

2021 Policy Council Meeting

August 25, 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
- 2021 Conference:
 - Generated profit, high-attendance (560 attendees), 36% first-time
- 2023 Conference Contract Hilton
- General Business Meeting
 - August 31 at 4 PM EST
- Policy and process improvement

2021 INTERNATIONAL SYSTEM DYNAMICS CONFERENCE

Attendees

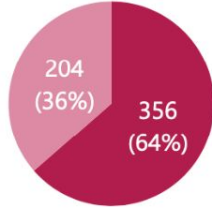
560

Countries

60

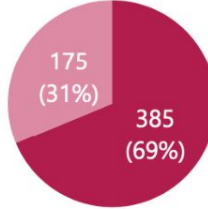
First Time Attending?

● No ● Yes



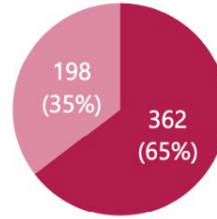
Tickets

● Regular ● Student

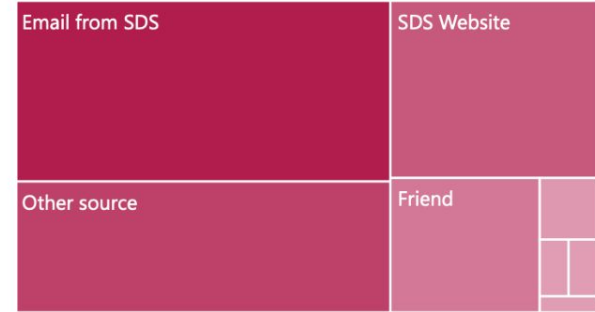


SDS Membership

Member? ● YES ● NO



How did you hear about the Conference?



SUMMER SCHOOL

Attendees

111

62 Introductory | 49 Intermediate

Profit
\$34,565

17 Scholarships

10 Donated Scholarships
7 Student Chapter Scholarships (STFF Funds)



CONFERENCE REVENUE

Ticket sales: ~\$138,580

Sponsorship: \$24,000

Total: ~\$162,580

\$~2,864 Expenses | ~\$125,000 overhead costs

SCHOLARSHIPS

71

37 Volunteers

16 Donated Scholarships

13 Student Chapter Scholarships (STFF Funds)

5 Barry Richmond to Scholarships

Agenda

- 0:05 Welcome (Paulo Gonçalves)
- 0:05 Motions (Paulo Gonçalves)
- 0:30 VP Membership - Asmeret (Discussion Follow-up)
- 0:10 VP Finance - Eliot Rich (2020 Financials Report)
- 0:05 VP Finance - Eliot Rich (Investment Committee)
- 0:25 China Chapter - Iris and Helen (Membership Proposal)
- 0:10 VP Epresence (Bob Eberlein)
- Adjournment

Motions in 2021

IN PROCESS

- (1028) Constitution of Taiwan Chapter of the SDS, Stefano Armenia
- (1031) Approval May, June 2021 Minutes, Brad Morrison
- (1030) VP Meetings, partial term (remainder of 2021), Birgit Kopainsky

PASSED

- (1023) ISDC 2022 Program Chairs Sara Metcalf, Jack Homer (Y:19/N:0/A:1/NV:5)
- (1024) FY 2021 Budget Amendments, Shayne Gary (Y:25/N:0/A:0/NV:0)
- (1025) Feb to April 2021 Minutes, Brad Morrison (Y:25/N:0/A:0/NV:0)
- (1029) 2022 Slate of Candidates, Martin Schaffernicht
- F2F - Standing Committee Nominations, Paulo Gonçalves
- F2F - Performance Review Committee Motion, Birgit Kopainsky

Motion to Constitute Taiwan Chapter of SDS

Moved by Stefano Armenia (2nd Shayne Gary)

To approve the constitution of the Taiwan Chapter of the System Dynamics Society.

Motion to Approve Policy Council Minutes

May 2021 - June 2021

Moved by Brad Morrison

To approve the Policy Council Meeting Minutes from May 2021 - June 2021.

VP Membership



Asmeret Bier Naugle

Sandia National Laboratory

Membership Discussion

Membership Categories



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.

Discussion

- Select the group you'd like to discuss
- Take notes and send them to Rebecca
- Last time: discussed pain points and what the society *could* do
- Discussion questions:
 - **Should current society activities be adjusted to improve benefit to these members?**
 - **What new activities should the society *prioritize* to better serve these members?**
 - **What would need to happen to implement the top priorities?
Who should be involved?**

VP Finance



Eliot Rich

University at Albany

- June: 2020 Recap (Report posted previously)
- August/September: Investment Committee
- September: 2022 Budget Discussion

Comparative Performance (actuals through 7/30)

	2019 (Audit)	2020 (Review)	2021 (Budget, including adj.)	2021 (Actuals / Projected)
Net Operating Income	-\$197,895	\$6,495	-\$142,270	\$48,483
Assets	\$1,025,909	\$1,125,107		
Designated reserves	\$700,523	\$864,281		

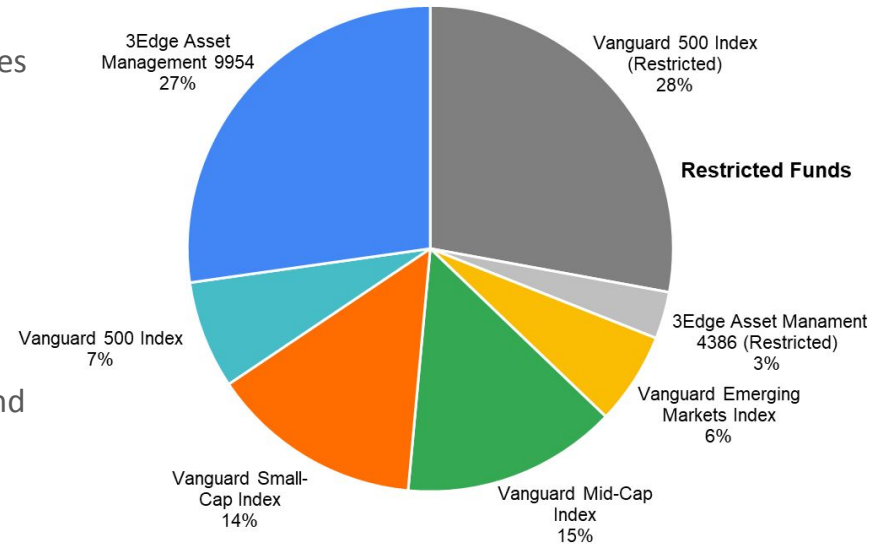
Budget Status

- Straw budget draft by Finance Committee / ED
- VPs and committee heads will be asked for budget updates based on BAU and their forward-looking proposals for next year
- Anticipate level overhead operating costs, though new initiatives drive overhead
- New initiatives will drive additional overhead as well as program costs
- Reports coming from
 - Investment committee - September
 - Stewardship committee - EOY
- Budget to PC initial presentation in September, vote to follow

Investment Committee

- Members: Jim Lyneis, Sean Morgan, Eliot Rich, Sharon Els
- Our Charge:
 - Devise investment strategies to meet goals for our reserves
 - Monitor and report on investment performance
 - Select and manage third-party professional investment managers
- Progress:
 - Draft Investment Policy - Rules of the road (posted as a report)
 - Draft Investment Goals - Specific expectations for return and risk (posted as a report)
- Next meeting
 - Discuss additional goals for environmental, social, and corporate governance (ESG) / Social Responsibility
 - History and path forward

Investment Balance Distribution Q2 2021 (Total \$1.1M)



China Chapter



Haiyan Yan
(Helen)



Ying Qian
(Iris)



Wuzhi Shen
(Ella)

China Chapter Membership Proposal

- * Reduce the membership fee to \$50
- * One payment for 3 years

Main Justifications:

- There are not many active members in China, the lower membership fee will help to **attract new members** while a higher membership fee will lead some to choose other associations. **We need more members to promote SD in China;**
- Based on the **population and the current number of members**, increasing the number is easier and may have an even higher total ‘income’;
- **Most of the activities/ benefits provided by the SD society are not available for Chinese members**, or very hard to access, because of the network access control, e.g. we use different social media, we cannot get the information from Facebook, and so on;
- There are many examples that **China belongs to a different group from the U.S**, normally the fee for Chinese members is lower, or the fee is based on individual income, in general, Chinese researchers will pay less (see next slide).

Association	Fee for the US	Fee for CN	website
Regional Studies Association	£115	£29.5	https://www.regionalstudies.org/about/memberships/individual/ http://www.rsachina.org/hyq/9.html
Association for Computing Machinery	\$99	\$25	https://services.acm.org/public/qj/proflevel/proflevel_control.cfm?level=3&country=China&form_type=Professional&promo=LEVEL https://www.acm.org/membership/membership-options
The international facility management association	\$219	\$65	http://ifma-china.org/members_money.aspx https://www.ifma.org/membership/member-faq/
Project management institute	\$129	\$25	https://www.pmi.org/hk/membership/student-membership/
The International Public Management Association for Human Resources (IPMA-HR)	\$156	\$86 for Korean	https://www.ipma-hr.org/membership/membership-categories http://ipmakorea.org/ipma/page03/membership.php
International studies association	Rate based on the income range and status. In general, China will belong to \$50.		https://www.isanet.org/membership
Association for public policy analysis management	Rate based on the income range and status.		https://www.appam.org/appam-membership-and-you/#dues
The global data management community	\$50	\$12	https://www.dama.org/cpages/dama-international-individual-membership http://www.dama.org.cn/drupal620/zh-hans/node/300

Most academic societies in China have a membership fee around \$50, which is more acceptable to the scholars

CHINA MEMBERSHIP SIMULATION							
Change cells in YELLOW							
			Estimates				
	2020	2021	2022	2023	2024	2025	2026
Chinese members WITHOUT fee change	7	10	11	11	12	12	13
Chinese members WITH fee change			40	45	50	55	60
Membership fee		140	140	140	140	140	140
Alternative chinese fee			50	50	50	50	50
Revenue difference			\$ 530.00	\$ 706.50	\$ 879.33	\$ 1,048.29	\$ 1,213.21

To ensure membership increase, also because some members encounter difficulties in paying the membership fee online, another option **is for members to make one payment for 3 years.**

VP Epresence



Bob Eberlein

Isee systems, inc.

Share Bob's screen for this.

Main Website

- Main site moved from MemberClicks to Wordpress hosted on AWS
- Pluses
 - Improved aesthetics
 - Better integration with ecommerce and quickbooks
 - Somewhat more approachable editing
- Neutrals
 - Still hit and miss organizationally
 - Managing user data is still cumbersome
- Minuses
 - Some data lost in transition
 - Overburdening Wordpress with information we want to keep
 - Didn't organize the data migration as well as we could have
 - Relatively slow page loads
 - Large number of plugins

Infrastructure

- Hosted on Amazon Web Services (AWS)
 - Good flexibility around DNS and other capabilities
- Running 4 servers currently
 - Main website
 - Bigger
 - Staging, webportal, proceedings, collections
 - Medium
 - Discuss
 - Tiny
 - isdc (conference), chat
 - Medium, to very Large during conference, to medium, to turned off Aug 31

Webportal, Proceedings, Collections

- Continued maintenance
 - Integrated with wordpress for some membership info
 - Additional info is stored only for the web portal
 - Using the wordpress database
 - Membership information not currently used
 - Conference registrations mostly connected
- Conference submissions and reviews
- Policy council reports and voting
- Proceedings and collections are purely static sites

Email, Social Media and Outreach

- Using google as our primary email host
 - Everything@systemdynamics.org
- Mailchimp for mass email
 - Much more frequent than in the past
- Still using Radiant Web Marketing
- Office (especially Fernando) taking on more work
- Volunteers for more specialized outlets
- Get some free Google ads we are trying to use
- Getting decent, but not amazing traction.



Going Forward

- Conference will be supported for hybrid next year
 - Conference site largely unchanged
- Need to clean up our database to remove duplicates and consolidate duplicated information
 - Ongoing as time is available (extremely slow progress)
- Much of the e-presence role is being taken over by the Office
 - Back to being a technical resource
 - May make sense not to renew this VP position



Questions?

Announcements

2021 Policy Council Meetings

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

September 29, 2021

- 0:10 VP Conference Post Mortem
- 0:30 Membership (Asmeret)
- 0:30 Budget discussion (Eliot Rich)
- 0:15 Project Team Report Outs (2 minute each - 1 slide - champion, team, what, timeframe, resource needs)
- 0:15 VP Chapters and SIGs Followup - Stefano (Harmonization of Chapters and SIGs including Jenson Goh?)
-
- TBD

Adjournment