

Monday, July 18, 2022

[Recording](#)
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Attendees

Voting: Shayne Gary, Diana Fisher, Lees Stuntz, Sara Metcalf, Eliot Rich, Tim Clancy, Paulo Gonçalves, Asmeret Naugle, Bob Eberlein, Brad Morrison, Jenson Goh, Kawika Pierson, Will Glass, Paul Newton, Raafat Zaini, Saras Chung, Raafat Zaini, Stefano Armenia

Non-voting: Billy Schoenberg, Vinícius Picanço, Etienne Rouwette, Ignacio Martinez-Moyano, Santiago Arango, Jürgen, Kelechi Odoemena, Raquel Buzogany, Rebecca Niles, Arfenia Nita, Dehui Wang, Jacopo Di Giacomantonio, Mark Heffernan, Nashon Adero, Natthawut langtaranat, Willem Auping, Hazhir Rahmandad

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

Minutes

President Shayne Gary brought the meeting to order, welcomed the conference participants, and introduced the agenda.

Secretary, Lees Stuntz, moved to approve the June 2022 PC meeting minutes. Jenson Goh seconded. Motion passed.

Executive Director, Rebecca Niles, went over some numbers on the PC dashboard and then focused on the net operating income. The goal is to stay above zero. Conference, products, and journal are doing well. The membership goals are behind.

VP OKR updates. **VP Finance**, Eliot Rich, presented the objectives mentioned in the last meeting to get everybody up to speed. **VP Marketing & Communications**, Thomas Wittig, focused on opportunities to expand reach and growth, he showed traffic details for website, channels, social networks, source medium, and ads. **VP Meetings**, Sara Metcalf, and **AVP Meetings**, Billy Schoenberg, shared 2022 minimum conference attendance numbers have been achieved. They also focused on how to decrease uncertainty and costs for future conferences and shared ongoing planning for Chicago including AV and catering. The expectation is to move for this change at the next PC meeting. **VP Professional Practice**, Saras Chung, shared her focus on how to get ideas off the ground for more practitioner engagement. **VP Pre-College Education**, Diana Fisher, detailed some of the strategies to increase SIG engagement mentioned previously. **VP Membership**, Asmeret Naugle, shared the focus on trying to improve communication between the different membership groups. **VP Chapters & SIGs**, Stefano Armenia, repeated the objectives from the last meeting.

STFF Committee shared there is an updated guideline document. Changes include a move from an adhoc process to a clear identification of expectations for applications, allow other groups in the Society besides Chapters and SIGs to apply for funds, and let the committee decide which of the VPs on the committee is chairing it. Sara Metcalf moved to approve the revised STFF guidelines June 24 version. Paulo seconded. Motion passed. Discussion ensued about the implementation date. The implementation according to the rules is that implementation is immediate, the committee though can be flexible in guiding new applications as they come in over the next months.

President, Shayne Gary, introduced the strategy discussion guided by the question: "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?" Participants were given a few minutes to write down their ideas, check out ideas from other participants and then revisit theirs. The discussion will continue in the next PC meeting.

VP Publications, Krys Stave, guided the discussion on the contract with Wiley in executive session. Willem Auping volunteered to support the Publications Committee.

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