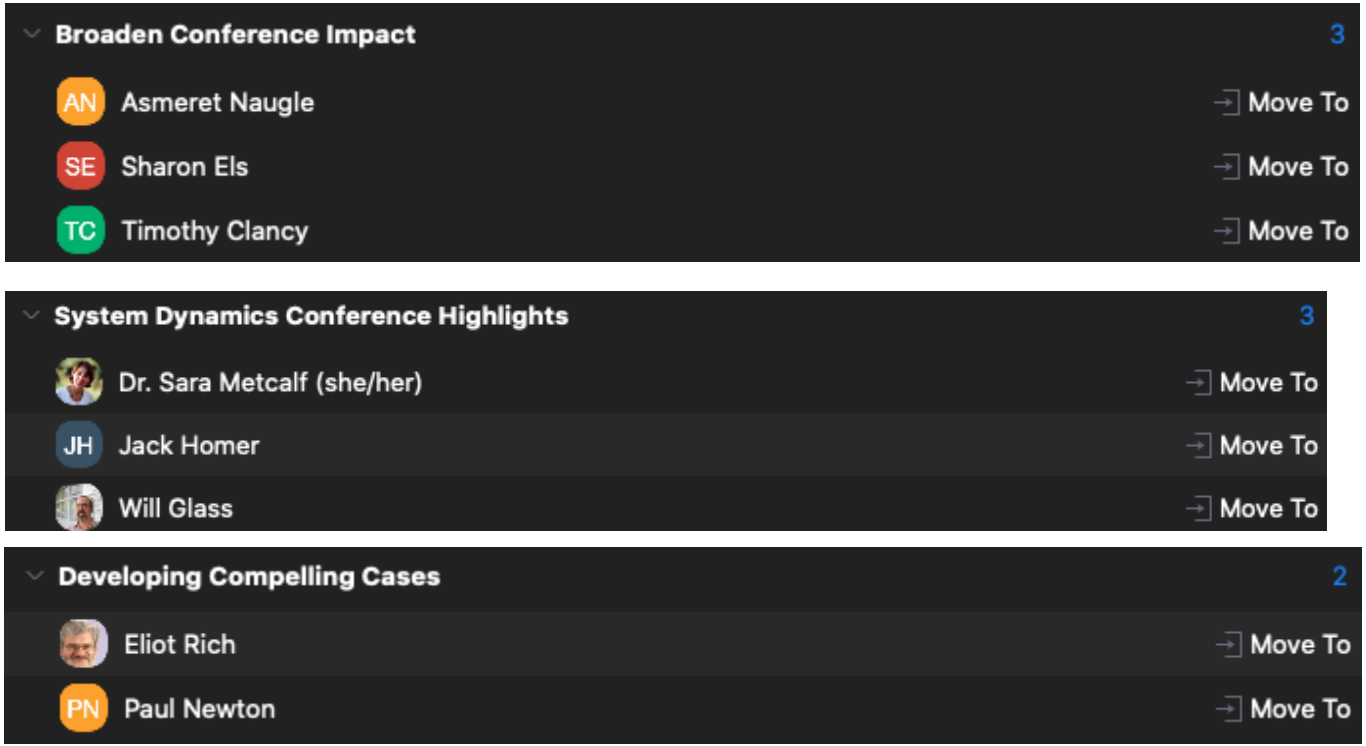

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   - *(Len Maczynski, Raafat Zaini, Diana Fisher)*

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 Eberlein)*

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

Competition → Cooperation

Leverage the “Beer” Game, modernized, Fishbanks.

Inspire and engage “next generation modelers”

Small games, Challenges, Several levels.

Look BCN, out of Singapore. Clexchange.org under apps, curriculum

Goal: Engaging Games, Multi-level, Small models

- If you had to do this tomorrow, what would you do?
- What is an outcome you can achieve within a calendar year?

Idea details:

- Who will be the champion? What will you do next? What is the team Composition?
- What are the details of the project? When should our group meet?
- Using small games, several levels. Based on SD models.
- Separate Idea: Hackathon, Giving feedback on the work.

What are the resources required? Software vendors to host the games and help put it together.

- ??

Minimum Viable Project (MVP)

Goal:

- If you had to do this tomorrow, what would you do?
- What is an outcome you can achieve within a calendar year?

Idea details:

- Who will be the champion? What will you do next? What is the team Composition?
- What are the details of the project? When should our group meet?

What are the resources required?

- ??

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

Goal:

•Increase awareness of executives, policymakers, & public about high-qual 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.

5: 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

6: 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

Minimum Viable Project (MVP)

Goal:

- If you had to do this tomorrow, what would you do?
- What is an outcome you can achieve within a calendar year?

Idea details:

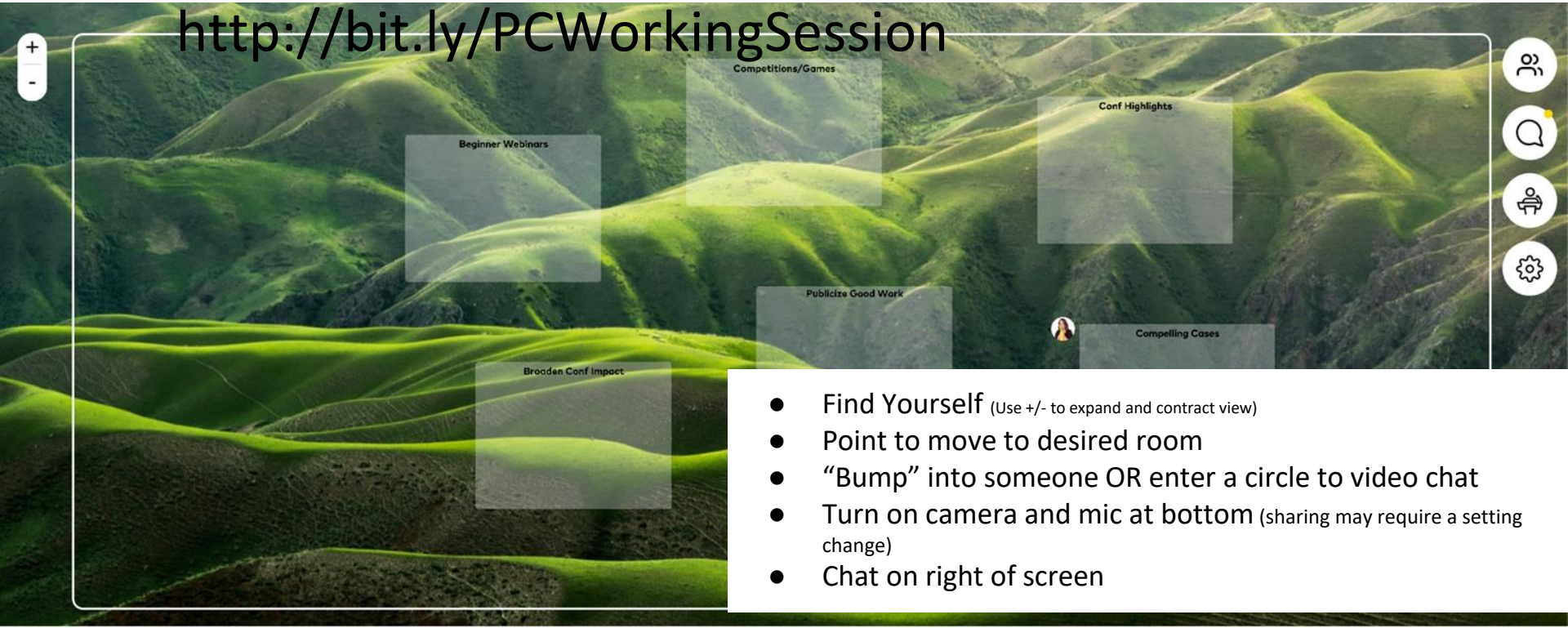
- Who will be the champion? What will you do next? What is the team Composition?
- What are the details of the project? When should our group meet?

What are the resources required?

- ??

Wonder.me

http://bit.ly/PCWorkingSession



- Find Yourself (Use +/- to expand and contract view)
- Point to move to desired room
- “Bump” into someone OR enter a circle to video chat
- Turn on camera and mic at bottom (sharing may require a setting change)
- Chat on right of screen

System Dynamics Society

VP Membership Report

Asmeret Bier Naugle
Sandia National Laboratory

- History
- Status Update
- Next Time

Dues Change

	2020 Dues	2021 Dues
Full Time Students*	$15	$25 $15 if University Sponsored
Supported Member (country or K-12)**	$15-$110 based on self-report income	$50
Regular Member	$140	$140

* includes those two years after graduation though we have no way to check

** includes countries classified by World Bank as lower income &lower-middle-income and special requests based on hardship

Membership Status Update

	Budgeted Dues	Actual Dues	Budget Members	Actual Members
2019 Actual Quickbooks	$61,554	$50,803 (avg $71)		1001
2020 YTD 08 Memberclicks	$69,959	$84,935 (avg $64)		1434
2021 (YTD)	$62,000 (avg $62)	$90,24 (avg $64) *Includes some print journal dues*	1000	982 *13.9% subscriptions*

Notes:
Revenues exceed last year.

We are likely to get more memberships with conference registrations after acceptance letters.

Next Time

Activity in small groups, focused on ideas to increase membership

VP Meetings - The Future of Meetings

Len Maczynski
University of New Mexico

#ISDC2023 and Beyond

Site Solicitation	Site Selection
Who? ● Return to earlier proposals? (e.g. London, Brisbane, Portland) ● Return to Cambridge, Massachusetts? (not since 2017) ● Research universities w/ adequate sites/relationships (list of 25)	Team? ● More than one decision maker? ● Who decides? ● Rotate between US/ROW?
What? ● In person, Online, or Hybrid? ● Normal 5 day schedule (Sunday - Thursday)? ● Continue to Friday for Online/Hybrid format?	Process? ● How does Policy Council get involved? ● Standardized submission form? ● Return to default sites (if in person or hybrid)?
How? ● Open call OR invite only RFP?	Criteria? ● Profit, Strength of Partner, Cost to Attendees, Travel Difficulty, Risk, Ability to Support Hybrid ● Other? Weighting/Cutoffs?

System Dynamics Society

Questions?

Announcements

2021 Policy Council Meetings

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

Tasks to delegate - form (Raquel)

May 26, 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

June 30, 2021

Call for Volunteers (Raquel)

- Volunteer Networking Event Planned
- Accepting requests for volunteers

Adjournment

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- 0:50 Strategy Follow Up (Paulo Gonçalves, Shayne Gary) plit everyone into them...in April Policy Council Meeting...momentum building...set of questions to answer for themselves…QUESTIONS: MVP (Minimum Viable Project) If you had to do this tomorrow, what would you do?/What is an outcome you can achieve within a calendar year?...Who will be the champion?...What are we going to do next?....Team Composition...Project...Resources...Project Structure...When should our group meet? WONDER.ME rooms will be the ones that got traction...SLIDE WITH WHO IS IN EACH
- 0:05 VP Membership (Asmeret Naugle)
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Breakout session: Game competitions

Need to clarify: What is the objective? Who is the target audience?

Len participated in Hackathons with Powersim. US Soybean export council. Carbon emission reduction.

Birgit was involved.

Idea: develop a game to engage others? (“angry bird” version).

Look at simcity approach.

Kim Warren hosted a Covid Competition.

Version: pre-built models to play with.

Rio Grande Water System. Len has info.

Engage new members, sponsors, software publishers.

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)*
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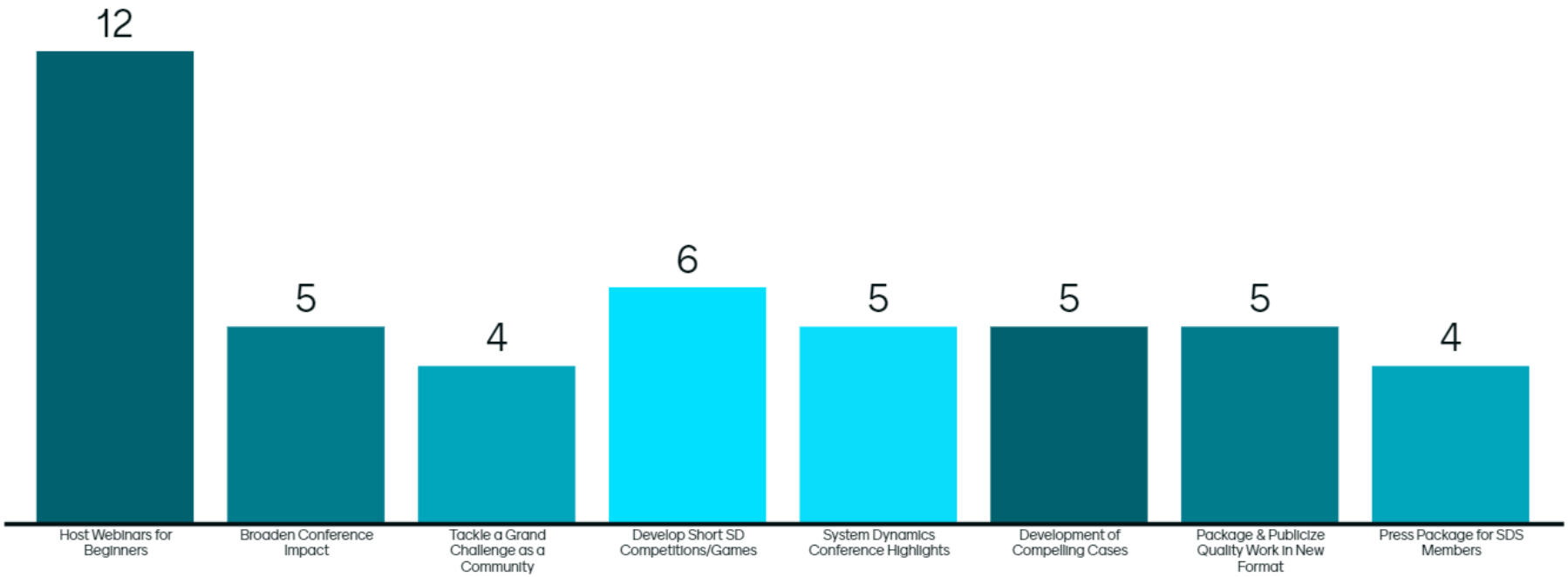
8. **Press Package for SDS Members**
   - *(Vinicius Picanco Rodriguez, Lees Stuntz, Paul Newton)*

Mentimeter voting - menti 66 52 539



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

Goal:

•Increase awareness of executives, policymakers, & public about high-qualit 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

NAE GRAND CHALLENGES FOR ENGINEERING
NATIONAL ACADEMY OF ENGINEERING

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

6a: Package & Publicize Quality Work in New Format

(Raafat Zaini, Raquel Buzogany)

Goal:

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

Pilot:

SIGs are invited to submit **3-5 min videos** (and clarifying material) on distinguished **cases** in their field.

Cases must show **tangible results of real-world implementation** (not expected or projected results).

Initiative presented in the last SIG meeting, accompanying **guidelines** to be sent out.

SIGs have been asked to make known their interest in submitting a case in 2021.

Actors: SIGs, VP SIGs and AVPs, Marketing Team, Office.

Expected results:

SIGs to help produce videos, blog posts, webinars; Increased visibility of SIGs; Material for chapters or other volunteers to translate

Minimum Viable Project (MVP) Initiative 6b

Goal:

- Make high-quality material available to the public. In this case, PLENARIES and PARALLELS of the conference.
- If you had to do this tomorrow, what would you do? Ask 2021 and 2022 ProgChairs about video rating of parallel presentations (helps prioritizing)
- What is an outcome you can achieve within a calendar year?

Idea details:

- Who will be the champion? Diana F. What will you do next? What is the team Composition?
- What are the details of the project? When should our group meet? Make it delayed. Authorization is not clear.

What are the resources required?

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 Eberlein)*

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

Competition → Cooperation

Leverage the “Beer” Game, modernized, Fishbanks.

Inspire and engage “next generation modelers”

Small games, Challenges, Several levels.

Look BCN, out of Singapore. Clexchange.org under apps, curriculum

Goal: Engaging Games, Multi-level, Small models

- If you had to do this tomorrow, what would you do?
- What is an outcome you can achieve within a calendar year?

Idea details:

- Who will be the champion? What will you do next? What is the team Composition?
- What are the details of the project? When should our group meet?
- Using small games, several levels. Based on SD models.
- Separate Idea: Hackathon, Giving feedback on the work.

What are the resources required? Software vendors to host the games and help put it together.

- ??

Minimum Viable Project (MVP)

Goal:

- If you had to do this tomorrow, what would you do?
- What is an outcome you can achieve within a calendar year?

Idea details:

- Who will be the champion? What will you do next? What is the team Composition?
- What are the details of the project? When should our group meet?

What are the resources required?

- ??

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

Goal:

•Increase awareness of executives, policymakers, & public about high-qual 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.

5: 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

6: 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

Minimum Viable Project (MVP)

Goal:

- If you had to do this tomorrow, what would you do?
- What is an outcome you can achieve within a calendar year?

Idea details:

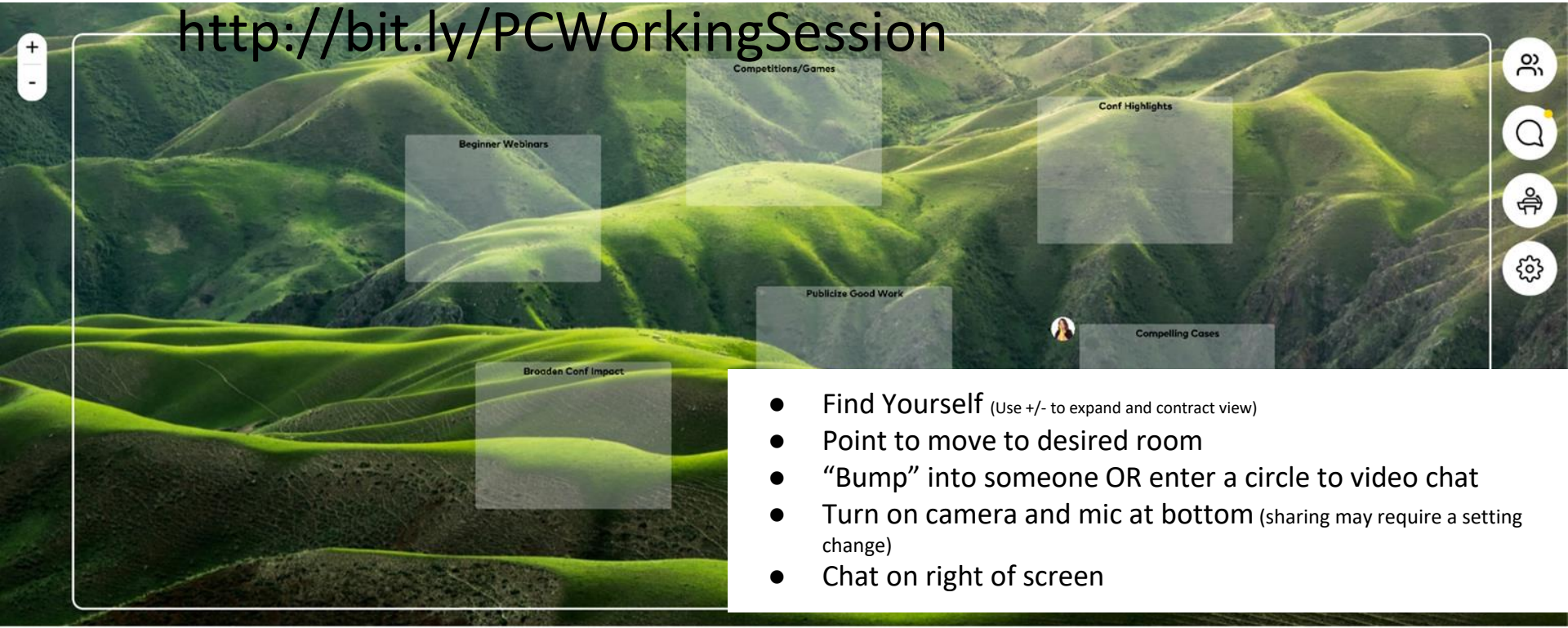
- Who will be the champion? What will you do next? What is the team Composition?
- What are the details of the project? When should our group meet?

What are the resources required?

- ??

Wonder.me

http://bit.ly/PCWorkingSession



- Find Yourself (Use +/- to expand and contract view)
- Point to move to desired room
- “Bump” into someone OR enter a circle to video chat
- Turn on camera and mic at bottom (sharing may require a setting change)
- Chat on right of screen

System Dynamics Society

VP Membership Report

Asmeret Bier Naugle
Sandia National Laboratory

- History
- Status Update
- Next Time

Dues Change

	2020 Dues	2021 Dues
Full Time Students*	$15	$25 $15 if University Sponsored
Supported Member (country or K-12)**	$15-$110 based on self-report income	$50
Regular Member	$140	$140

* includes those two years after graduation though we have no way to check

** includes countries classified by World Bank as lower income &lower-middle-income and special requests based on hardship

Membership Status Update

	Budgeted Dues	Actual Dues	Budget Members	Actual Members
2019 Actual Quickbooks	$61,554	$50,803 (avg $71)		1001
2020 YTD 08 Memberclicks	$69,959	$84,935 (avg $64)		1434
2021 (YTD)	$62,000 (avg $62)	$90,240 (avg $90)) *Includes some print journal dues*	1000	982 *13.9% subscriptions*

Notes:
Revenues exceed last year.

We are likely to get more memberships with conference registrations after acceptance letters.

Next Time

Activity in small groups, focused on ideas to increase membership

VP Meetings - The Future of Meetings

Len Maczynski
University of New Mexico

#ISDC2023 and Beyond

Site Solicitation	Site Selection
Who? ● Return to earlier proposals? (e.g. London, Brisbane, Portland) ● Return to Cambridge, Massachusetts? (not since 2017) ● Research universities w/ adequate sites/relationships (list of 25)	Team? ● More than one decision maker? ● Who decides? ● Rotate between US/ROW?
What? ● In person, Online, or Hybrid? ● Normal 5 day schedule (Sunday - Thursday)? ● Continue to Friday for Online/Hybrid format?	Process? ● How does Policy Council get involved? ● Standardized submission form? ● Return to default sites (if in person or hybrid)?
How? ● Open call OR invite only RFP?	Criteria? ● Profit, Strength of Partner, Cost to Attendees, Travel Difficulty, Risk, Ability to Support Hybrid ● Other? Weighting/Cutoffs?

System Dynamics Society

Questions?

Announcements

2021 Policy Council Meetings

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

Tasks to delegate - form (Raquel)

May 26, 2021

- 0:40 VP Membership (Report) - Asmeret Naugle
- 0:40 VP Meetings (Future of Meetings) - Len Malczynski and Sara Metcalf
- 0:10 Global Competition (Stefano Armenia, Kerry Turner)
- 0:05 Funding for Chapters and SIGs - Jenson Goh and Stefano Armenia

June 30, 2021

Call for Volunteers (Raquel)

- Volunteer Networking Event Planned
- Accepting requests for volunteers

Adjournment

Agenda

- 0:05 Welcome (Paulo Gonçalves)
- 0:05 Motions
  - Feb and March Meeting Minutes (Brad Morrison)
  - Slates of Candidates (Martin Schaffernicht)
  - Standing Committee Minutes (Paulo Gonçalves)
- 0:50 Strategy Follow Up (Paulo Gonçalves, Shayne Gary) plit everyone into them...in April Policy Council Meeting...momentum building...set of questions to answer for themselves…QUESTIONS: MVP (Minimum Viable Project) If you had to do this tomorrow, what would you do?/What is an outcome you can achieve within a calendar year?...Who will be the champion?...What are we going to do next?....Team Composition...Project...Resources...Project Structure...When should our group meet? WONDER.ME rooms will be the ones that got traction...SLIDE WITH WHO IS IN EACH
- 0:05 VP Membership (Asmeret Naugle)
- 0:05 VP Meetings - Future of Meetings (Sara and Len)
- 0:05 Announcements
- Adjournment

Breakout session: Game competitions

Need to clarify: What is the objective? Who is the target audience?

Len participated in Hackathons with Powersim. US Soybean export council. Carbon emission reduction.

Birgit was involved.

Idea: develop a game to engage others? (“angry bird” version).

Look at simcity approach.

Kim Warren hosted a Covid Competition.

Version: pre-built models to play with.

Rio Grande Water System. Len has info.

Engage new members, sponsors, software publishers.

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)

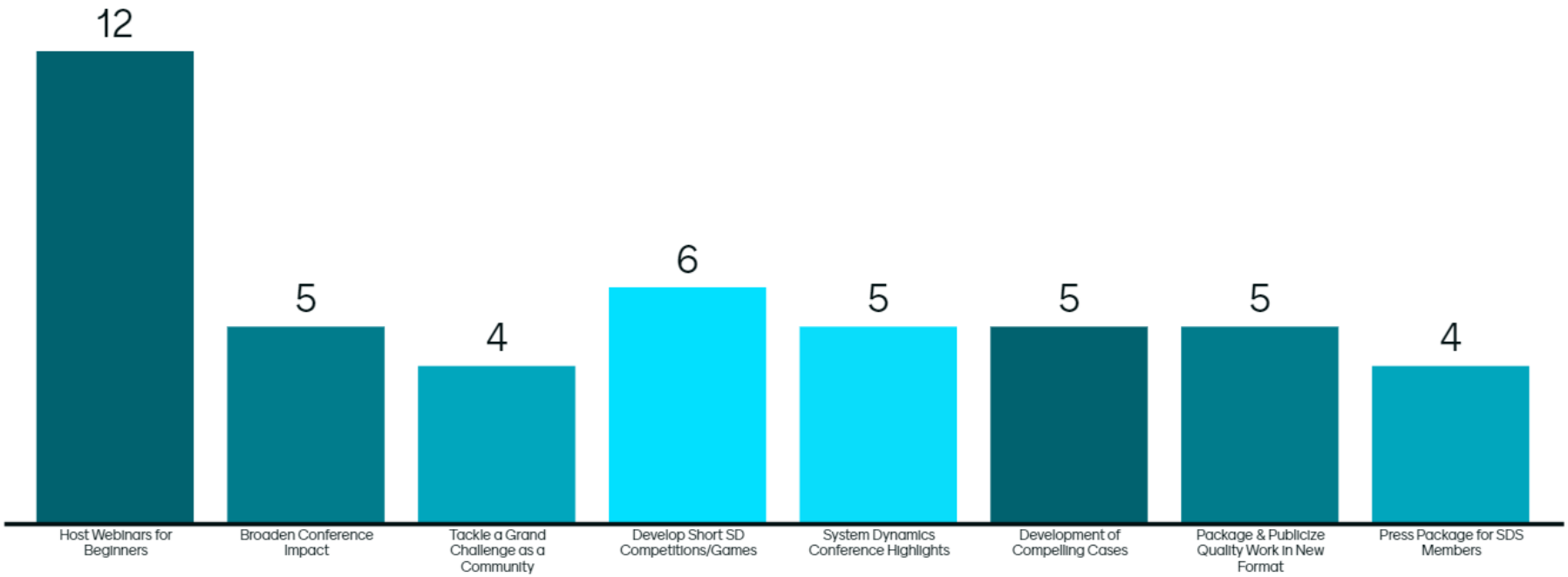
Selection criteria:

- 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)*

Mentimeter voting - menti 66 52 539



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

Goal:

•Increase awareness of executives, policymakers, & public about high-qualit 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

NAE GRAND CHALLENGES FOR ENGINEERING
NATIONAL ACADEMY OF ENGINEERING

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
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- ??