

2022

Policy Council Meeting

February 23, 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

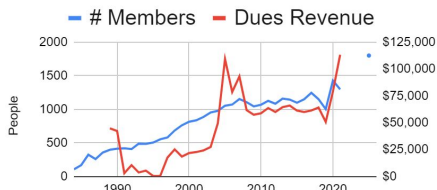
- Welcome everyone!
- Special welcome to Kawika Pierson, new member of the PC
- We have a lot to accomplish in this meeting, so let's get going...

Agenda

- 0:05 Welcome (Shayne)
- 0:05 Replacement for Policy Council Member at Large partial term 2020-2022 (Shayne)
- 0:25 Pilot Annual Planning Process (Shayne, Paulo, Jenson)
- 0:25 Breakout Rooms for each VP to start discussing annual plans
- 0:25 VP 2 min debriefs of initial ideas on objectives and key results
- 0:05 Announcements
- Adjournment

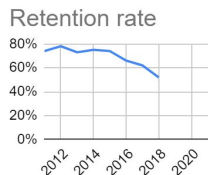
Dashboard of SDS Objectives and Key Results (WIP)

Membership

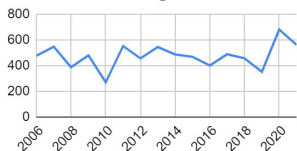


2022: 554 members

Champion/Practitioner
/Researcher/Teacher/S
tudent



Conference Registrations



130

Active Volunteers
(2021 Q4)

Awareness

Referral Requests



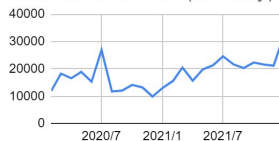
4.9% ↑ (44%)

Social Media Engagement
(01/2022)

Job Openings

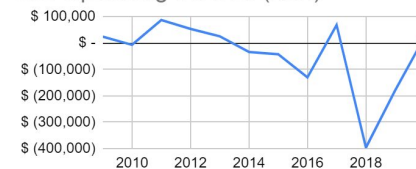


Website Sessions (monthly)



Financial Health

Net Operating Income (NOI)

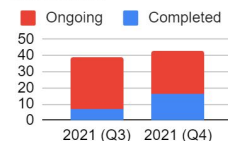


Reserves

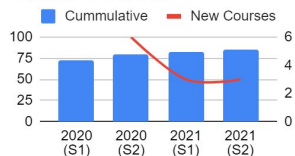


Knowledge & Skills

Mentees



Online Courses



High-quality Outputs

? ↑ (%)

Published Journal
Articles

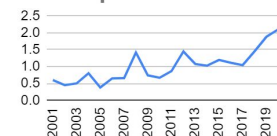
()

? ↑ (%)

% Articles in Top
Quartile Journals

()

SDR Impact Factor

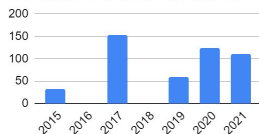


? ↑ (#)

Books Published
by Top Publishers

()

Summer School Attendees



Add students enrolled in
master/PhD

Add degree courses

Self reported
skill levels
Mean test score
(Future test?)

2022 Motions Summary (Shayne Gary)

UPCOMING

-

IN PROCESS ONLINE

- Motion to Nominate Replacement for Policy Council Member at Large partial term 2020-2022

VOICE VOTE TODAY

- Motion to Approve PC Minutes January 2022

PASSED (bold items passed since last meeting)

- (1041) Proposed Bylaw Update to Move Membership Period from Bylaws to Policies(Bob Eberlein)Y:19/N:0/A:0/NV:5 (2022.02.13)
- (1042) F2F Approve PC Minutes August-December 2021(Lees Stuntz)
- (1040) ISDC 2024 Program Chairs by Sara Metcalf(Bob Eberlein)Y:16/N:0/A:0/NV:9 (2022.01.20)

Motion to Nominate Replacement for Policy Council

Member at large partial term 2020-2022

Motion to Nominate Scott Rockart

<http://bit.ly/SDSPCNotes>

Motion to Approve Policy Council Minutes

January 2022

Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes January 2022.

<http://bit.ly/SDSPCNotes>

Strategy Committee

- Pilot Annual Planning Process



Shayne, Paulo and Jenson

What we are working towards

SDS Overarching Goal/Purpose:

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

Vision for the Field (from 2013 Strategy Report)

System Dynamics will transform society by making **improvements to decision-making in government, commerce and other organisations**. Powerful examples of its impact will be **widely known amongst the general public, and people with authority** will be aware of how system dynamics can raise the effectiveness of the organisations they lead.

Organisations will employ or seek support from large numbers of experienced professionals with deep skills that are defined, recognised and valued. Those professionals will emerge from Universities and other training institutions who provide high-quality training, drawing on an **extensive resource of accessible and rigorous teaching materials**.

The topic will be **understood and respected in the academic community**. System dynamics will **feature in all parts of the education system**, leading to public understanding and demand for better policy-making throughout society.

Pilot Objectives and Key Results (OKRs) Process

Simple goal-setting and planning framework to improve results

OKRs have been used successfully in many organizations (e.g., Adobe, Google, Oracle, 3M, GoNoodle, Intel, Twitter, Atlassian, and many more)

Benefits of OKRs:

- Establishes indicators for measuring progress
- Focuses effort
- Increases engagement (achieving goals motivates us)
- Enhances transparency

Definitions

Objective: A statement of a broad, ambitious goal (often qualitative)

- e.g., Measure and improve satisfaction of our Society members,
- Achieve strong social media engagement with a growing audience

Key Results: Quantifiable statement that demonstrates achievement of an objective

- e.g., X% increase in key metric Y in 2022
- Obtain a baseline with 200 valid survey responses to quantify member satisfaction

Questions? Comments?

Doerr's Goal Formula

I will _____ as measured by _____.

I will Objective as measured by Key Results

Pilot Annual Planning Process

- Next PC Meeting (Mar 30)
 - Breakout rooms for each VP to work on 6-month OKRs
 - Remaining PC Members self-select into rooms & contribute
 - Assistant VPs support effort
 - Short presentations of initial ideas
- Subsequent Timeframe
 - monthly PC meeting 3 min check-ins for each VP
 - in 2 months: VPs meet again (longer check in)
 - in 5 months: mid-year OKRs updates
 - in 11 months: end-year reports

Template for High-Level Plan

Objectives	Key Results
Identify the most important objective for your VP Role for the first 6 months of 2022	Identify 1-3 Key Results for your most important objective.
EXAMPLE: Grow the number of SDS members and increase our global network	<ol style="list-style-type: none">(1) Increase total membership by 10% in 2022(2) Run 3 membership recruitment campaigns targeting new members & lapsed members(3) Increase existing member retention to 90%

Breakout Rooms for each VP (25 mins)

Begin discussions and generate ideas about OKRs for your office (through mid July)

Keep in mind the medium and longer term objectives for the office (1 year & 3 year)

We will have more time in the next PC meeting to go further AND you have time between meetings to make progress with your AVPs / committee(s)

After 25 mins, let's hear from each VP about their initial ideas

Jamboards for each Breakout Room

Membership <https://bit.ly/membershipjam>

Finance <https://bit.ly/financejam>

Marketing & Communications <https://bit.ly/marketingcomjam>

Publications <https://bit.ly/publicationsjam>

Meetings <https://bit.ly/meetingsjam>

Chapters & SIGs <https://bit.ly/chaptersigjam>

E-Presence <https://bit.ly/epresencejam>

Professional Practice <https://bit.ly/profpracticejam>

Pre-College Education <https://bit.ly/precollegejam>

VP Debriefs (2 min each)

Membership

Finance

Marketing

Publications

Meetings

Chapters & SIGs

Electronic Presence

Professional Practice

Pre-College Education

Next Steps


1. Each VP to invite their AVPs and committee members to March PC meeting
2. Before March PC meeting, work with AVPs & committee members to start thinking about your OKRs
 - a. Contact Shayne, Paulo, or Jenson if you have questions or need help getting started
3. March PC meeting: breakout rooms for each VP to refine and discuss OKRs
 - a. Near end of meeting, each VP gives brief presentation of OKRs for next 6 months
4. Schedule separate meeting of all VPs in 2 months for check-in

Discussion, Comments, Questions...

Announcements

PC on the Member Directory

Update your profile TODAY!

- Go to <https://systemdynamics.org/user>
- Click on the Engine  and Edit Profile

<https://systemdynamics.org/member-directory/>

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

March 30, 2022

- 0:05 Welcome (Shayne Gary)
- 0:50 Breakout Rooms for each VP OKRs
- 0:25 VP Debriefs 2 min
- 0:10 VP Publications
- Adjournment

Adjournment