

2021

Policy Council Meeting

December 15, 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



Paulo Gonçalves

Università della Svizzera Italiana

- Welcome
- Last PC meeting of the year. Thanks for your presence and contribution
- Goals / work done / achievements
- Conflict of Interest Forms
 - Policy Council Members please complete 2022 Conflict of Interest Forms
<https://bit.ly/formSDSCOI>

Agenda

- 0:05 Welcome (Paulo Gonçalves)
- 0:15 Stewardship Committee (Birgit Kopainsky)
- 0:15 2021 Overview (Paulo Gonçalves)
- 0:30 2022 Strategy Planning (Shayne Gary)
- 0:10 Recognition of Officers (Paulo Gonçalves)
- 0:10 Introduction of new PC members (Paulo Gonçalves)
- 0:05 Nominating Committee (Birgit Kopainsky)
- Adjournment

Motions in 2021

IN PROCESS

-

PASSED

- **Motion to Approve 2022 Budget, Eliot Rich (Y:15/N:0/A:0/NV:9)**
- **Motion to Approve 2022 Asset Designations, Eliot Rich (Y:15/N:0/A:0/NV:9)**
- (1034) F2F Motion to Approve Membership Changes, Asmeret Naugle
- (1033) 2023 Program Chairs, Sara Metcalf (Y:20/N:0/A:0/NV:4)
- (1032) Adoption of Investment Policy, Eliot Rich (Y:12/N:0/A:1/NV:11)

Motion to Approve Policy Council Minutes

August 2021 - November 2021

Moved by Brad Morrison

To approve the Policy Council Meeting Minutes from August 2021 - November 2021.

<http://bit.ly/SDSPCNotes>

Stewardship Committee



Birgit Kopainsky

University of Bergen

- Stewardship Committee:
 - Jørgen Randers, David Andersen, Warren Farr, Laura Peterson, Birgit Kopainsky
 - “The Stewardship Committee shall raise funds consistent with the Policies of the Society and identify activities to support the mission of the Society...”
- Report 2021
- Outlook 2022

Report 2021

- Main idea for 2021: Preparation of a major gift campaign to support core operations to be launched with a pilot project in 2022
 - January - July: Preparation work (committee members)
 - August - December: Supported by part-time staff (Roberta Spencer)
- Activities and outcomes
 - Two rounds of interviews ($n = 2 * 16$) with people involved with the former Legacy Fund
 - Large campaign is a good idea, but the idea of giving the SDS money in general support for core salaries and operations is not attractive
 - However, substantial enthusiasm for giving to more specific efforts
 - Donations to support 2022 work

Outlook 2022

- Although the goal of a major gift campaign to support core operations fund has not been abandoned, the approach has changed from this single focus to a structure of funds for general and targeted purposes, supported by different types of campaigns.
- Instead of planning for a full year with paid staff, we will work for at least six months with paid staff, and the Stewardship Committee will not request further funding from the System Dynamics Society nor make any expenditures from our current line-item budget authorization that is not covered with cash-in-hand.
- We will continue and ramp up activities if fund raising expectations are exceeded.

Outlook 2022

- Set up in-house operations that can easily accept funds.
 - Work on procedures and materials
 - Keep the idea of a new Executive Director's Fund
 - Clarify mechanisms for smaller, more targeted campaigns
- Continue Fund Raising in a Time-limited "Active" phase.
 - Once procedures are in place, spend six months making calls with a goal of booking \$250,000 in pledges and cash (mostly planned giving)
- Decide: If fundraising is going well, activities will be increased, otherwise:
- Sunset to Passive Phase.
 - Transition the Stewardship Committee campaign in "passive mode"
 - SDS will be able to accept and monitor long-term, possibly one-time planned giving donations

President - Strategy Recap



Paulo Gonçalves

Università della Svizzera Italiana

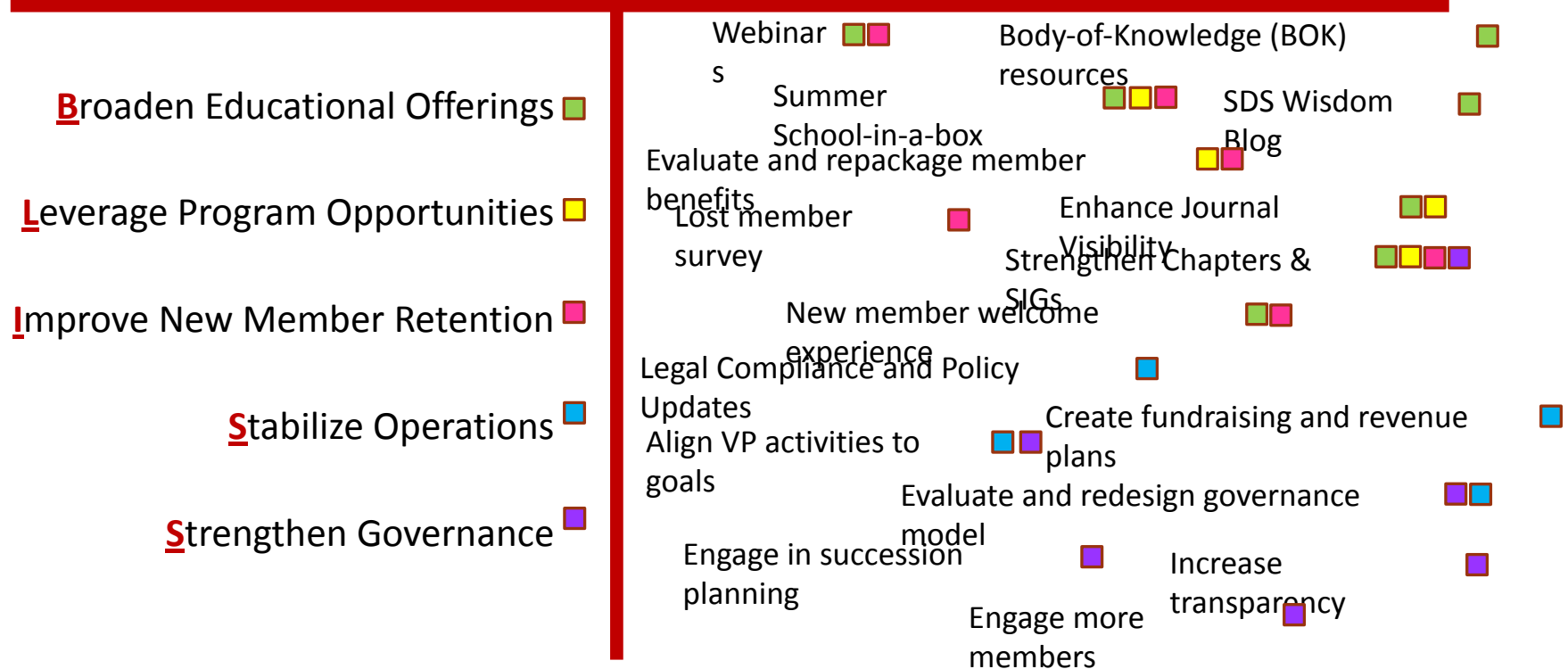
- Persistent challenges:
 - Difficulty to undertake projects (nothing new), to make progress (even if small experiments), HO support/track projects i
 - No formal structure to support projects and allocate resources
- AVP opportunity:
 - Identified areas linked to projects
 - Offer formal structure and hierarchy for strategic projects
 - Clear way to ensure continuity and oversight of strategic projects

<u>B</u>	Broaden Educational Offerings
<u>L</u>	Leverage Program Opportunities
<u>I</u>	Improve New Member Retention
<u>S</u>	Stabilize Operations GROW
<u>S</u>	Strengthen Governance

2019 Focus Areas

The Elements of BLISS

SAMPLE Areas to Develop Tactics



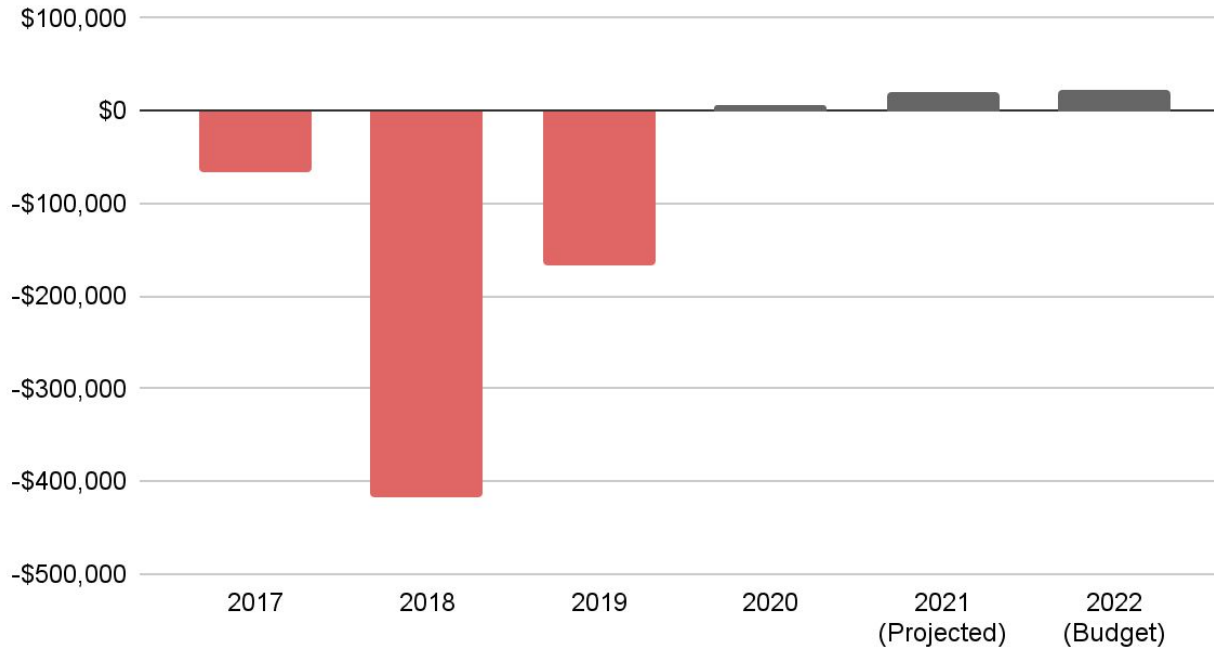
2021 SDS Overarching Objective: To increase the scale & impact of the field each year

Goals:

1. Improve the financial health of the Society by eliminating the structural deficit (i.e. achieve break even net ordinary income) and building up cash reserves.
 - a. **TARGET: A positive NOI within two budget years**
 - b. **TARGET: \$1M in available unrestricted reserves in three years; \$ 1.5M in five years**
2. Increase the number of Society members each year by retaining existing members and recruiting new members.
 - a. **TARGET: 10% CAG = 1,800 members by end of 2025**
3. Increase the SD knowledge and skill levels of Society members each year.
4. Increase # of high-quality, high-impact outputs from the field each year.
5. Increase awareness of corporate executives, policymakers, & the general public about high-quality SD outputs (i.e. increase visibility).

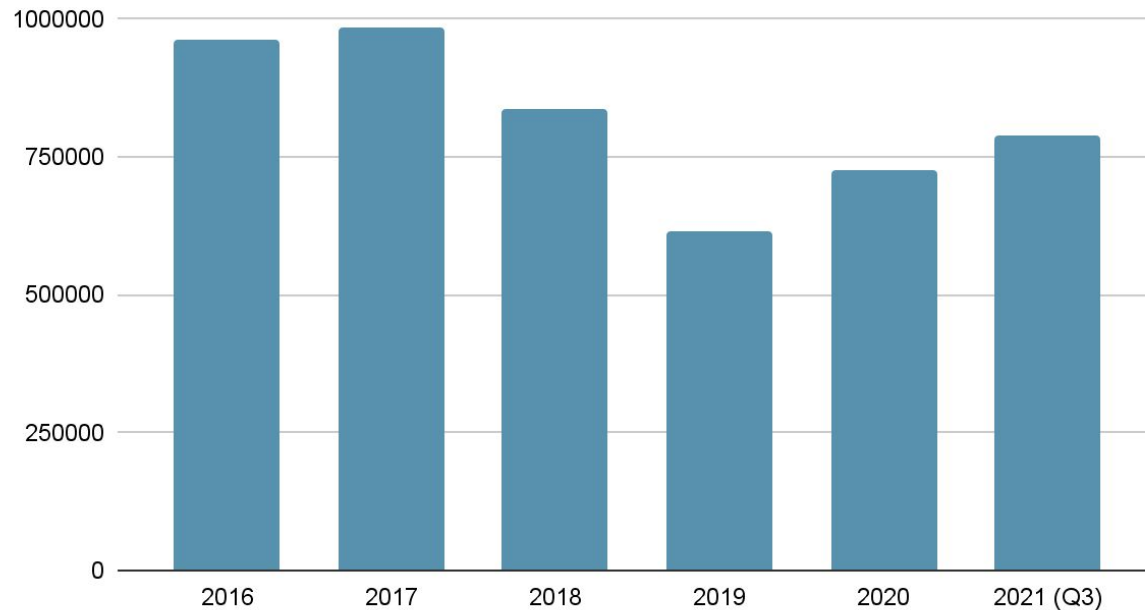
Target: Positive NOI within 2 Budget Years

Net Operating Income

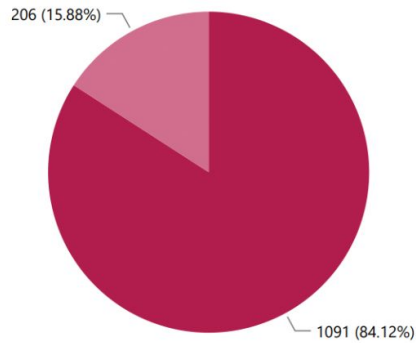


Target: \$1M Unrestricted Reserves (3 yrs), \$1.5M (5 yrs)

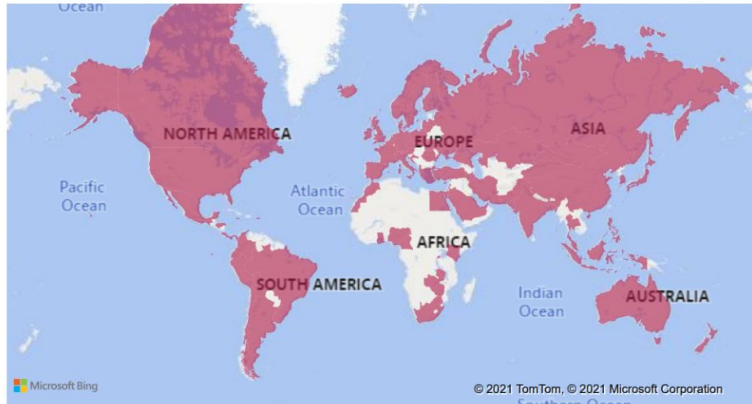
Unrestricted Investment Value (Unrealized)



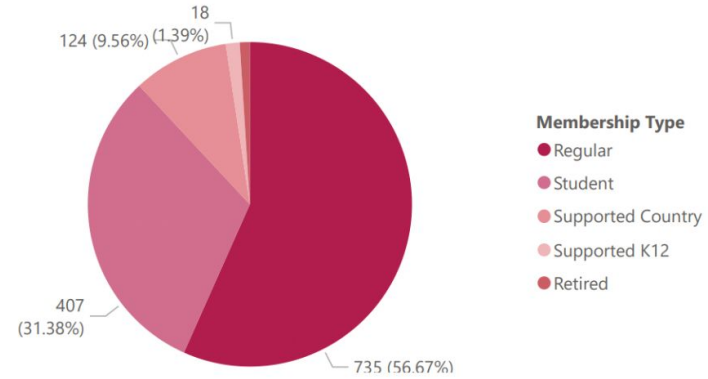
Membership Plans



Membership Plan ● Annual Membership ● Subscription



Membership Type



Membership Type

- Regular
- Student
- Supported Country
- Supported K12
- Retired

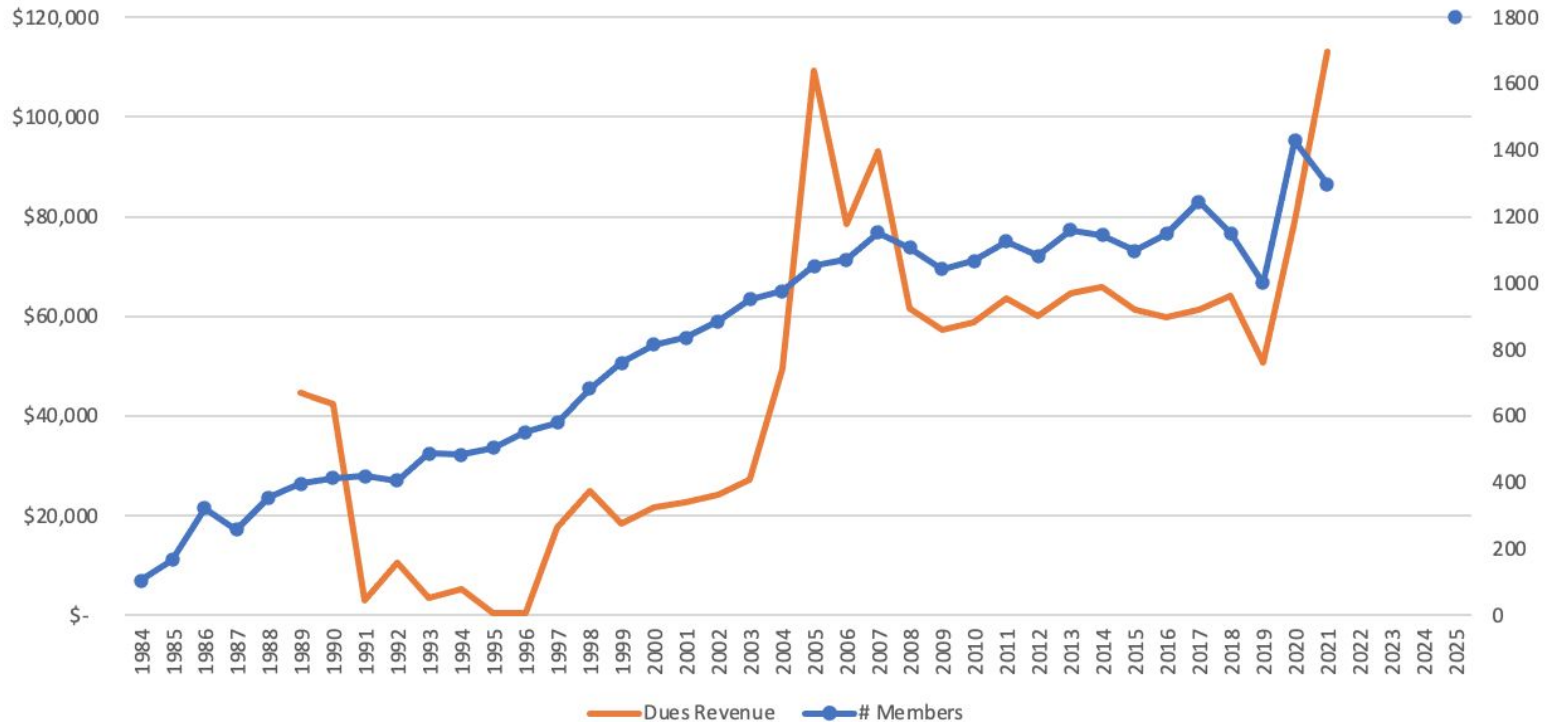
Total Memberships: 1297
Total Revenue: ~\$113,187

Regular: 735 | ~\$95,976
Supported Country: 124 | ~\$5,580
Student: 407 | ~\$10,680
K-12: 18 | ~\$900

Average Membership \$87.26

Target: 10% CAG 1800 Members by 2025

Dues Revenue versus Number of Members 1989-2018



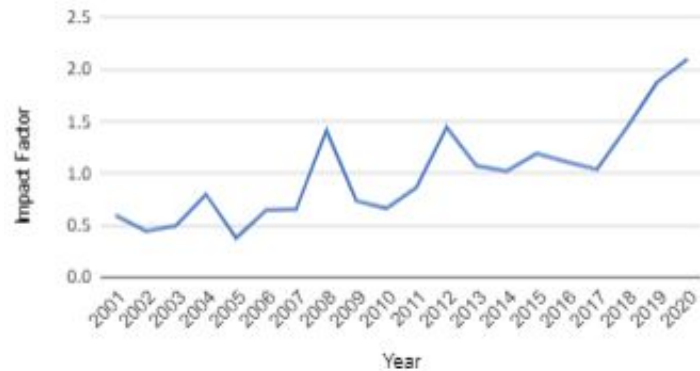
Target: Increase Knowledge and Skills of SD

- Crowdsourced Online Course Catalog
- Two sponsored Intros to SD courses with 600+ attendees each
 - Vensim by Nici Zimmerman
 - Powersim by Len Malczynski
- Summer School increased in size and remote
- Moving Jay Forrester Seminar Series online with quizzes and transcriptions and relevant pre-readings
- Next up...Road Maps online

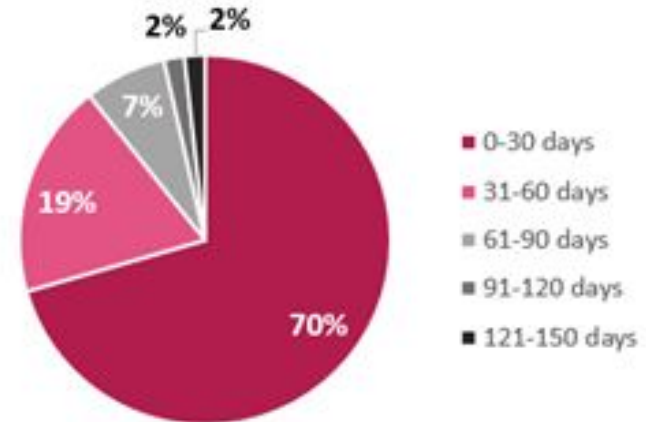
Target: Increase High Quality, High Impact Field Outputs

System Dynamics Review

[Publications team](#)



Number of DAYS from Submission to Decision for All Manuscripts



Target: Increase Awareness of Execs, Policy Makers, and Public

?

2021 INTERNATIONAL SYSTEM DYNAMICS CONFERENCE

Attendees

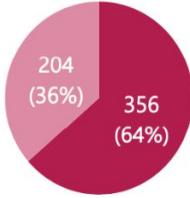
560

Countries

60

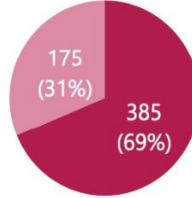
First Time Attending?

● No ● Yes



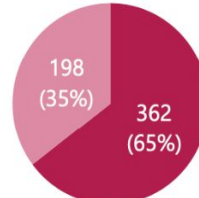
Tickets

● Regular ● Student

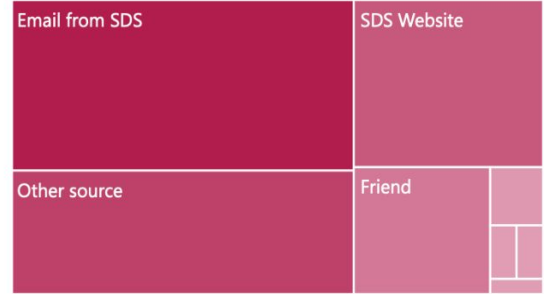


SDS Membership

Member? ● YES ● NO



How did you hear about the Conference?



SUMMER SCHOOL

Attendees

111

62 Introductory | 49 Intermediate

REVENUE

\$34,565

17 Scholarships

10 Donated Scholarships
7 Student Chapter Scholarships (STFF Funds)



Bing

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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

President Elect - 2022 Strategy



Shayne Gary

University of New South Wales Sydney

- Review progress on goals to start every PC meeting going forward: Dashboard
 - Strategy Committee to recommend additional metrics for our Dashboard
- Planning a Strategy Workshop early in 2022 for PC
 - For VPs to determine their targets for the year and to identify 1-2 initiatives to achieve those targets

President - Outgoing Officers & Members



Paulo Gonçalves

Università della Svizzera Italiana

- Past President: Birgit Kopainsky
- VP Professional Practice: Jack Homer
- Secretary: Brad Morrison*
- Members at large:
 - Sharon Els
 - Elke Husemann
 - Sara Metcalf*
 - Lees Stuntz*

President - Incoming Officers & Members



Paulo Gonçalves

Università della Svizzera Italiana

- Extended Award Committee mandates:
 - David Lane
 - Hazhir Rahmandad
- We are excited to have you join the Policy Council or continue in a new capacity!



Brad Morrison
President Elect
Brandeis International Business
School



Lees Stuntz
Secretary
Creative Learning Exchange



Saras Chung
VP Professional Practice
SKIP NV

PC Members at large



Jenson Goh
Monde Nissin Singapore



Juan Pablo Torres
Universidad de Chile



Kawika Pierson
Willamette University



Timothy Clancy
WPI

Past President - Nominating Committee



Birgit Kopainsky

University of Bergen

- Nominating Committee
 - Birgit Kopainsky, Paulo Gonçalves, Shayne Gary, Asmeret Bier Naugle, David Lane, Juan Pablo Torres
- Process
 - Discussion of criteria
 - Solicitation of (self-) nominations from membership
 - Nominations by committee members
 - More discussions
 - Voting
- Slate of candidates 2023-2025

Slate of candidates 2023-2025

- Vice Presidents
 - Pre-College Education: Diana Fisher, Oregon
 - Chapters and SIGs: Peter Hovmand, Case Western Reserve University
- Policy Council members
 - Jennifer Johnson, Washington State University
 - Camilo Olaya, Universidad de los Andes, Colombia
 - Jeroen Struben, emlyon, France
 - Martin Kunc, Southampton Business School, UK
- President elect 2023
 - Allyson Beall King, Washington State University

Announcements

2021 Policy Council Meetings

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

Upcoming: Setting new times for next year's PC meetings

January 26, 2022

- 0:05 Welcome (Shayne Gary)
- Strategy Workshop Objectives and date
- ...
- Adjournment

Adjournment