2022
Policy Council Meeting

January 26, 2022

4 - 5:30 PM New York

CHECKIN

If you can have an unlimited supply of one thing for the rest of your life, what would it be?

QUESTIONS OR COMMENTS

Enter HU in chat OR enter your question or comment

http://bit.ly/SDSpcnotes

President's Welcome

Shayne Gary

University of New South Wales Sydney

- Welcome to the first PC meeting of the year!
- Thank you all for your presence and your contributions to this meeting & beyond
- Thanks to Paulo (now Past President)
- I look forward to working with all of you to advance the Society this year
- Please reach out to me if something is on your mind
  - Email: shaynegary@gmail.com
  - Mobile: +61 414 190 406

Agenda

- 0:05 Welcome (Shayne)
- 0:05 Introducing New PC Members
- 0:10 Dashboard Review and discussion (Shayne)
- 0:05 Summary of Motions (Shayne)
- 0:10 ED Update (Rebecca)
- 0:10 Conflict of Interest (Lees)
- 0:10 Update on Bylaws Change (Brad, Bob)
- 0:05 AVP Membership Appointments (Shayne, Asmeret)
- 0:05 Announcements
- Adjournment

5 New PC Members to Say Hello

Saras Chung, Tim Clancy, Jenson Goh, Juan Pablo Torres, Kawika Pearson

Each will share the answer to ONE of the following questions:

(a) What are two positive things happening in your life plus one challenging/difficult thing you are wrestling with?
(b) How long would you last in a zombie apocalypse and why?
(c) What is the most out of character thing you have ever done?

Dashboard Review and Discussion (Shayne)

- Start every PC meeting by reviewing progress on our SDS Objectives and Key Results
  - Should increase alignment about what we want to achieve as a Board
  - Help FOCUS our energy / effort among the many opportunities that arise
- Dashboard draft a work in progress
  - Want to improve our measures & set specific targets over next few months
  - Discussion today and in subsequent PC meetings
  - Strategy Committee will recommend adjustments to our Dashboard

SDS Overarching Goal/Purpose:

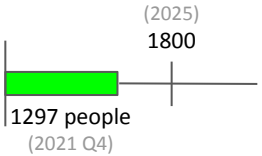
To increase the scale & impact of the system dynamics field each year

Five Objectives:

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. KEY RESULT TARGET: A positive NOI within two budget years
   b. KEY RESULT TARGET: $1M in available unrestricted reserves in 3 years; $ 1.5M in 5 years
2. Increase the number of Society members each year by retaining existing members and recruiting new members.
   a. KEY RESULT 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).

Dashboard of SDS Objectives and Key Results (WIP)

Membership



? ↑ (%)
Retention rate
(2020 to 2021)

Champion/Practitioner/Researcher/Teacher/Student

130
Active Volunteers
(2021 Q4)

560 ↓ (-17%)
Conference Attendees
(2021)

Awareness

8 ↑
Referral Requests
(2021 Q4)

4.2% ↑ (25%)
Social Media Engagement
(20/Dec-19/Jan)

34 ↓ (-20%)
Job Openings
(2021 Q4)

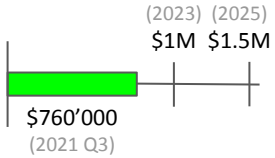
25,521 ↑ (18%)
Website Sessions
(20/Dec-19/Jan)

Financial Health

NOI

Break-even

Unrestricted Reserves



Knowledge & Skills

30 ↓ (-3%)
Mentees
per quarter

3 ● (0%)
New Online Courses
(2021 S2)

111 ↓ (-10%)
Summer School Attendees (2021)

Self reported skill levels

Mean test score (Future test?)

High-quality Outputs

? ↑ (%)
Published Journal Articles
()

2.097 ↑ (11%)
SDR Impact Factor
(2020)

? ↑ (%)
% Articles in Top Quartile Journals
()

? ↑ (#)
Books Published by Top Publishers
()

2022 Motions Summary (Shayne Gary)

UPCOMING

- Bylaws Vote to Change Membership from Calendar Year to Annual from Start of

IN PROCESS ONLINE

- N/A

VOICE VOTE TODAY

- Motion to Approve PC Minutes August-December 2021

PASSED (**bold** items passed since last meeting)

- **1040: ISDC 2024 Program Chairs by Sara Metcalf(Bob Eberlein)Y:16/N:0/A:0/NV:9 (2022.01.20)**

Motion to Approve Policy Council Minutes

August 2021 - December 2021

Moved by Lees Stuntz

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

Executive Director

Rebecca Niles

University of New South Wales Sydney

- 2021 Summary
- Update

Executive Director 2021 Summary

- Full shift from Albany based management company (CHMS) to fully virtual staff
- Expanded team, distributed globally
- Shift from CHMS partner website to Wordpress site with ecommerce/events management/tighter integration to Mailchimp email services (also new)
- Successful renegotiation of 2021 Chicago Conference Hotel Contract to 2023 at half commitment
- Deployment of Google Ads Grant to drive traffic to our site, doubling traffic
- Dramatic change to membership dues structure which led to reduced membership but dramatically increased membership dues revenue
- This was supported by development of a strong free for members seminar series (14 seminars with 2000 attendees) - **PLEASE SEND IDEAS FOR SEMINARS**
- Deployment of Chatra, online help session

Executive Director Update

- Rebecca
  - Initial scaling of Referral Service
  - Shift to new webmaster
  - WPI Course proposal
  - Jay Forrester Seminar Series course deployment
- Fernando
  - New Membership Directory
  - Subscription Membership Renewals
  - Conference Registration Launch
  - Transition from Radiant Web Marketing to Society Staff
  - New Logo
  - Google Ad Grants professionalization
- Meagan
  - Volunteer Development
  - Offloading of product fulfillment process
  - University Innovation Team Launch
  - Out of Print Publishing
  - Product Partnerships beta testing
- Raquel
  - AVP Development
  - Chapter and SIG Harmonization (esp sign ups/mailing lists and integrated websites)
  - Bibliography cleanup
  - Conference task organization
  - Increase SDR visibility
  - Case Repository revamp
  - Website initiatives (Models, Champion/ Practitioner, PC & Governance)

Secretary

- Conflict of Interest

Lees Stuntz

Creative Learning Exchange

2022 Conflict of Interest Disclosures

Entry	Position	Related Entity	Explanation
Brad Morrison	President Elect	Sole proprietor	SDS has referred clients to me to run the Beer Game.
Raafat Zaini	Policy Council member	Worcester Polytechnic Institute (WPI)	The society partners with WPI to offer courses with revenue sharing.
Stefano Armenia	VP Chapters & SIGs	SYDIC - System Dynamics Italian Chapter	As VP Chapters & SIGs I have a potential conflict of interest the dealing with the Italian Chapter issues. For this reason, the Italian Chapter has explicitly set up a role who is responsible about all the relationships with the SD Society, thereby mitigating this conflict.
Timothy Clancy	Policy Council	Dialectic Simulations	I am the 85% owner of Dialectic Simulations, a consulting firm that provides consulting including simulations, systems thinking, and other services to government agencies and private businesses.
William Glass-Husain	Policy Council member at large	Forio Corporation	(1) Forio is sponsor of SD society conference, (2) Forio sells several products which may be regarded as competing with SD society products (Fishbanks, Beer game), (3) Forio has independent business relationship with SD society executive director Rebecca Niles, who occasionally works as a contractor for Forio.

Update from Organization and Bylaws Committee

Brad, Bob, and **Lees**

- Lees Stuntz has joined the Organization & Bylaws Committee
- Update on forthcoming Bylaws change

AVP Membership Appointment

Shayne and **Asmeret**

- Shane Carnohan
  - PhD Researcher
  - Technical University of Denmark
- Burak Guneralp
  - Assistant Professor
  - Texas A&M University

Announcements

2022 Policy Council Meetings

Last Wednesday of Each Month

- Time: 4-5:30pm New York, 9-10:30pm London, 8-9:30am Sydney
- Time change from March–October: 5-6:30pm New York, 10-11:30pm London, 7-8:30am Sydney)
    - Date exceptions: June 22, July 18 (conference), Dec 14

February 26, 2022

- 0:05 Welcome (Shayne Gary)
- 0:50 Breakout Rooms for each VP to plan OKRs
- 0:25 VP brief presentations of OKRs
- Adjournment

Adjournment