2022
Policy Council Meeting

April 27, 2022

5 - 6:30 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

- Terrific progress in our last PC meeting on OKRs
- Continued the meeting and agreed on actions supporting Ukrainian Society members and a statement summarizing those actions
- Full agenda today, so let's get started!

Agenda

0:05 Welcome and Agenda (Shayne Gary)

0:05 SDS Dashboard Check-in (Shayne Gary)

0:05 Motions

0:10 Housing SIG (Stefano Armenia)

0:05 Introducing Monthly OKR Updates/Check-ins (Shayne Gary)
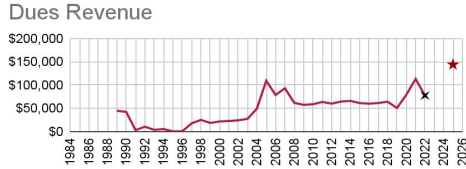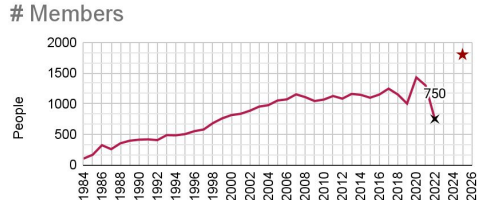
0:05 Executive Director Check-In (Rebecca Niles)

0:30 VP Check-ins on OKRs + Q&A

0:10 Publications Committee (Krys Stave)

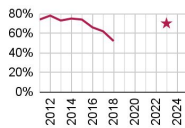Adjournment

Dashboard of SDS Objectives and Key Results (WIP)
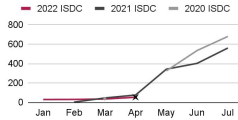

Membership

Members

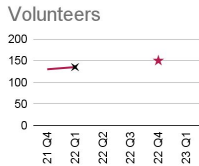Dues Revenue

Monthly Membership Evolution

Retention rate

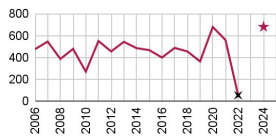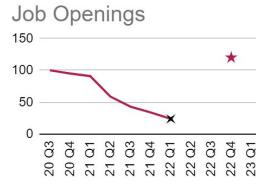Conference Registrations (m)

Champion/Practitioner/Student/Teacher/Researcher

Conference Registrations (y)

Volunteers

Awareness

Referral Requests
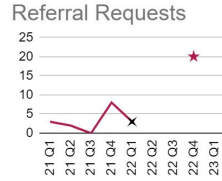
Social Media Engagement

Job Openings
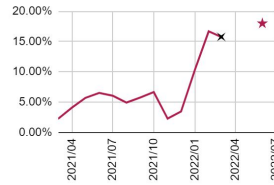
Website sessions (monthly)

Knowledge & Skills

Mentees

Online Courses
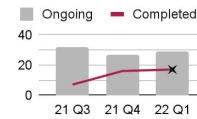
Add degree courses

Summer School Attendees
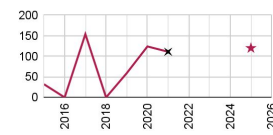
Add students enrolled in master/PhD
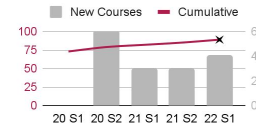
Self reported skill levels
Mean test score
(Future test?)

Financial Health

Net Operating Income (NOI)
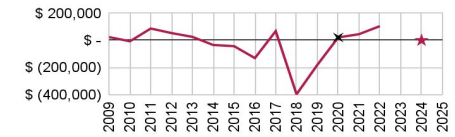
Reserves
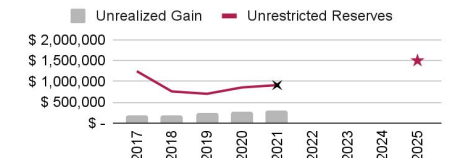
High-quality Outputs

? ↑ (%)

Published Journal Articles
()

SDR Impact Factor

? ↑ (%)

% Articles in Top Quartile Journals
()

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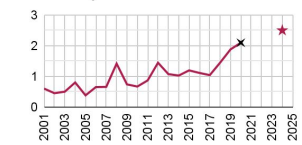
Books Published by Top Publishers
()

2022 Motions Summary (Shayne Gary)

UPCOMING

-

IN PROCESS ONLINE

-

VOICE VOTE TODAY

- Motion to Approve PC Minutes March 2022 and Extraordinary April 2022
- Motion to Approve Housing SIG constitution

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

- **(1045) F2F Motion to Nominate Replacement for PC Member at Large partial term 2020-2022(Bob Eberlein)**
- (1044) F2F Motion to Approve PC Minutes February 2022(Lees Stuntz)
- (1043) F2F Motion to Approve PC Minutes January 2022(Lees Stuntz)
- (1041) Proposed Bylaw Update to Move Membership Period from Bylaws to Policies(Bob Eberlein)Y:19/N:0/A:0/NV:5

Motion to Approve Policy Council Minutes
March 2022 & Extraordinary April 2022
Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes March 2022 and Extraordinary April 2022.

VP Chapters & SIGs

Stefano Armenia

Link Campus University

- Housing SIG activities
- Motion for approving Housing SIG constitution

Objective and Audience

Support policy makers in identifying **high leverage points** for policies to design better systems.

Illustrate and utilise the potential of systems dynamics to inform policy decisions and help solve housing-related complex issues.

Systems dynamicists, Policymakers and researchers working on (or interested in) housing, People willing to learn system dynamics via concrete examples

Activities

We will run **challenges** to solve specific questions members bring to the group. Challenges are workshops in which we reflect together on a certain topic.

Some of the topics we will be soon looking at include:
- Drivers of urban sprawl & leverage points towards compact cities
- Housing price increase & leverage points to avoid affordability issues
- Interaction between housing and transport systems in terms of emission generation

Potential Outputs

- **Causal loop diagrams** (CLDs) helping us better understand the issues being analyzed
- **Position papers**
  The group could draft position papers to present, for example, to SDS conferences.
- **Starter package for people aiming to engage in housing research from a systems dynamics' angle**
  To speed up the process of getting familiar with existing research, and to encourage future research, the group could put together a database of existing and ongoing work.

Motion to Approve Housing SIG Constitution
Moved by Stefano Armenia

To approve the constitution of the Housing SIG of the System Dynamics Society.

Template for OKRs Monthly Updates (Shayne Gary)

POINTS TO NOTE

Objective X
(Only 1!!! Choose which one to present this time)

Key result X.A

🔴
🟡
🟢

- Bullet point 1
- Bullet point 2

Key result X.B

🔴
🟡
🟢

- Bullet point 1
- Bullet point 2

Key result X.C
(not more than 3!!!)

🔴
🟡
🟢

- Bullet point 1
- Bullet point 2

Choose one for each key result, delete the other 2 circles!

Legend: 🔴 = stuck 🟡 = not progressing as intended 🟢 = on track

Executive Director: OKR Update (Rebecca Niles)
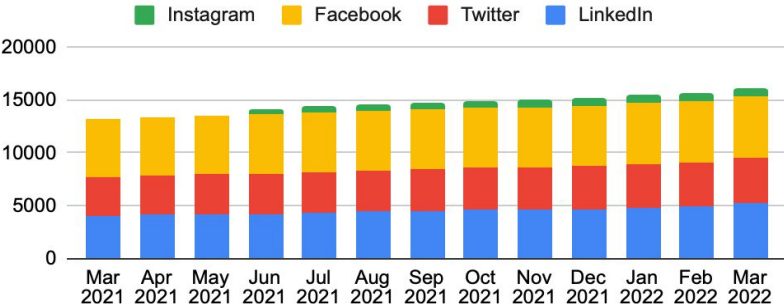
POINTS TO NOTE

O1: 1300 members in 2022 generating in excess of $113,000. ($87 avg membership)

KR1: Develop an email journey for new members by April 30th

🟢

- Emails from our team dripped weekly pointing out key

KR2: Maintain three upcoming high quality webinars at all times.

🟡

- We need webinar ideas!
- Increasing webinar sponsorships means fewer memberships
- Questions about quality/content standards

KR3: Add 100 new members from Chapters and SIGs by year end.

🔴

- Harmonization in process.
- Difficult to measure
- Many impediments

Legend: 🔴 = stuck   🟡 = not progressing as intended   🟢 = on track

System Dynamics Society

Executive Director: OKR Update (Rebecca Niles)
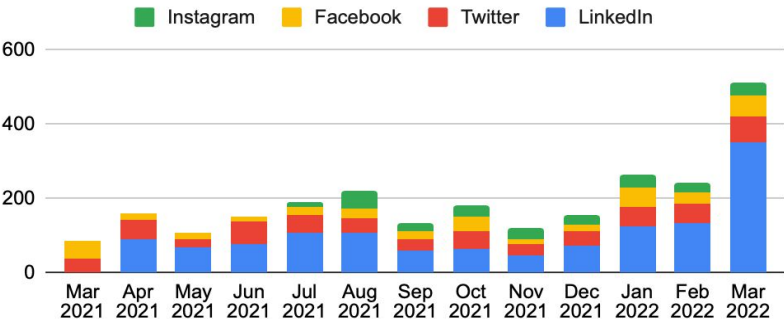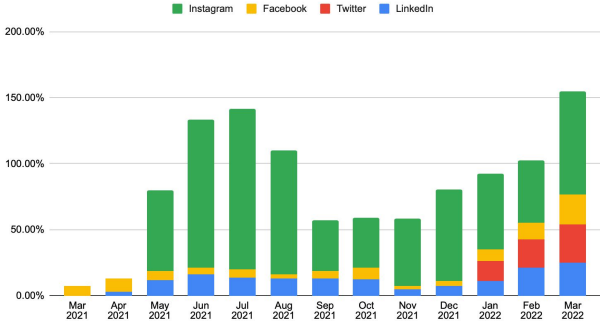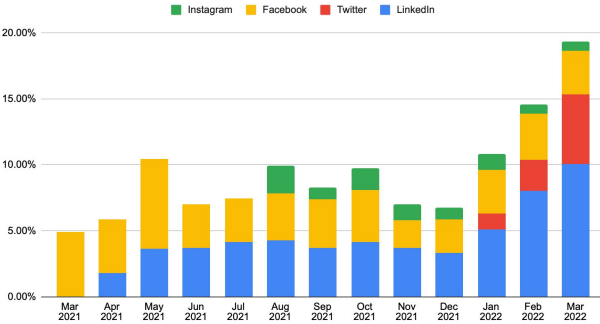
OKR Update: VP Marketing & Communications

Objective 2
Advance our web presence with, privacy focus, eCommerce capabilities and data insights.

→ Rationale: Marketing efficiency, compliance.

1) Updated privacy and consent management.

2) eCommerce conversion tracking implemented.

3) Update campaigns and dashboards.

POINTS TO NOTE

- PII redaction implemented on two sites.
- Cleaned up ca 200 PII occurrences in GA.
- Preparing CMP setup.
- Updating privacy policy.

- Advanced conversion tracking hold until 1) is finished.
- Basic tracking of conversions is implemented.

- Continuous campaign optimization and SEO in progress..
- Dashboards will be updated with eCommerce KPIs when 2) is finished.

PII = Personally Identifiable Information.
CMP = Consent Management Plaform (i.e. cookie control)
GA = Google Analytics. (GA UA, GA4)

Legend: ● = stuck ● = not progressing as intended ● = on track

OKR Update: VP Marketing & Communications

Implementing conversion tracking from online sales will enable:

- Data driven optimization of campaigns to maximize return on ad spend (ROAS).
- Get the most out of our Google Ads grant.
- Deliver more predictable results for online sales (e.g. memberships, conference sign-ups).
- Improve targeting and conversion in the marketing funnel.

No value tracking

	Transaction | order received (Goal 4 Completions)	Transaction | order received (Goal 4 Value)	Transaction | order received (Goal 4 Conversion Rate)	Transaction | order received (Goal 4 Abandonment Rate)
	604	$0.00	0.67%	0.00%

Growth opportunity

	Source / Medium	Transaction | order received (Goal 4 Completions)	% Transaction | order received (Goal 4 Completions)
1.	(direct) / (none)	252	41.72%
2.	google / organic	210	34.77%
3.	google / cpc	24	3.97%
4.	paypal.com / referral	24	3.97%
5.	t.co / referral	13	2.15%
6.	bing / organic	12	1.99%
7.	mail.google.com / referral	10	1.66%
8.	System Dynamics Society / email	9	1.49%
9.	click.pstmrk.it / referral	5	0.83%
10.	cwru.az1.qualtrics.com / referral	5	0.83%

Growth opportunity

OKR Update: VP Meetings

POINTS TO NOTE

Objective 1: Run a Successful Hybrid Conference	Key result 1.A Conference attendance minimum of 500 attendees

Key result 1.B Return $150k to SDS, covering overhead and return

Key result 1.C Successful tests of Hybrid Technology

🟢
- Improved with online access

🟡
- Lately and likely aspirational
- Hybrid costs more

🟢
- Zoom license upgrade needed
- Frankfurt AV quality is great
- 2 of 5 tests conducted to date
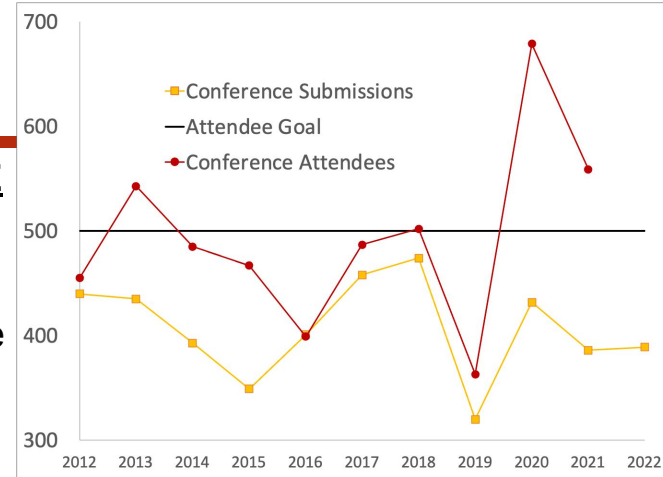
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OKR Update: VP Professional Practice

Objective A
Increase opportunities for learning and skill development specific to professional practitioners.

Develop key targets to increase the number and number of opportunities provided by December 2022.

A plan to develop a medium to share curated professional practice related articles based on SDR/Case Studies.

Five high quality case studies posted to the SDS website by December 2022 in collaboration with the Case Studies initiative.

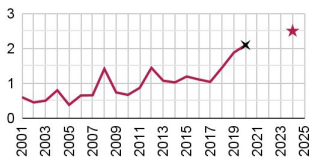## POINTS TO NOTE

● (red) • Not started

● (green) • Explored with K. Stave and a group of members interested in this idea. First draft of plan in review.

● (yellow) • Working with Hugo Herrera to develop a plan for procuring case studies.

Legend: ● = stuck ● = not progressing as intended ● = on track

OKR Update: VP Publications

Objective 3
Continue increasing SDR Impact Factor

SDR Impact Factor

KR 3.1 Impact Factor up

2020 IF =

    # cites of 2018+2019 articles

    ——————————————

    # articles pub in 2018+2019

- On a great trajectory
- Caution about change in Clarivate calculation method (phased in accounting for Early View, expect bump, then dip)

KR 3.2 Overall Citations of SDR articles up

- Increasing awareness of SDR in general
- Publicizing SDR articles
- Seek other ways to increase citations

KR 3.3 # High Quality, Relevant, Useful SDR articles published up

- Submissions ok, quality needs improvement
- Special Issues

Legend: ● = stuck ● = not progressing as intended ● = on track

VP Publications: SDR Contract

Krys Stave
University of Nevada Las Vegas

- Planning for end of current SDR contract with Wiley in December 2023

  - This PC meeting: Overview
  - Interim Pubs meeting: Input
  - May PC meeting: Discussion
  - Fall PC meeting: Decision

VP Publications: SDR Contract

- **Decision must be made by end 2022**
- Publications Committee has been studying options:
    - Status Quo – remain with Wiley (if Wiley deems that possible),
        - hybrid format, Open Access Article Processing Charge (APC): $2,950 (20% disc for members)
    - Re-negotiate Wiley Contract terms
    - Fully Open Access publisher (e.g. Frontiers)
- Why consider other options?
    - Journal Publishing landscape in serious flux: Open Access
    - Changing publisher revenue model, institutional subscriptions, who pays publishing fees, funder requirements, transitional agreements
    - Link to OKR: Wiley reports OA articles downloaded 3x more, cited 1.7x more, attract 5x more attention
- Draft Report of Publishing Options available next week

VP Publications: SDR Contract

- What we need from you:
  - Read report
  - Provide input, participate in discussion:
    - [Slack](#)
    - Interim Publications meeting, Weds May 11, 2022, 10-11 am EDT
    - Email Krys (krystyna.stave@unlv.edu) with "SDR Contract" in subject line
  - Come to May meeting prepared to participate in May PC discussion

- Consider your actual experiences with Wiley, other publishers, OA
  - pressures on you to publish/not publish OA
  - resources your funders and/or institution provide for OA publishing
  - Your experiences publishing OA
  - When you would consider/not consider publishing OA

Slack link: https://systemdynamicssociety.slack.com/archives/CSNNR2VAA

Pilot Annual Planning Process

Subsequent Timeframe

- monthly PC meeting 3 min check-ins for each VP (half in each meeting)
- mid-year OKRs updates (at the conference)
- end-year reports

Announcements

2022 Policy Council Meetings

May 25, 2022
- 0:05 Welcome, Agenda, and Dashboard (Shayne Gary)
- 0:20 VP Check-ins on OKRs
- 0:30 Finance Report (Eliot Rich)
- 0:30 Publications Committee (Krys Stave)
- 0:10 STFF (Sara Metcalf)
- Other items TBD
- Adjournment

Adjournment