



2022

Policy Council Meeting

June 22, 2022

5 - 6:30 PM New York

CHECKIN

How did you initially get interested in SD and why are you still committed to helping grow the field?

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
 - Open Publications Committee meeting
June 29 10am (EDT)
 - PC Meeting July 18 8:30 - 11:30 am (CEST)
 - General Business Meeting July 20 8:00 am
 - Conference Debrief Meeting July 22 4:00 pm
 - [PC Dinner](#)
- Let's get to the agenda...

Agenda

- 0:05 Welcome (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)
- 0:10 Finance Committee Annual Report (Eliot Rich)
- Adjournment

2022 PC Motions Summary (Shayne Gary)

UPCOMING

IN PROCESS ONLINE

VOICE VOTE TODAY

- Motion to Approve Birgit Kopainsky as 2024 Conference Organizing Chair (Sara Metcalf)
- Motion to Approve PC Minutes May 2022 (Lees Stuntz)

PASSED (bold items passed in or since last meeting)

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

Motion to Approve Policy Council Minutes

May 2022

Moved by Lees Stuntz

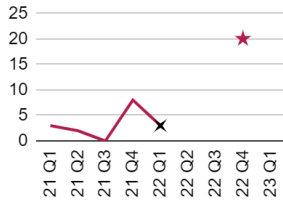
To approve the Policy Council Meeting Minutes May 2022

<http://bit.ly/SDSPCNotes>

Executive Director: OKR Update (Rebecca Niles)

O3: \$3,000 initial contribution from Referral Fee

Referral Requests



KR1: Attract a growing number of referral requests

KR2: Build a strong base of trusted talent

KR3: Connect effective talent and track fee

POINTS TO NOTE

- Google ads set up
- A steady flow of requests are coming in, mainly for Beer Game facilitations but also for modeling
- But afraid to ramp it up because we can't fulfill
- Most people in our list seem too busy or are otherwise unresponsive
- It is difficult to determine who to trust and preference not to give names of those we don't trust
- Challenge of many being on our Policy Council
- When we hand it off no one else get mentored
- Recently did a quick turnaround Beer Game for \$6k in revenue
- But completed by office because there was no response from those emailed
- Also discovered that our Beer Game materials are woefully insufficient to let people quickly delivery effectively

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

OKR VP Chapters & SIGs Update

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
- Dependent on some policy changes (especially, the reporting period)
- Further activities will be planned based on the annual report
- A round table meeting will be held next July, during Frankfurt conference
- Further activities will be planned based on the annual report

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OKR Finance Updates (Eliot Rich)

Maintain sustainable cash flow, reserves and investments

Annual Operating Surplus > 0

Reserves at \$1.2 M by 2025

% spending items within +/- 5% of budget

POINTS TO NOTE

- Dependent on conference and other activity success
- Stewardship efforts coming online to improve endowment fundraising
- Desire to improve spending visibility, participation, authority and responsibility of VPs/Committee heads

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OKR Update: VP Marketing & Communications

Objective 1

Grow reach and website traffic and increase conversion into members

→ Rationale:
Scalable, sustained growth..

1) Improve search engine optimization (SEO) of the website.

2) Conduct a systematic conversion optimization project (CRO).

3) Increase communication about impactful SD work to a larger audience.

POINTS TO NOTE



- Ongoing implementation of SEO best practices.
- Next SEO analysis pending (July/August)
- KPI dashboards developed. Needs more adoption.



- Campaign optimization conducted and ongoing.
- Depending on privacy and consent management implementation (in progress).
- Next step: conversion measurement update.



- Topic of upcoming review meetings.
- WIP: Dashboard for SIGs.
- New case keeper.
- Brand updates.

Key results:

- *Grow website visitor traffic by 25% in 2022.*
- *Improve effective conversion measurement and increase conversion rate and value.*
- *Grow website visitor traffic from organic search and social media to >60%, in addition to paid search traffic.*

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

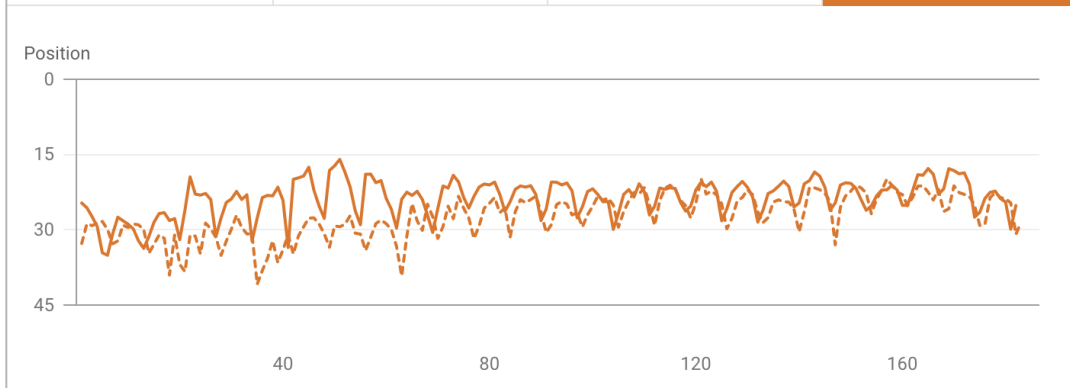
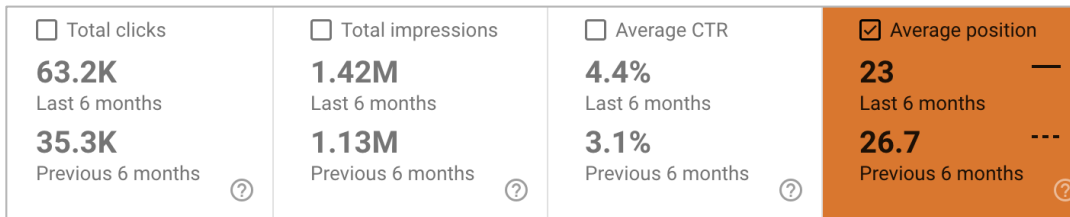
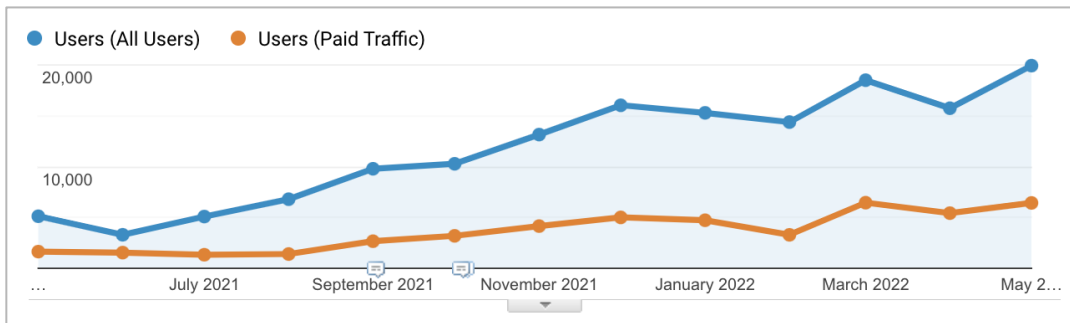
Progress

Google Analytics: All users vs Paid traffic.

- Increased website traffic.
- Growth from organic, paid, social.
- “Non-brand” reach increased.

Google Search: comparison last 6 months vs. previous 6 months.

- Improved search ranking.
- Improved reach (impressions).
- Improved clicks.
- Improved CTR (click-through-
“rate”)



SIG Dashboard (WIP)

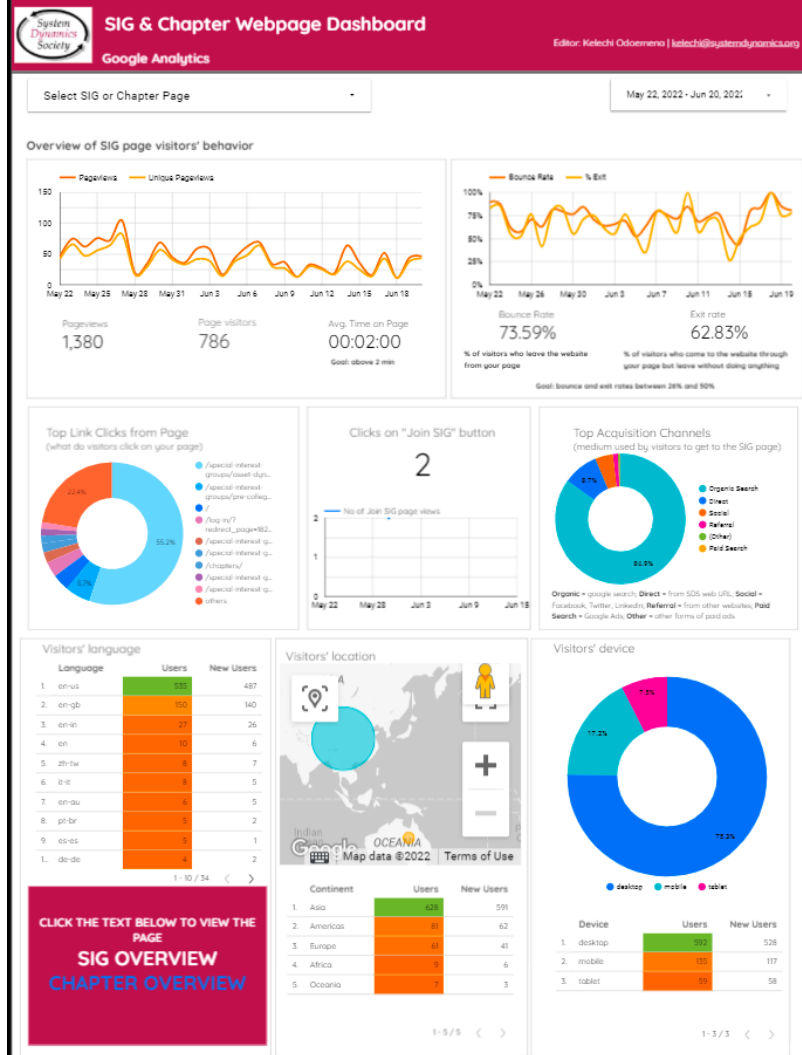
Work in progress (Kelechi Odoemena)

Purpose:

- To provide actionable information to SIGs.
- To enable a data-enabled improvement of content and initiatives.

Scope of KPI:

- Audience behavior.
- Acquisition sources.
- Audience Demographics.
- Engagement.
- Content metrics.



OKR VP Marketing & Communications Update

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 Platform (i.e. cookie control)

GA = Google Analytics. (GA UA, GA4)

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

VP Meetings: Future Conference Plans



Sara Metcalf

University at Buffalo

- 2024 - Bergen, Norway
 - Scandic Bergen City Hotel ([2020 site](#))
- 2025 - Worcester, Massachusetts, USA
 - [DCU Center](#) OR
 - [Worcester State University](#)
- 2026 - Bergen, Norway
- 2027 - Boston, Massachusetts, USA

Planned Future Conference Dates and Chairs

CHICAGO: JULY 23-27, 2023

Organizing Team: Home Office & VP/AVP Meetings

Program Chairs approved by PC:

- John Ansah, Saras Chung, Allyson Beall King

WORCESTER: JULY 20-24, 2025

Organizing Team: Oleg Pavlov (chair), Raafat Zaini (co-chair), Mike Radzicki, and Khalid Saeed

Program Chairs nominated by SPOC:

- Karim Chichakly, Niyousha Hosseinichimeh, Jeroen Struben

BERGEN: AUGUST 4-8, 2024

Organizing Chair: Birgit Kopainsky

Program Chairs approved by PC:

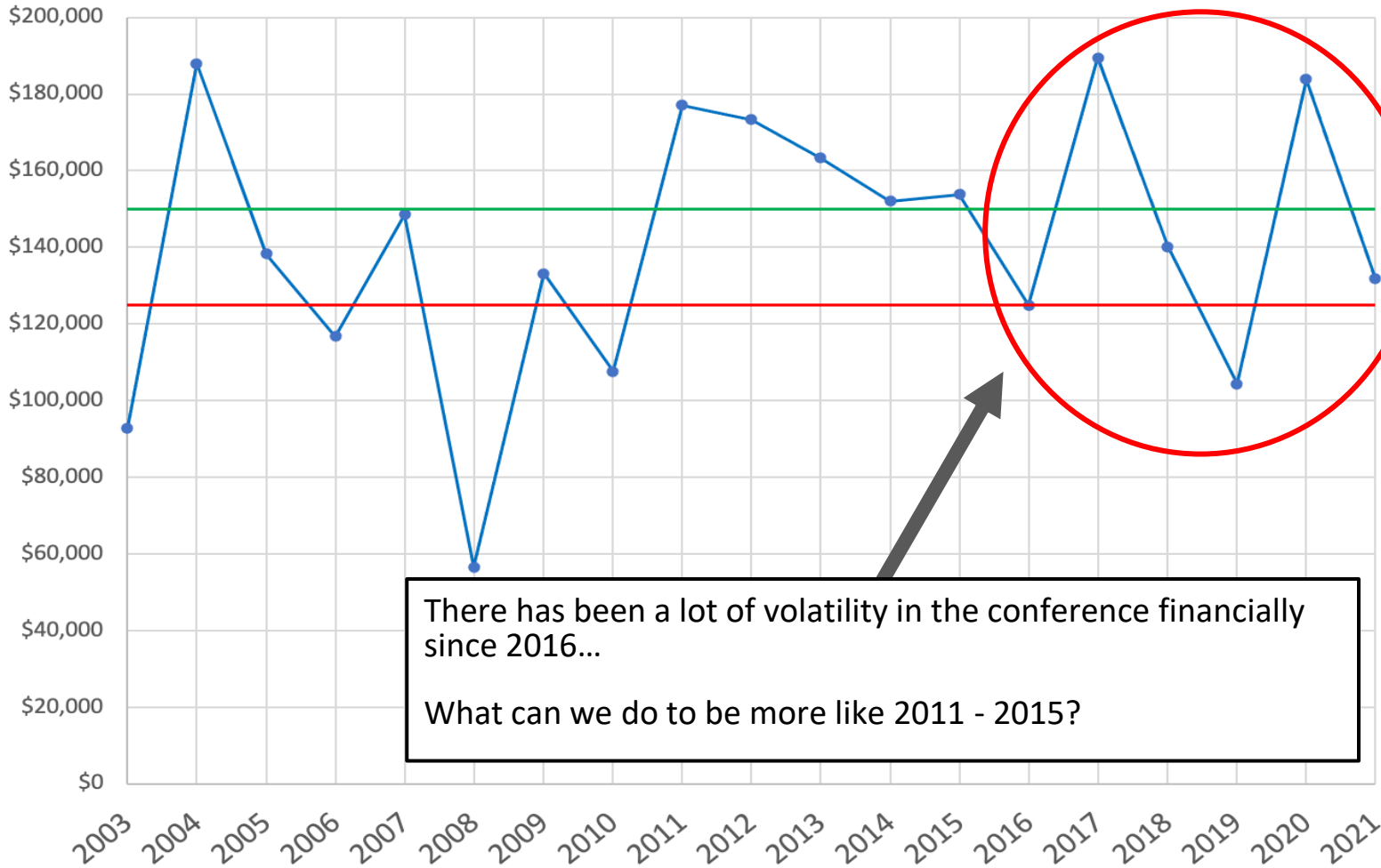
- Susan Howick, Mohammad Jalali, Hazhir Rahmandad

Motion to Approve ISDC 2024 Organizing Chair

1. Motion to Approve Birgit Kopainsky as organizing chair for 2024 conference in Bergen, Norway

Dates: AUGUST 4-8, 2024

Net Conference Revenue Before Overhead



There has been a lot of volatility in the conference financially since 2016...

What can we do to be more like 2011 - 2015?

Site Considerations for a Successful Hybrid Conference

How can we best utilize our shift to a hybrid conference to create value for the SDS?

1. Increase conference revenue / profits?

- a. Revenue... **NO**... unless we make large & risky increases to virtual ticket prices
 - i. Assumption - currently have a relatively fixed number of potential attendees
- b. Profits... **YES**... but this requires a shift in venues & planning - *Do we want to do this?*
 - i. Smaller & cheaper venues would have to be used
 - ii. We'd have to plan to **sell out** in person tickets @ ~250/300 attendees or **smaller**
 - iii. Potentially reduce in person parallel capacity & utilize full virtual sessions
 - iv. Reduce planning burden @ risk through known non-volatile "guaranteed" attendance

2. Increase our reach & quality

- a. Increased access - geographically and temporally
- b. Recording allows material reuse for marketing and membership
- c. Can bring in virtual speakers without a travel commitment (largest burden to attendance)

VP Finance Report: 2021 Financial Status



Eliot Rich

University at Albany

- 2021 Net Surplus: **\$45,313**
- 6/1 Reserves: Approx loss of 10% change since start of year [2021 EOY **\$981,437**]
- VP Report filed for PC review by Finance Committee and Audit Committee
- 2021 Independent Auditor Review and Tax Filings completed

Announcements

2022 Policy Council Meetings

July 18, 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)
- 0:30 VP Check-ins on OKRs + Q&A
- 0:60 Publications (Krys Stave)
- 0:60 Strategic theme (Shayne Gary)
- 0:10 STFF (Sara/Stefano)
- Adjournment

Adjournment