

Wednesday, April 27, 2022

[Recording](#)
[Chat](#)

Attendees

Voting: Asmeret Naugle, Paul Newton, Scott Rockart, Jenson Goh, Diana Fisher, Sara Metcalf, Shayne Gary, Raafat Zaini, Lees Stuntz, Krys Stave, Thomas Wittig, Bob Eberlein, Will Glass-Husain, Hyunjung Kim, David Keith, Stefano Armenia, Brad Morrison, Jenson Goh, Saras Chung

Non-voting: Billy Schoenberg, Rebecca Niles

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

Minutes

President Shayne Gary brought the meeting to order, introduced the agenda and highlighted the latest dashboard updates.

Secretary, Lees Stuntz, moved to approve the March and Extraordinary April 2022 PC meeting minutes. Brad Morrison seconded. Approved unanimously.

Vice President Chapter and SIGs Stefano Armenia moved to accept the new Housing SIG, Bob Eberlein seconded the motion. Motion was approved unanimously. The reason for the Housing SIG is special interest from OECD, driven by Climate Change to look at the complexity of the big issues. Discussion about viability of SIGs ensued. Stefano mentioned current monthly sig and chapter meetings to support them and increased monitoring of SIGs and Chapters for membership and activity. The constitution from the new SIG had no major departure from the template for constitution we have for SIG application. It was noted that there is a need to revise clarity on what SIGs/Chapters can and can't do in the standards we have for them.

President Shayne Gary explained an OKR (Objectives and Key Results) template for monthly updates by Vice Presidents. Suggestions are welcome.

Executive Director Rebecca Niles presented a monthly OKR update on membership and charts on social media. She postulated that perhaps LinkedIn is the place to focus. Conversion rate is higher from posts on LinkedIn. This segued into a discussion of the seminar/webinar series as a conduit for membership. Points were noted and discussed:

- Need help with good content in the form of blogs etc. Maybe could recycle content periodically. Scott and Rebecca to talk.
- Trying to balance sponsorship for webinars vs. membership generation. Some metrics are being collected. There is a current goal of 4 sponsored webinars per year.
- The first focus for webinars was on membership, but they are useful in other ways. How do we promote them all or each in different webinars?
- Maybe a mixed model, free access (sponsored) and then second access beyond the paywall.

Discussion of the Learning Committee ensued and the overlap with the LC and other functions. Sara suggested that the LC was important enough to have a permanent role in the Society. Oversight of the webinar content was an area of discussion and concern.

Shayne stated that the seminar series gets good ratings and we will look at the oversight of the series at the next meeting.

VP Marketing & Communications Thomas Wittig presented his OKR update. He is working on three things: an updated privacy and consent management, an ecommerce conversion tracking implementation, and updating campaigns and dashboards.

VP Meetings Sara Metcalf presented her OKR update. Key results are moving as expected, though it is a challenge to achieve desired income contribution due to the excessive costs of delivering a hybrid conference. Efforts are being made to reduce office overhead. We are also working on a DIY hybrid conference for 2023 - borrowing technology from another organization.

VP Professional Practice Saras Chung presented her OKR update. She is focusing on understanding the number of practitioners and to provide them more opportunities. They are also considering a curated set of articles for practitioners in addition to developing.

VP Publications Kryss Stave presented her OKR update. They are working on understanding the influence factor as well as increasing the citations. We want to publish more high quality, relevant and interesting articles. About 50% of submissions are not in any position to be published. Special issues attract quality submissions. Stefano encourages cross fertilization with other quality journals.

VP Publications Kryss Stave provided an update on the System Dynamics Review Contract project. Our Wiley contract ends in December 2023. It will either roll over automatically for 5 years if we do nothing (assuming Wiley wants that). If we want to make changes, we have to do that by the end of 2022. She provided a brief summary of the process - on May 11 there will be a meeting for input for discussion. At the next meeting we will have a discussion. A decision will need to be made next fall. We need Policy Council members to read the report and participate in the discussion. They are currently looking for input on criteria and analysis in order to make a good decision. There will be a number of forums to provide input including Slack and interim Publications committee meeting on May 11 10-11am EDT and email to krystyna.stave@unlv.edu with SDR Contract in the subject line.

Shayne Gary asked who would like to adjourn the meeting. Scott Rockart moved. Sara Metcalf seconded. Motion passed.