



2022 Policy Council Meeting

July 18, 2022

8:30 - 11:30 AM Frankfurt

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 hybrid PC meeting!
- Thanks for your time and energy
- Frankfurt conference
 - PC Dinner 7pm tonight @ Zum Storch am Dom
 - General Business Meeting Wed July 20 8:00 am
 - Conference Debrief Meeting Fri July 22 4:00 pm
- Let's get to the agenda...

Agenda

- 0:08 Welcome (Shayne Gary)
- 0:02 Motions
- 0:05 Executive Director & SDS Dashboard Check-In (Rebecca Niles)
- 0:30 VP Mid-year Check-ins on OKRs + Q&A
- 0:10 STFF (Sara Metcalf /Stefano Armenia)
- 0:20 Strategic theme (Shayne Gary & Rebecca Niles)
- 0:10 Break
- 0:40 Strategic theme (Shayne Gary & Rebecca Niles)
- 0:55 Publications (Krys Stave)
- Adjournment

Motion to Approve Policy Council Minutes

June 2022

Moved by Lees Stuntz

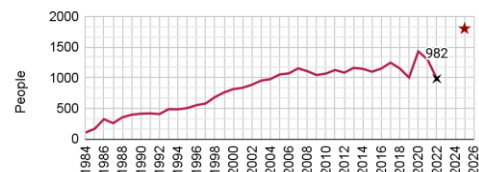
To approve the Policy Council Meeting Minutes June 2022

<http://bit.ly/SDSPCNotes>

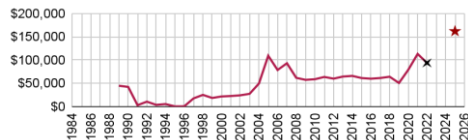
Dashboard of SDS Objectives and Key Results (WIP)

Membership

Members



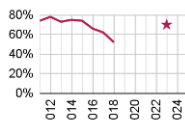
Dues Revenue



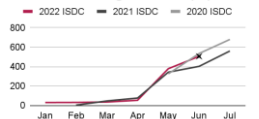
Monthly Membership Evolution



Retention rate

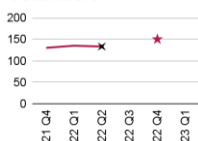


Conference Registrations (m)



Champion/Practitioner/Student/Teacher/Researcher

Volunteers



Conference Registrations (y)



Awareness

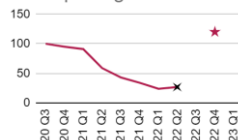
Referral Requests



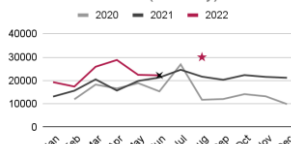
Social Media Engagement



Job Openings

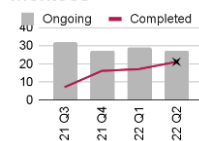


Website sessions (monthly)

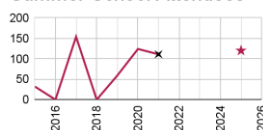


Knowledge & Skills

Mentees

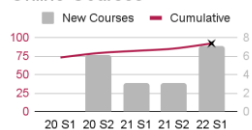


Summer School Attendees



Add students enrolled in master/PhD

Online Courses

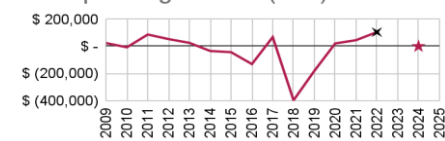


Add degree courses

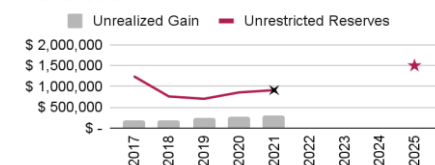
Self reported skill levels
Mean test score
(Future test?)

Financial Health

Net Operating Income (NOI)



Reserves



High-quality Outputs

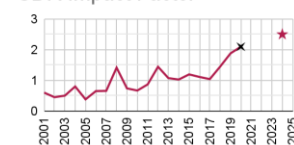
? ↑ (%)

Published Journal Articles
()

? ↑ (%)

% Articles in Top Quartile Journals
()

SDR Impact Factor



? ↑ (#)

Books Published by Top Publishers
()

Executive Director: OKR Update (Rebecca Niles)

O4: Maintain Net Operating Income > \$0

KR1: \$150K contribution from Conference

KR2: Replace falling revenues from Products and Journal

KR3: Meet Membership Goals

POINTS TO NOTE

- It was a nail biter, but we are pretty sure that we will meet and/or exceed this benchmark due to food cost adjustments, late breaking registrations, (thank you to Sara and Bill for carefully managing this) and the remarkable donation of AV support by the Frankfurt School of Management (thank you Jurgen and Rick!)
- We have already exceeded last year's product sales due to increased game sales (by 4X) and seminar sponsorships.
- Developing a new game to increase sales more.
- Efforts in
- Behind prior year.

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

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. Continues after ISDC.
- Topic of upcoming review meetings (Case keeper, marketing review, campaign reviews, SEO audit).
- 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

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

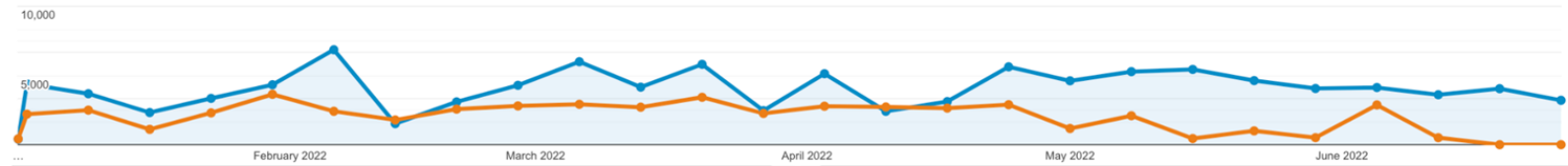
Opportunities for expanding reach and growth

1. Discoverability, SEO (search engine optimization).
2. Social networks. Specifically LinkedIn. New tactics.
3. Google paid ads optimization. Conversion optimization.
4. Microsoft paid ads: applying for a non-profit grant.
5. Word-of-mouth and referral tactics: reach, touch, convert.
6. Video “shorts”: YouTube, TikTok, Instagram.
7. Alignment and referral with SIGs and local chapter sites.

Website Overview 2022 H1 (vs 2022 H1)

Jan 1, 2022 - Jun 30, 2022: Users

Jan 1, 2021 - Jun 30, 2021: Users



Users

115.95%

93,751 vs 43,413



New Users

118.81%

90,762 vs 41,479



Sessions

91.73%

133,470 vs 69,612



Number of Sessions per User

-11.21%

1.42 vs 1.60



Pageviews

52.38%

269,233 vs 176,686



Pages / Session

-20.53%

2.02 vs 2.54



Avg. Session Duration

-20.46%

00:02:02 vs 00:02:33



Bounce Rate

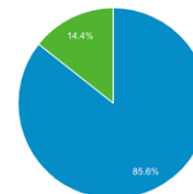
4.58%

67.30% vs 64.36%

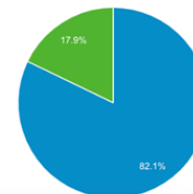


■ New Visitor ■ Returning Visitor

Jan 1, 2022 - Jun 30, 2022



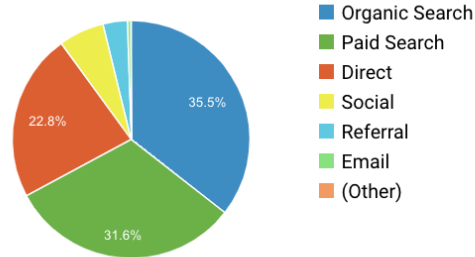
Jan 1, 2021 - Jun 30, 2021



Channels

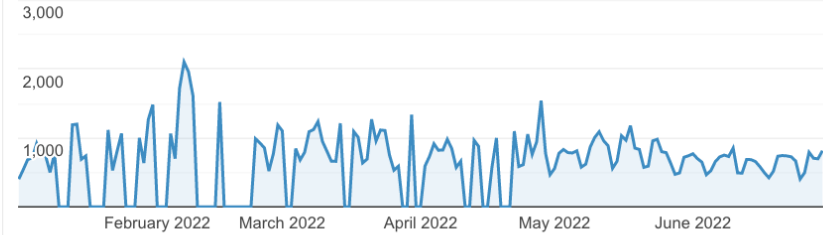
Top Channels

Jan 1, 2022 - Jun 30, 2022

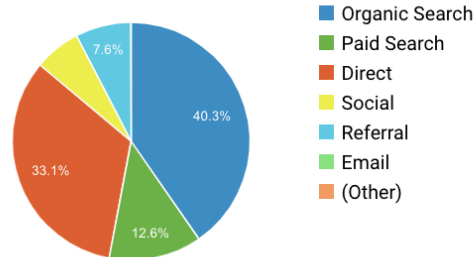


Users

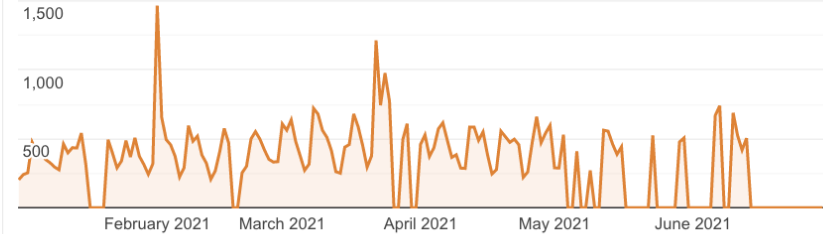
● Users



Jan 1, 2021 - Jun 30, 2021













● Users



Social Networks

6.2% of website traffic on
systemdynamics.org.

Social Network	Sessions	% Sessions
1. Facebook	4,312	 48.94%
2. Twitter	2,447	 27.78%
3. LinkedIn	1,634	 18.55%
4. YouTube	182	 2.07%
5. ResearchGate	139	 1.58%
6. Instagram	27	 0.31%
7. Quora	19	 0.22%
8. Meetup	12	 0.14%
9. Blogger	10	 0.11%
10. reddit	7	 0.08%

Social Networks

2022 H1 results.

Social Network [?]	Acquisition			Behavior		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	6,024 % of Total: 6.43% (93,751)	5,453 % of Total: 6.01% (90,762)	8,839 % of Total: 6.62% (133,470)	69.77% Avg for View: 67.30% (3.67%)	1.88 Avg for View: 2.02 (-6.74%)	00:01:57 Avg for View: 00:02:02 (-3.80%)
1. Facebook	3,563 (58.75%)	3,356 (61.54%)	4,312 (48.78%)	80.80%	1.55	00:01:12
2. Twitter	1,196 (19.72%)	978 (17.94%)	2,447 (27.68%)	58.36%	2.32	00:03:15
3. LinkedIn	990 (16.32%)	876 (16.06%)	1,634 (18.49%)	62.00%	1.98	00:01:53
4. ResearchGate	124 (2.04%)	98 (1.80%)	139 (1.57%)	60.43%	2.09	00:01:49
5. YouTube	98 (1.62%)	62 (1.14%)	182 (2.06%)	45.05%	2.68	00:03:02
6. Instagram	27 (0.45%)	24 (0.44%)	27 (0.31%)	62.96%	1.70	00:00:24
7. (not set)	17 (0.28%)	14 (0.26%)	29 (0.33%)	62.07%	2.00	00:01:09
8. Quora	13 (0.21%)	13 (0.24%)	19 (0.21%)	73.68%	2.11	00:01:36
9. Blogger	10 (0.16%)	10 (0.18%)	10 (0.11%)	70.00%	1.50	00:00:44
10. reddit	7 (0.12%)	7 (0.13%)	7 (0.08%)	71.43%	2.43	00:00:30

Source Medium

Source / Medium [?]	Acquisition			Behavior		
	Users [?] ↓	New Users [?]	Sessions [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	93,751 % of Total: 100.00% (93,751)	90,762 % of Total: 100.00% (90,762)	133,470 % of Total: 100.00% (133,470)	67.30% Avg for View: 67.30% (0.00%)	2.02 Avg for View: 2.02 (0.00%)	00:02:02 Avg for View: 00:02:02 (0.00%)
1. google / organic	32,224 (33.05%)	29,325 (32.31%)	47,619 (35.68%)	63.79%	2.16	00:02:30
2. google / cpc	30,708 (31.50%)	30,064 (33.12%)	35,203 (26.38%)	78.93%	1.48	00:00:45
3. (direct) / (none)	22,190 (22.76%)	21,071 (23.22%)	31,414 (23.54%)	62.93%	2.20	00:02:14
4. m.facebook.com / referral	2,547 (2.61%)	2,502 (2.76%)	2,670 (2.00%)	92.06%	1.14	00:00:13
5. bing / organic	1,298 (1.33%)	1,162 (1.28%)	2,003 (1.50%)	56.67%	2.67	00:03:05
6. t.co / referral	1,196 (1.23%)	978 (1.08%)	2,447 (1.83%)	58.36%	2.32	00:03:15
7. linkedin.com / referral	973 (1.00%)	859 (0.95%)	1,617 (1.21%)	61.90%	1.98	00:01:54
8. baidu / organic	543 (0.56%)	537 (0.59%)	551 (0.41%)	92.38%	1.18	00:00:26
9. l.facebook.com / referral	431 (0.44%)	293 (0.32%)	858 (0.64%)	50.82%	2.82	00:04:37
10. System Dynamics Society / email	355 (0.36%)	154 (0.17%)	798 (0.60%)	47.99%	2.95	00:03:33

Ads

Traffic acquisition through Google Search Ads. (Google grant).

Next improvements:

- Conversion improvement.
- Conversion measurement.
- Microsoft Ads (grant application) for search and LinkedIn profile targeting.

Campaign ▼	↓ Impr. ▼	Clicks ▼	CTR ▼	Avg. CPC ▼
Pages Visits & Awareness	557,750	42,471	7.61%	\$1.24
Products Sales	126,984	7,705	6.07%	\$0.55
Events Sign-ups	7,516	534	7.10%	\$2.88
Product Purchase Fish Banks	4,406	392	8.90%	\$1.04
Product Purchase Beer Game	3,920	372	9.49%	\$1.50

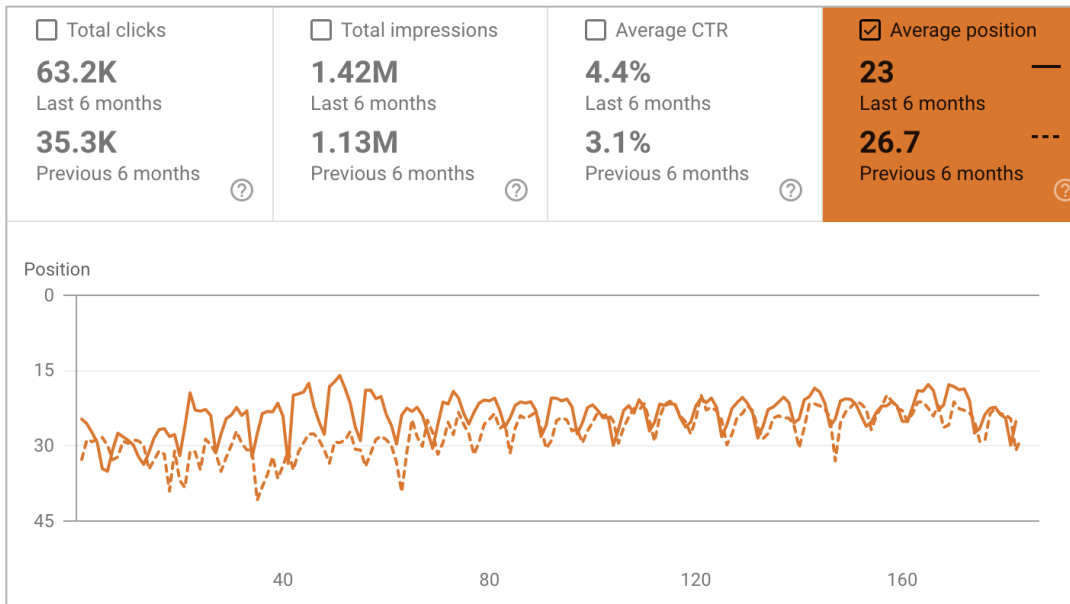
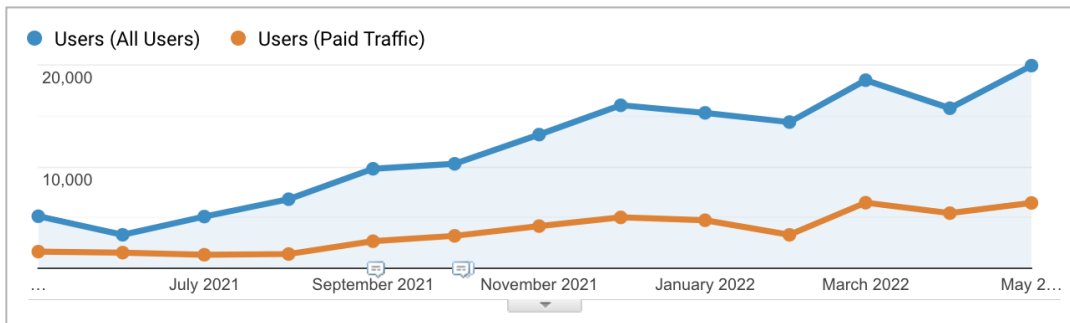
Progress

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)

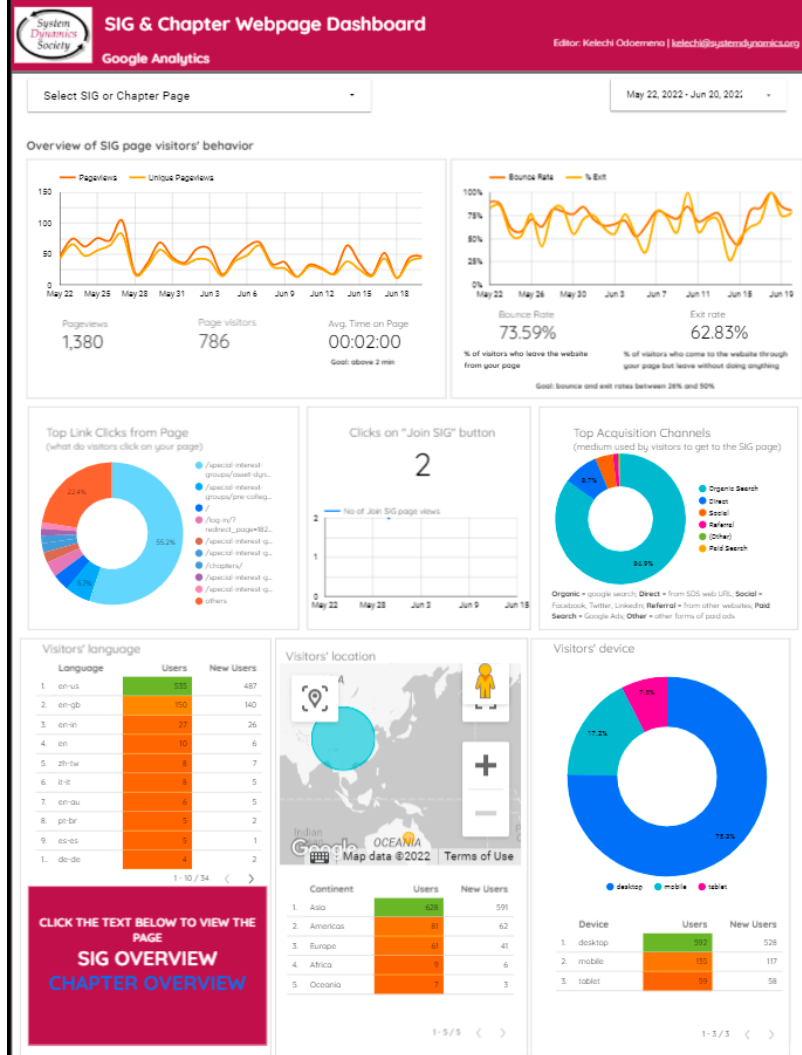
Work in progress (Kelechi Odoemena)

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 Update: VP Meetings - 2022 Conference

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

POINTS TO NOTE

- . Goal has been well exceeded! 551 as of this morning and still increasing
- . We are likely to meet or exceed this target.
● . Due to Jürgen & Rick's **excellent** negotiating and our careful budgeting
- . All rooms tested successfully (we'll know for sure Friday!)

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

Key Result 1.B: VP Meetings - Future Conferences

- **Changes must be made to conference planning if we are to reach our budgetary goals**
 - The plan discussed at the June PC meeting must be enacted if we are going to meet our budgetary goals going forward. We will ask for a formal motion in the August PC meeting to change the conference planning process.
- **2023 - Chicago**
 - Significant risk of failing to deliver \$150K to SDS using **old** conference planning model
 - We can mitigate (but not remove) that risk by locking in costs at ~250 in person participants
 - AV costs are a significant problem - We plan to use local rentals which we will have to administer and service ourselves!
- **2024 - Bergen**
 - Using 2020 contract terms, significant risk of failing to deliver \$150K to SDS using **old** conference planning model
 - Birgit is working with Scandic to get a new quote based on reduced physical capacity assuming smaller in person component. Assumption is this **WILL** allow us to meet budgetary goals
- **2025 - Worcester**
 - Working with potential sites to clarify cost details

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

- Not started
- Discussions ongoing. SDR journal discussions will inform this moving forward.
- Working with Hugo Herrera to develop a plan for procuring case studies.

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

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
- Session is (mostly) planned
- 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 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

- Need further refinements. Rollout postponed for 2023
- Dependent on some policy changes (ready for evaluation in next PC meeting)
- Further activities will be planned based on the annual report (to be concluded October/22)
- A round table meeting will be held next July, during Frankfurt conference
- Further activities will be planned based on the annual report (to be concluded October/22)

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

Strengthening the Field Fund (STFF): New Guidelines



Sara Metcalf

University at Buffalo



Stefano Armenia

Link Campus University

- Motion to approve revised STFF guidelines posted to the PC Web Portal (June 24 version). The current guidelines are linked for reference.
- Key changes
 - VP Chapters & SIGs is ex-officio STFC chair (not VP Meetings)
 - broadening access to the fund beyond chapters and SIGs
 - clarification of expectations

Strategic Theme



Shayne Gary

University of New South
Wales Sydney



Rebecca Niles

Executive Director

What initiatives should the Society launch in the next 6 - 12 months to dramatically increase awareness of good SD work that could potentially attract new members and/or catch the attention of leaders in industry/government?

<https://bit.ly/2022PCmiro>

Ideas from Prior PC Strategy Sessions

Document success cases

Raise practitioner participation

Raise public visibility

More practitioner events

Professional certification

Online teaching resources

More professors + increase profile

Support new practitioners

Identify and offer products and services

Promote K-12 work

More K-12 learning material

Foundation funding for SIGs

Capture missing membership

Encourage SIGs to run more events

Start a practice journal

Develop member benefits appealing to practitioners

Support tenure track faculty

Need more specific, actionable ideas with initial implementation steps

VP Publications: Discussion of SDR Publishing Options

- Executive Session – slides are confidential



Krys Stave

University of Nevada Las Vegas

Announcements

2022 Policy Council Meetings

August 31, 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
- Membership?
- SPOC (Camilo)
- VP Meetings (Sara)
- Adjournment

Adjournment