

2021

# Policy Council Meeting

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September 29, 2021

4 - 5:30 PM New York

## CHECKIN

How might we better support  
practitioners?

## QUESTIONS OR COMMENTS

Enter HU in chat OR enter your  
question or comment

<http://bit.ly/SDSpcnotes>

# President's Welcome

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**Paulo Gonçalves**

Università della Svizzera Italiana

- Welcome
- Nominations for 2023-2025 Slate of Candidates are open  
<https://systemdynamics.org/nominations/>

# Agenda

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- 0:05 Welcome (Paulo Gonçalves)
- 0:30 Membership (Asmeret)
- 0:10 Budget discussion (Eliot Rich)
- 0:20 Referral Service (Rebecca Niles)
- 0:08 Diversity Committee (Peter Hovmand)
- 0:02 DEI Survey (Raquel Buzogany)
- 0:15 Website (Fernando Redivo)
- Adjournment

# Motions in 2021

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## IN PROCESS

- (1032): Adoption of Investment Policy, Eliot Rich **Voting is Open**

## PASSED

- **(1030) VP Meetings, partial term (remainder of 2021), Birgit Kopainsky (Y:18/N:0/A:1/NV:6)**
- (1031) F2F Approval May, June 2021 Minutes, Brad Morrison
- (1028) F2F Constitution of Taiwan Chapter of the SDS, Stefano Armenia
- F2F - Standing Committee Nominations, Paulo Gonçalves
- F2F - Performance Review Committee Motion, Birgit Kopainsky

# Motion to Approve Policy Council Minutes

*August 2021*

*Moved by Brad Morrison?*

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To approve the Policy Council Meeting Minutes from August 2021.

# VP Membership

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**Asmeret Bier Naugle**

Sandia National Laboratory

## Membership Discussion

- Proposed Dues Changes
- Proposed China Chapter Dues Experiment
- AVP Membership

# Proposed Dues Changes

<b>Pricing</b>	Increase general membership price from \$140 to \$145 for general membership in line with a 3% CPI increase (this year is currently tracking above 5%). Discounted and student prices would be the same.	<i>Pursuant to the <a href="#">August Dues Policy Change</a>, this is the purview of VP Finance, Executive Director, and VP Membership and has been approved by all. REPORT TO PC</i>
<b>Membership Period</b>	Shift from a calendar year membership to a membership that lasts one year from the join date.	<a href="#">Pursuant to Bylaws 3.2 and Policy 3.3 below</a> , this may require big changes. REPORT TO PC
<b>Renewals</b>	Shift from one year sign up to an annual renewing subscription from which they can unsubscribe.	This does not appear to be addressed in Bylaws or Policies - do we need approval?
<b>Multi-Year Payments</b>	Allow multi-year payments for up to 3 years with no discount (assuming annual price increases discounts will be de facto)	This does not appear to be addressed in Bylaws or Policies - do we need approval?
<b>Grace Period</b>	Do away with the current 3 month grace period membership	<a href="#">Pursuant to Policy 3.3 below</a> , this may require a policy change.
<b>Print Journal</b>	Proposed raising the cost from \$25 to \$30 to cover 100% of the cost from Wiley	Pursuant to the <a href="#">August Dues Policy Change</a> , this adjustment is pre-approved by the Policy Council. <b>(subject to approval of Krys Stave)</b>

# Proposed China Chapter Dues Experiment

One year experiment with the China Chapter to see if focused discounts to Chapters and SIGs can bring in new members who become sustained full members. In this experiment, the China Chapter will be given a special discount code entitling those who receive it to the \$50 supported membership rate. This rate will be good through the end of 2022. In 2023, we will measure uptake and the percentage of those who continue their membership in the next year. We will then assess, using this data and other information, whether special pricing should be extended for the China Chapter and considered for other Chapters & SIGs as a member-attraction strategy. The goal of this effort is to explore ways to encourage more Chapter & SIG members to join the Society in an effort to bump up memberships.

*Pursuant to the [August Dues Policy Change](#), this is the purview of VP Finance, Executive Director, and VP Membership and has been approved by all BUT it is limited to a 50% discount which would be a price of \$72.5.*

## OPEN DISCUSSION



# VP Finance

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**Eliot Rich**

University at Albany

- Current Budget Status and Overview
- Budget Report in Two Weeks
- Voting at October Meeting
- Voting on Investment Committee Policy is now open in web portal

# Income: Draft 2022 Budget

## SDS Budget

	DRAFT		FINAL	FINAL
	29-Sep-2021	29-Sep-2021		
	2022 Budget	2021 YTD	2021 Budget	2020 Actual
4100 · Annual Conference	\$245,000	\$160,980	\$217,673	\$213,133
4150 · Summer School Income	\$33,100	\$35,761	\$37,500	\$37,685
4200 · Journal Income	\$73,000	\$82,766	\$73,000	\$80,065
4000 · Membership Dues	\$119,000	\$113,187	\$88,125	\$84,560
4300 · Other Income	\$0		\$0	\$2,173
4400 · Product Revenue	\$26,300	\$20,415	\$25,000	\$15,539
4500 · Society Sponsorships	\$40,000	\$38,600	\$40,000	\$37,000
4600 · Fundraising and Donations	\$10,000	\$3,064	\$10,000	\$8,435
<b>Total Income</b>	<b>\$546,400</b>	<b>\$454,774</b>	<b>\$491,298</b>	<b>\$478,590</b>
<b>NEW - Dana Meadows Awards Transfer</b>	<b>\$15,000</b>	<b>\$0</b>	<b>\$9,250</b>	<b>\$0</b>
<b>Gross Profit</b>	<b>\$561,400</b>	<b>\$453,938</b>	<b>\$500,548</b>	<b>\$478,590</b>

# Expenses: Draft 2022 Budget

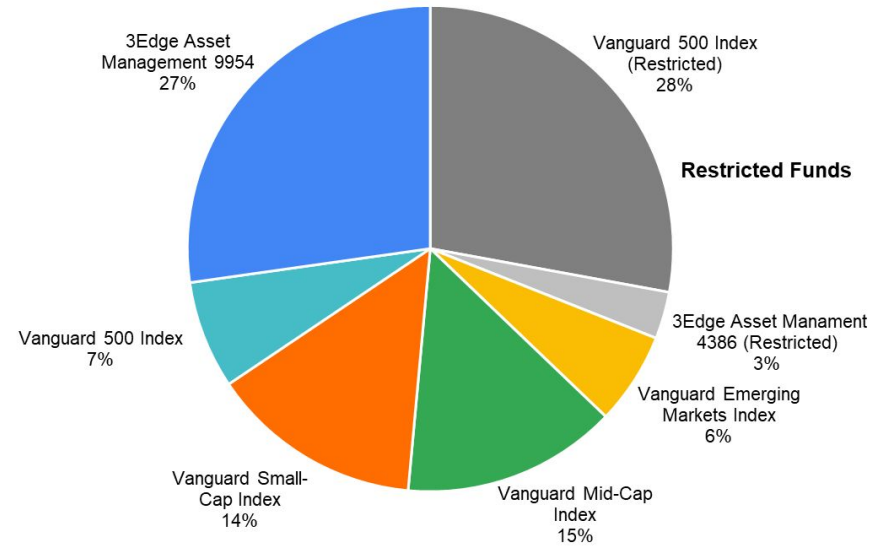
## SDS Budget

	DRAFT		FINAL	
	29-Sep-2021 2022 Budget	29-Sep-2021 2021 YTD	2021 Budget	2020 Actual
5000 · Awards	\$20,200	\$8,588	\$19,450	\$4,235
5050 · Bank & CC Fees	\$17,000	\$15,090	\$16,500	\$16,872
5100 · Field Dev	\$10,000	\$0	\$10,000	\$3,794
5150 · Contracted Expenses at Ualbany	\$0	\$0	\$0	\$8,817
5270 · Salary Expense	\$145,497	\$88,530	\$162,334	\$100,200
5350 · Annual Conference Expenses	\$95,000	\$3,643	\$93,000	\$19,483
5360 · Summer School Expense	\$7,524	\$567	\$13,616	\$1,586
5400 · Insurance	\$4,000	\$3,487	\$3,000	\$2,165
5500 · Journal Expense	\$23,000	\$23,248	\$23,000	\$43,775
5550 · Marketing	\$17,070	\$28,482	\$40,000	\$25,088
5551 · Learning and Programming	\$5,000	\$0		
5552 · Epresence	\$20,000	\$0		
5600 · Miscellaneous Expense	\$500	\$459	\$2,000	\$139
5650 · Office Expense	\$8,200	\$5,533	\$12,000	\$6,039
5660 · Stewardship Committee			\$5,000	
5700 · Officer Expenses	\$0	\$10	\$4,000	\$2,436
5800 · Product Dev.	\$10,000	\$957	\$25,000	\$1,909
5850 · Professional Fees	\$178,409	\$128,084	\$213,900	\$224,139
5900 · Depreciation Expense	\$0		\$0	\$192
Inventory Changes				\$11,227
<b>Total Expenses</b>	<b>\$561,400</b>	<b>\$306,678</b>	<b>\$642,800</b>	<b>\$472,096</b>
<b>Net Ordinary Income</b>	<b>\$0</b>	<b>\$147,260</b>	<b>-\$142,252</b>	<b>\$6,495</b>

# Investment Committee

- Motion to approve Investment Policy (September)
- Next meeting (October)
  - Discuss additional goals for environmental, social, and corporate governance (ESG) / Social Responsibility

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



# Referral Service History & Current Status

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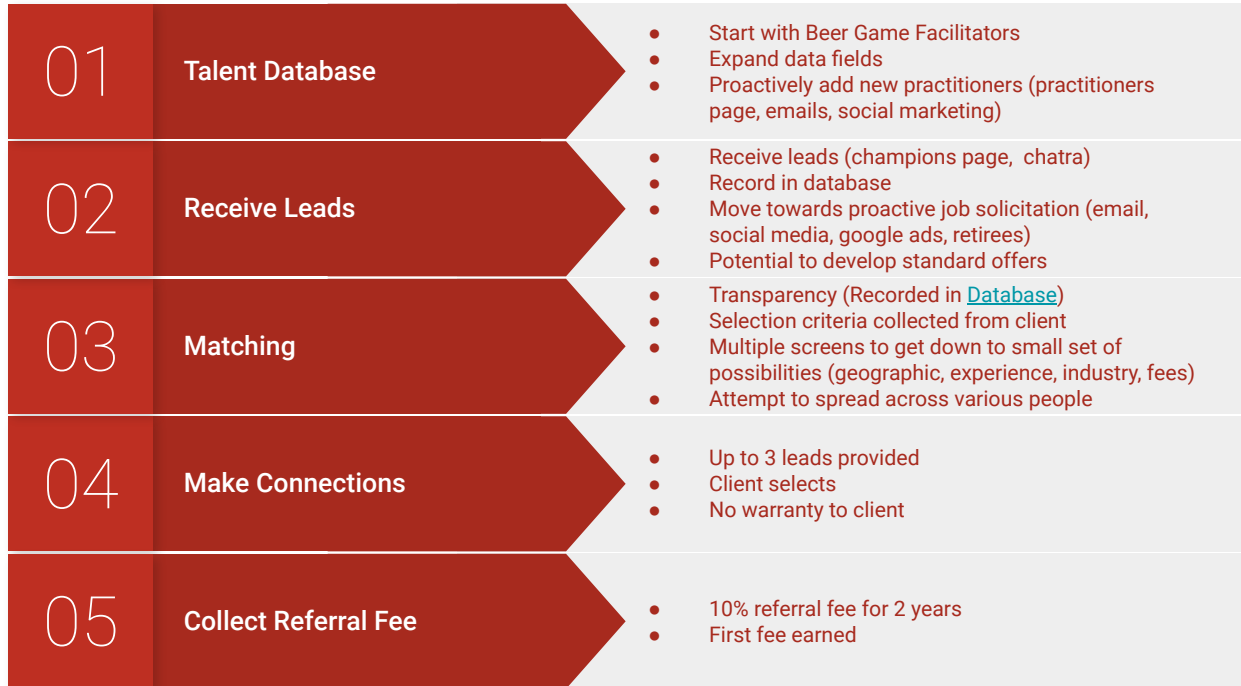
**Rebecca Niles**

Executive Director

- Society has been distributing Beer Game referrals for some time
- Now beta testing a broader referral service based on initial database of Beer Game facilitators
- Have added a 10% finder fee
- Currently reactive to requests via email, but installation of Chatra means more requests coming in
- Intend to launch this as a new service

# Referral Service Process

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# Sign Up Forms

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## Talent

Form to be added to the website on practitioner page with access for members only

Will gather deep information about their skills and experience across many areas. Will also require them to approve the 10% finder's fee arrangement.



[bit.ly/SDSReferMe](https://bit.ly/SDSReferMe)

## Request

Form to be added to the website to request matching with a consultant

Will gather relevant information for matching purposes. This is under development.



[bit.ly/SDSEngageaConsultant](https://bit.ly/SDSEngageaConsultant)

**Complete the Forms and Add Notes at the Bottom for Suggestions!**





# **PULSE CHECK: Which best describes your level of support for moving forward with the Referral Network?**

Strongly Support: Let's move full steam ahead RIGHT NOW.

Support: Think this is the right thing to do, but would prefer to think about it more before moving forward.

Not Sure: I need more questions answered.

Do NOT Support, but willing to go along if others think it best

Strongly Object: Will actively seek to sabotage or withdraw from the Society if it progresses



# Diversity Committee

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**Peter Hovmand**

Case Western Reserve University

- History of the Diversity Committee
- Recruiting new members
- Offering diversity training for SDS members

# DEI Survey Results

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**Raquel Buzogany**

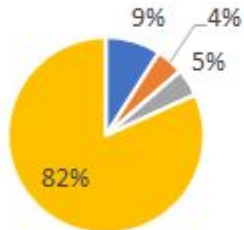
SDS

## Diversity, Equity, and Inclusion Survey

- 22 out of 28 PC members and staff
- Platinum rating on GuideStar
- <https://bit.ly/sdsdiversity>

# DEI Survey Results

## Race & Ethnicity



- Asian American/Pacific Islander/Asian
- Hispanic/Latino/Latina/Latinx
- Multi-racial/Multi-ethnic (two or more races or ethnicities)
- White/Caucasian/European

## Nationality



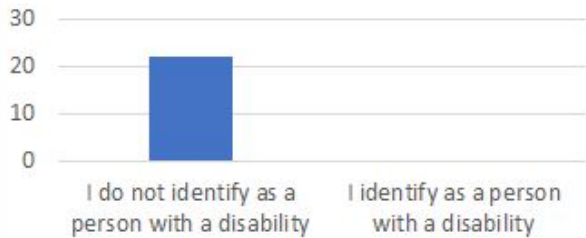
## Country of residence



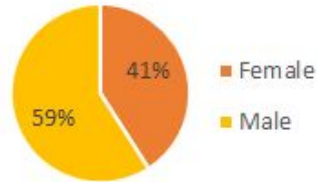
# DEI Survey Results

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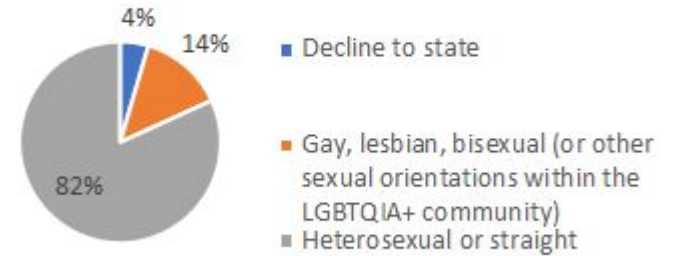
### Disability



### Gender



### Sexual orientation



# New Society Website Homepage

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**Fernando Redivo**

SDS

**We're redesigning one of our most visited pages!**

## 2021 Overview

- 10% of overall traffic
- 31K unique page views
- 1'33" Avg Time on Page



# What do you like the most about the new page?

Top



# What do you think needs improvement?

Top





# What's your level of support to move forward with the new homepage?

Strongly Support. Let's publish it ASAP!

Support. I believe it looks great, but it needs some adjustments

Not sure. I'd like to see something new but not this

Do NOT support. Let's keep the current version



# Announcements

# 2021 Policy Council Meetings

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

October 27, 2021

- Strategy Recap - Accomplishments (Paulo Goncalves)
- 0:20 Investment Committee (New Policy/Risk/Plan Discussion) #2
- **0:30 VP Finance - Budget electronic vote following the meeting**
- 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