



2022

Policy Council Meeting

May 25, 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

- Welcome to this month's PC meeting!
- Thanks for your time and energy
- Frankfurt conference getting closer
 - PC Meeting July 18 8:30 - 11:30 am
 - General Business Meeting July 20 8:00 am
 - Conference Debrief Meeting July 22 4:00 pm
- Let's get to the agenda...

Agenda

0:05 Welcome and Agenda (Shayne Gary)

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

0:05 Motions

0:05 Executive Director Check-In (Rebecca Niles)

0:20 VP Check-ins on OKRs + Q&A

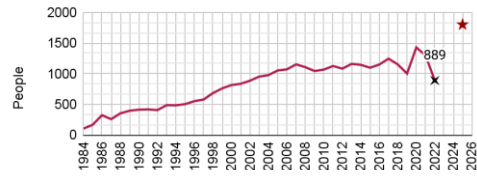
0:30 Publications Committee (Krys Stave)

Adjournment

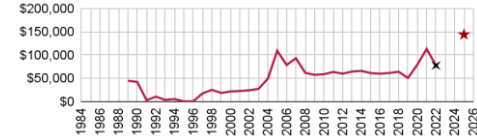
Dashboard of SDS Objectives and Key Results (WIP)

Membership

Members



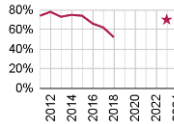
Dues Revenue



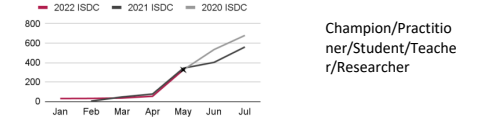
Monthly Membership Evolution



Retention rate

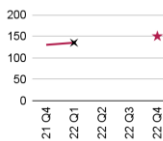


Conference Registrations (m)



Champion/Practitioner/Student/Teacher/Researcher

Volunteers

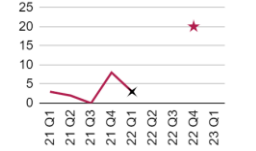


Conference Registrations (y)

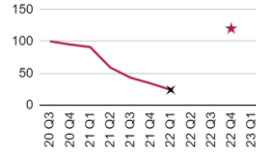


Awareness

Referral Requests



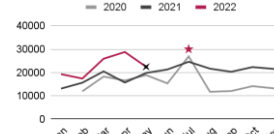
Job Openings



Social Media Engagement

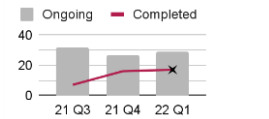


Website sessions (monthly)



Knowledge & Skills

Mentees

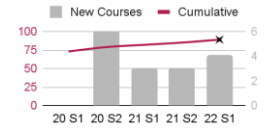


Summer School Attendees



Add students enrolled in master/PhD

Online Courses

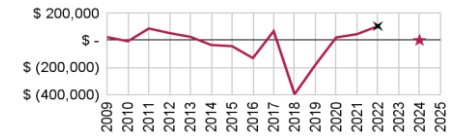


Add degree courses

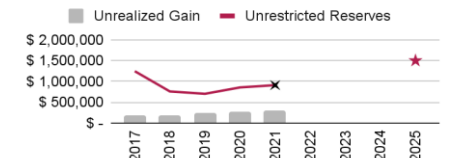
Self reported skill levels
Mean test score
(Future test?)

Financial Health

Net Operating Income (NOI)



Reserves



High-quality Outputs

? ↑ (%)

Published Journal Articles

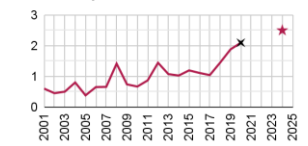
()

? ↑ (%)

% Articles in Top Quartile Journals

()

SDR Impact Factor



? ↑ (#)

Books Published by Top Publishers

()

Executive Committee Motions (Shayne)

PASSED (in Executive Committee meetings since last PC Meeting)

- **F2F Motion to Approve Eliot Rich as signatory of our Vanguard accounts and Rebecca Niles to act with limited authority on our Vanguard accounts**

“The Executive Committee of the System Dynamics Society, INC, acting on behalf of the Policy Council (Board of Directors) resolves that:

Eliot Rich, Vice President, Finance, residing at 7 Clarendon Road, Albany, NY, to act on our accounts at Vanguard as signatory.

Rebecca Niles, Executive Director, to act on our accounts with limited authority, as defined in the Vanguard Organizational Resolution documents.”

2022 PC Motions Summary (Shayne Gary)

UPCOMING

IN PROCESS ONLINE

VOICE VOTE TODAY

- Motion to Approve PC Minutes April 2022(Lees Stuntz)

PASSED (bold items passed in or since last meeting)

- **(1047) F2F Motion to Approve PC Minutes March and Extraordinary April 2022(Lees Stuntz)**
- **(1046) F2F Motion to Approve Housing SIG constitution(Stefano Armenia)**
- (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)

Motion to Approve Policy Council Minutes

April 2022

Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes April 2022

<http://bit.ly/SDSPCNotes>

Executive Director: OKR Update (Rebecca Niles)

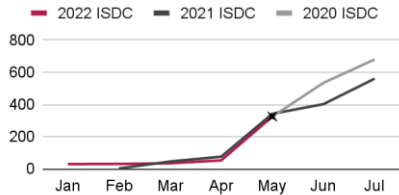
O2: \$58,100 annual contribution from conference and Summer School

KR1: \$25,000 contribution from conference

KR2: Reduce office overhead from \$125K

KR3: \$33,100 contribution from Summer School

Conference Registrations (m)



POINTS TO NOTE

- Early advertising of conference plenaries getting lots of traction.
- Conference registrations matching last year. Live 192, Online 146
- Strong contribution from Conference Hosts reduces fixed costs.
- Flexibility in other contracts increasing likelihood of success.
- \$4000 shortfall in conference sponsorships
- Visa snafu may cause trouble.
- Simplifying and standardizing processes.
- VP, AVP, and Conference Team stepping up.
- Risk of Volunteer Burnout.
- Risk of Shifting the Burden to the Intervenor.
- Connecting website to webportal still requires manual effort
- \$1000 in revenue above last year at same time
- Remote delivery is lower cost and more accessible.

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

OKR Update: VP Chapters & SIGs

Support Chapters/SIGs to improve their management and operation in line with the known good practices.

Review/redesign the annual reporting tool/process to get a better "picture" of the Chapters & SIGs activities

Increase percentage of chapters with "full" and "local" PC from x% to y% by end of 2022

Increase the representative attendance at the bi-monthly Chapters/SIGs meetings.

POINTS TO NOTE

- Under development and planned to launch during the annual conference
- Further activities will be planned based on the annual report
- Further activities will be planned based on the annual report

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

OKR Update: VP Electronic Presence

Objective X
Make the Web
Site Rspnd
Quickly

Load time



- Still have a plan

Latency



- Still have a plan



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

OKR Update: VP Membership

Strengthen understanding and connections between member segments

Coordinate career panel at the conference

Define member segments

POINTS TO NOTE

- Panel proposal accepted
- Currently planning the session
- Potential for subsequent sessions through seminar series

- Have not yet been able to access data
- Some information we can adopt from previous work

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

OKR Update: VP Pre-College Education

Objective 1
Increase the audience for ST/SD in Pre-college Education

Increase the number of SIG meetings to 6 per year

Find related groups who might be interested in ST/SD educational approach

Increase value of SIG attendance by having short presentations

POINTS TO NOTE

- Started bi-monthly SIG meetings in August 2021
- All SIG meetings are recorded.
- Double SIG meetings started in Dec 2021

- Have contacted 1. researchers of ST/SD in K-12 via article databases, 2. IB schools
- Email issues hampered reaching contacts, allowing unsubscribe, and analyzing responses – changing to MailChimp

- We have had short presentations at each SIG meeting starting in Oct. 2021
- These presentations cover lessons for different student age groups and different ST tools, and are focused on special invitee topics (if appropriate).

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

VP Publications: SDR Publication Options Analysis



Kryz Stave

University of Nevada Las Vegas

- Planning for end of current SDR contract with Wiley in December 2023
 - April PC meeting: Overview
 - Interim Pubs meeting: Input
 - This PC meeting: Discussion
 - Fall PC meeting: Decision

SDR Publication Options Analysis – May 2022

- Contract decision needs to be made by December 2022
- Criteria considered
- Options
 - Status Quo: stay with Wiley
 - Change Publishers: another traditional publisher, Open Access platform
- Reasons to stay with/leave Wiley
- Open Access
- Finances
- Questions to discuss

Steps the Publications Committee followed from March 2021 to March 2022

- Identify criteria for choosing a publishing option
- Develop a list of real options, including:
 - renew with Wiley (possibly with contract modifications)
 - find other publishers, established and perhaps new (fully open access?)
 - self-publication
 - others?
- Initial comparative analysis of options

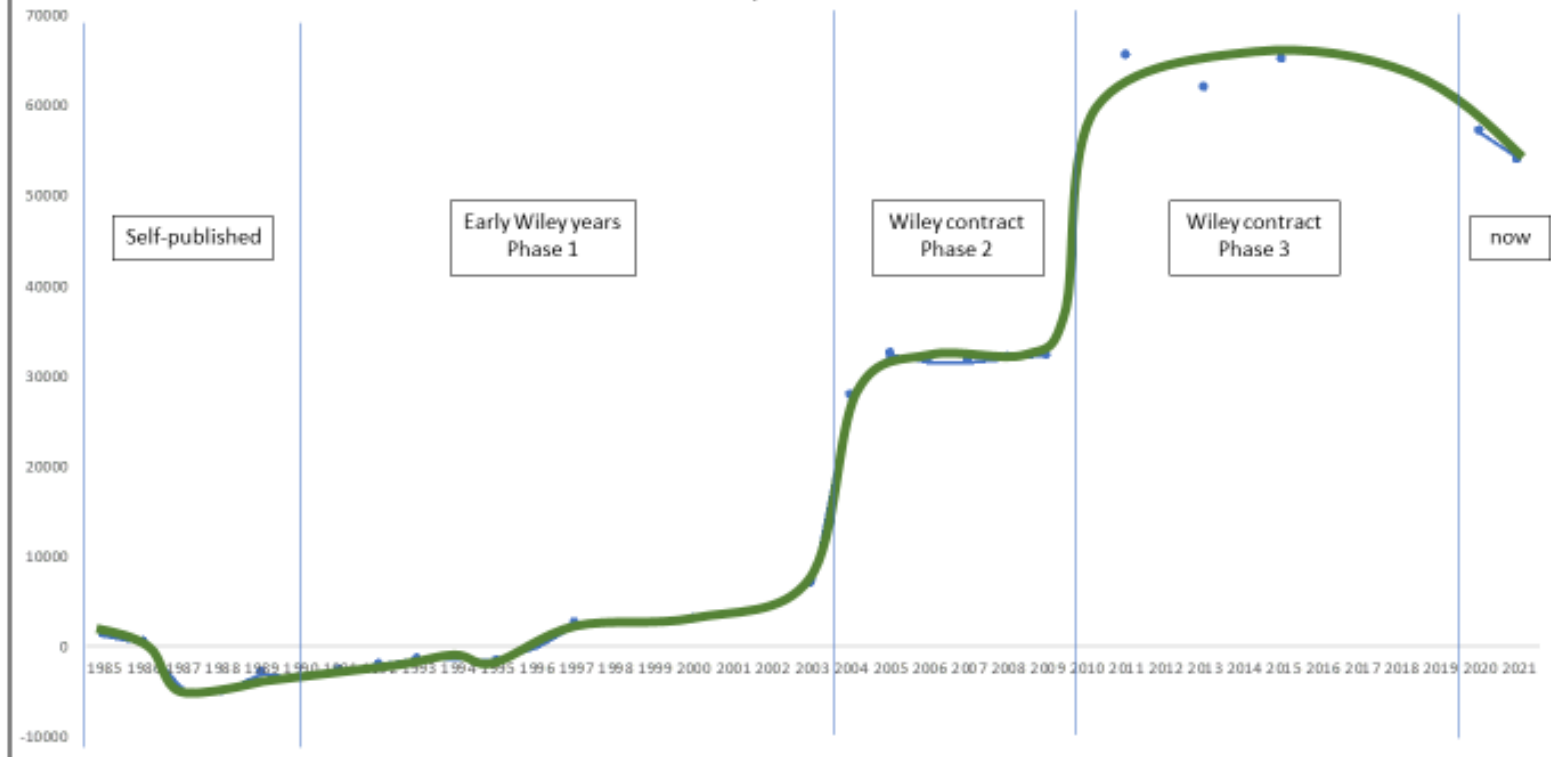


SDR Brief History and Financial Picture

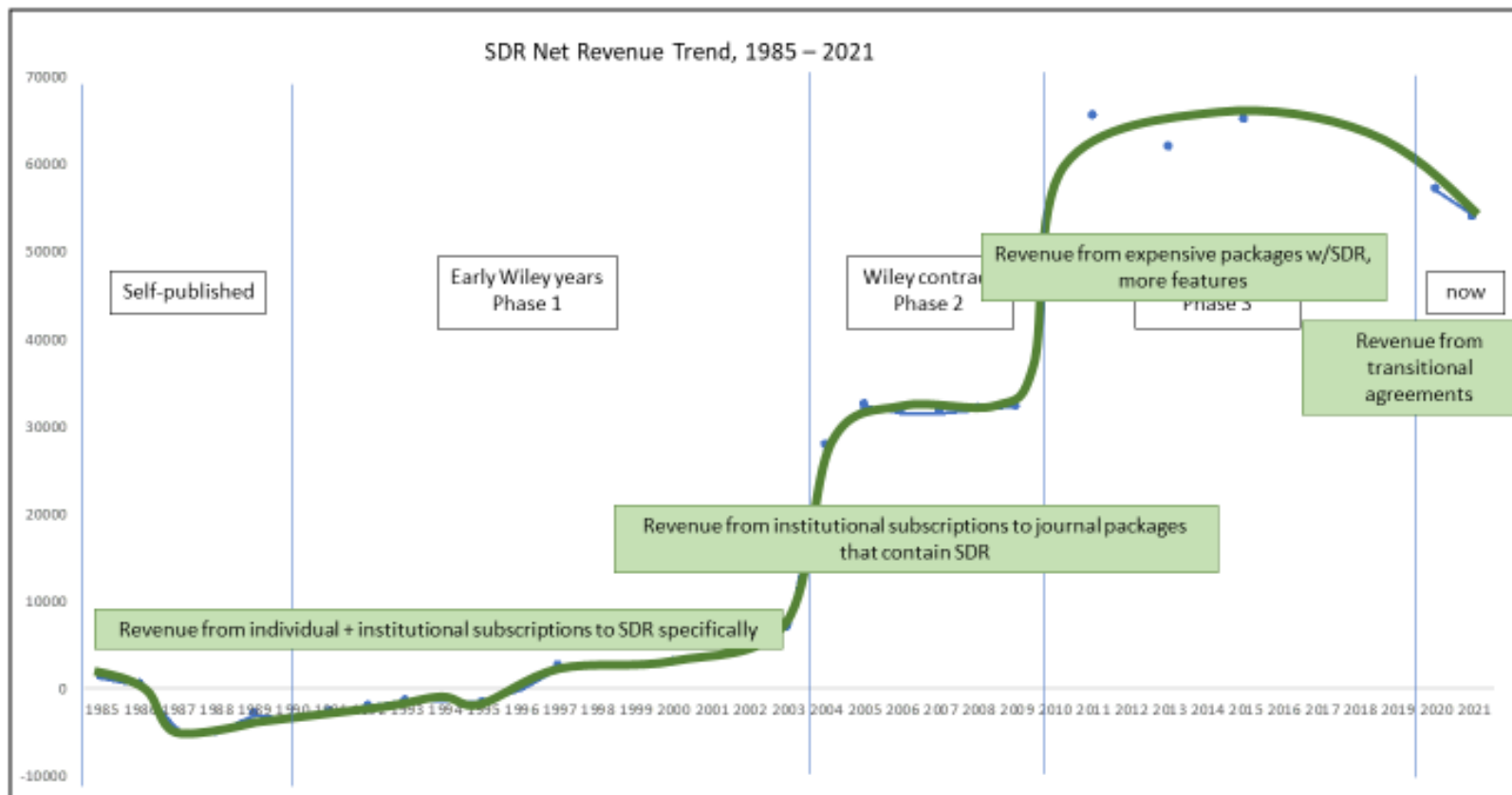
- First published 1985, George Richardson initiated
- Self-published for 5 years
- Started with Wiley in 1990
- Revenue model for Wiley, us, changed over time
- Now facing big change with Open Access
- Expenses > Income for about half of the 37 years
- “But we never looked at it as a cash cow. We wanted a journal to establish us as a credible field.” – David Andersen



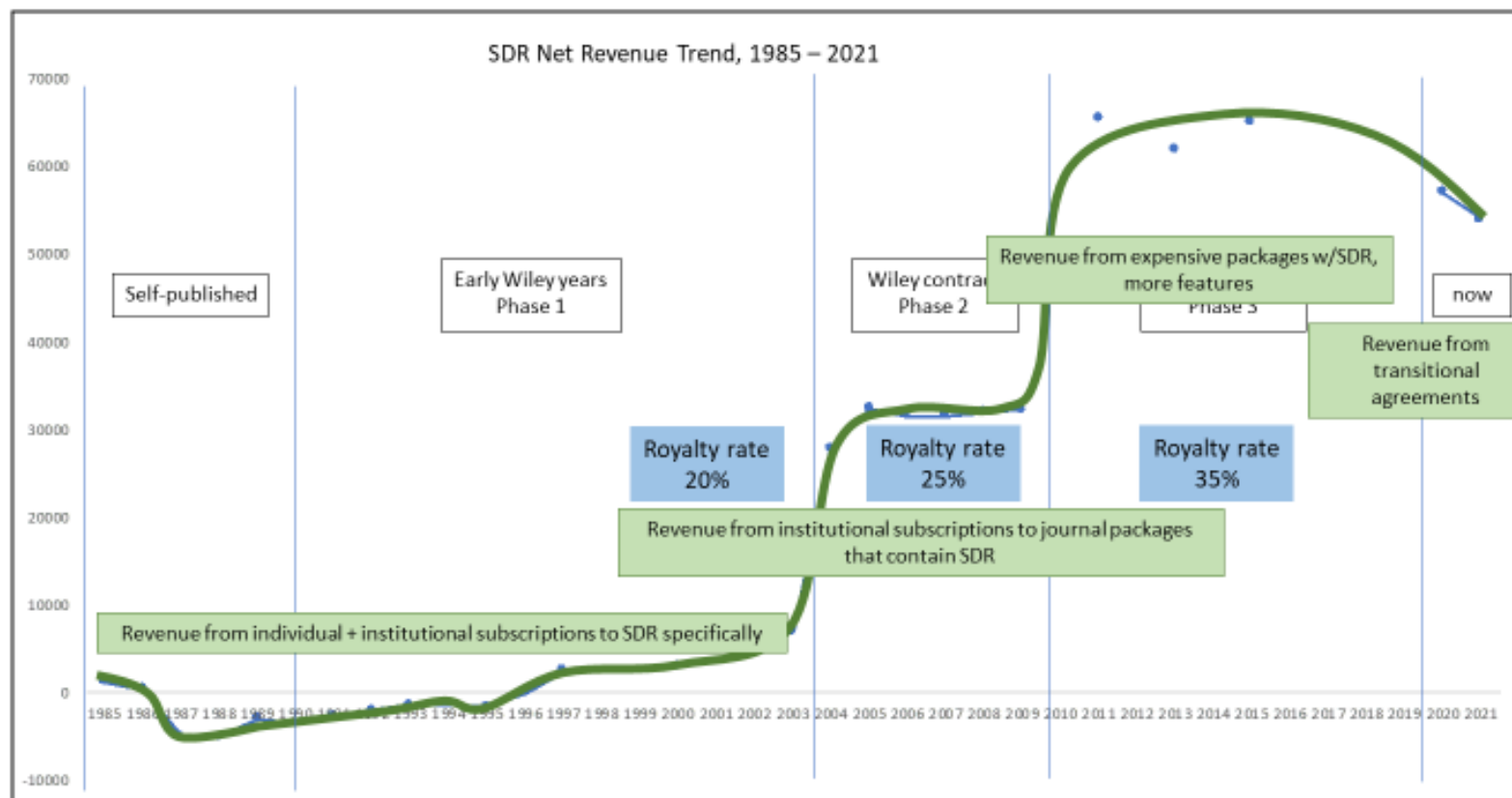
SDR Net Revenue Trend, 1985 – 2021



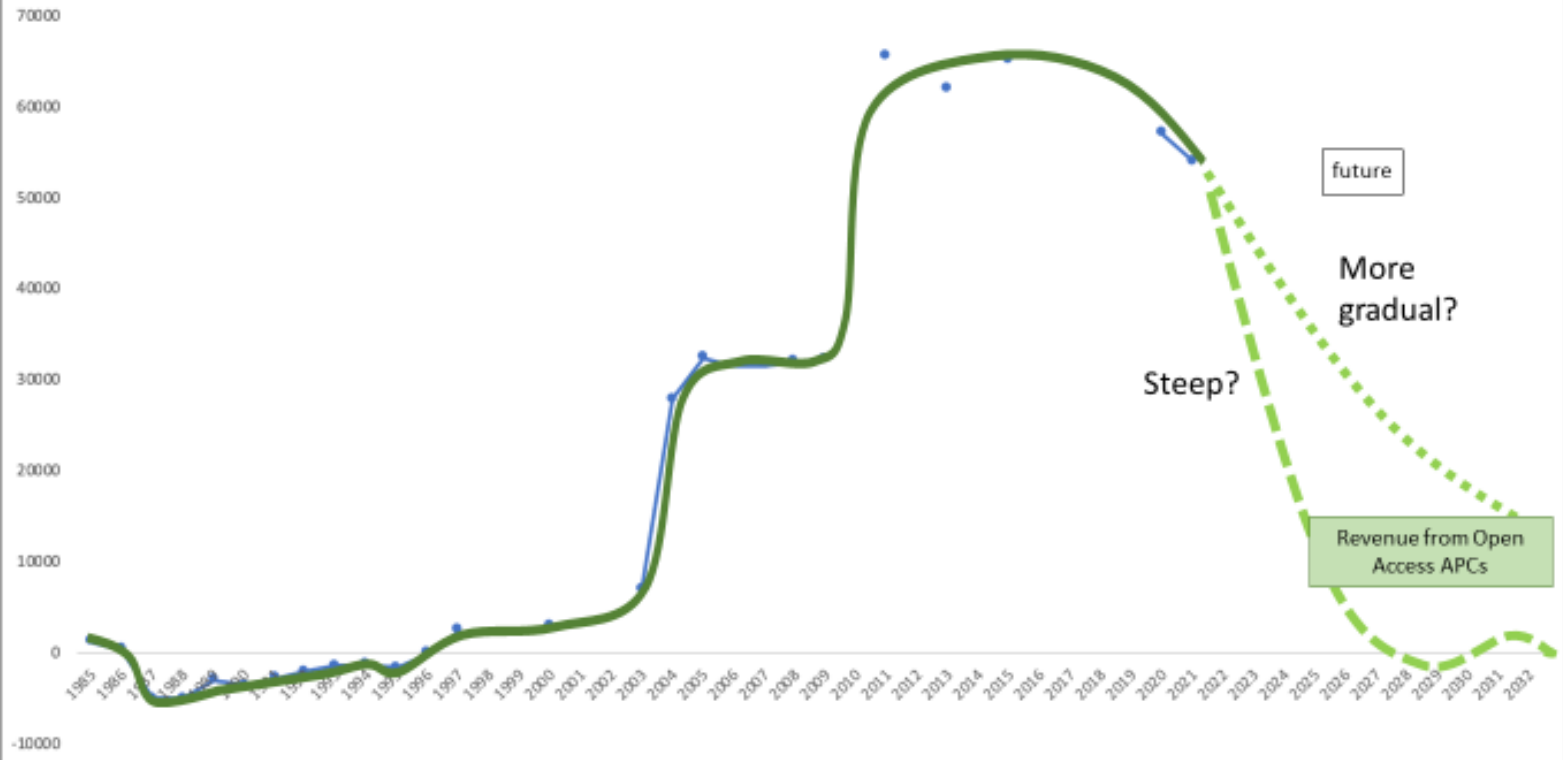
Revenue Sources over time



Royalty Rate



SDR Approximate Net Revenue Trend 1985 - 2032



Reasons we may want to stay with Wiley

- Inertia
- Good academic reputation of Wiley
- Wiley is starting to address author costs by creating partnership agreements to pay or subsidize APCs for OA
- Is there any other information you would like the Publications Committee to provide ***about the reasons to stay with Wiley*** to help inform your position? For example, questions about:
 - Historical and current relationship between SDS and Wiley
 - Partnerships being developed by Wiley
-



Reasons we may want to leave Wiley

- Operational issues
- In the past 10 years, the support system at Wiley (and other established publishers, e.g. Springer) has changed such that editorial and production assistants are not “in-house” but are spread around the globe. There has been a high turnover, which has made interacting with them frustrating at times.
- Uncertainty about how Wiley’s business model is changing with respect to the broader landscape of journal publication to Open Access
- Uncertainty about Wiley’s plans for the future
- Wiley OA fees are high: SDR now \$2950 (members get 20% discount)
- Under OA, we would have to publish more articles, pressure on SDS
 - Can we? We have a perpetual problem of low number of appropriate submissions and slow review time. This might be a function of our volunteer structure.
- Better options for outreach of SDR through alternative platform
- Is there any other information you would like the Publications Committee to provide ***about the reasons to leave Wiley*** to help inform your position?



Evaluation Criteria

- *Absolutes*

- Impact Factor: the outlet must allow us to have one, need to keep our current one in the switch. (Clarivate)
- Should not look like a new start – Keep volume numbers in sequence
- Should be indexed in all the places we are currently
- Keep in current category: Management (156/226), Social Sciences: Mathematical methods (19/51)
- Strong preference to keep the name, but if we have to change the name, we must keep history of the publication.

- *Operations*
 - No worse than the current ongoing operational headaches regarding journal production
 - Prefer something smoother
 - Speed of response
 - How responsive they are
 - Any additional production services beyond what we currently get
 - Need good manuscript mgmt system (Scholar One) for both production (review) side and authors
 - Support available for production
- *Financial*
 - Cost of production, cost to SDS
 - Cost to authors
 - Revenue
 - Support for publication/production
- *Market*
 - How does format of pub (trad vs open access) affect how people can access
 - Customer relations – how do we get journal in front of people who might be interested
 - Visibility
- *Reputation of the journal*
 - How does the format/publisher affect the journal's reputation
- *Reputation of the Publisher*
 - How affects submissions

Options considered

- Possible range
 - renew with Wiley (possibly with contract modifications)
 - find other established “traditional” publishers: SAGE, Springer,
 - perhaps new (fully open access?) publishers: Frontiers, MDPI (Sustainability, Systems)
 - Completely non-traditional publishers: open reviews?
 - “self-publication”
 - INFORMS or some other joint organization
- Open Access publishers
 - Met with MDPI
 - Met with Frontiers
 - Investigated Copernicus – too science-focused
- Decided to compare two end-of-spectrum options: Wiley vs. Frontiers

Open Access Pros and Cons

- Higher citation rate: most studies support this, particularly for hybrid and green OA articles, some dispute it
 - More access
 - Most OA articles are published in high-income countries
 - More impact
 - More equitable: yes, for gender
-
- Question about how to ensure publishing from low-income countries



Finances

Note: These numbers include MANY ASSUMPTIONS. Use them carefully.

Option	What we pay them	Our revenue	Potential net revenue
Wiley	\$30 per print subscription, min 250 = <u>\$7,500</u>	35% of non-member revenue plus contracted editorial support When fully OA, assuming \$3,000 APC per article and 20 articles/yr, revenue = $.35 * \$60,000 =$ <u>\$24,000</u> plus any editorial support	$\$24,000 - \$7,500 =$ <u>\$16,500</u> Note: assumes no additional editorial support paid by SDS
Frontiers	\$1,500 per article Assuming 20 articles/yr = <u>\$30,000</u>	Assuming same \$3,000 APC, revenue = <u>\$60,000</u>	$\$60,000 - \$30,000 =$ <u>\$30,000</u>

Big Question:

What does the Society need to achieve with the journal?

Smaller Question:

What other information should we provide to inform the decision?

Announcements

2022 Policy Council Meetings

June 22, 2022

- 0:05 Welcome (Shayne Gary)
- 0:05 SDS Dashboard Check-in (Shayne Gary)
- 0:05 Motions
- 0:05 Executive Director Check-In (Rebecca Niles)
- 0:20 VP Check-ins on OKRs + Q&A
- 0:30 Conference sites 2024 and 2025 (Sara Metcalf)
- 0:30 Finance Committee (Eliot Rich)
 - 0:10 STFF Committee (Sara Metcalf)
- Adjournment

Adjournment