2022
Policy Council Meeting

September 28, 2022

5:00 - 6:30 PM NYT

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

- Launched Forrester PhD seminar series online
- 2023 Conference planning ramping up
- Marketing Committee working on brand refresh
- Please complete your profile on the SDS website
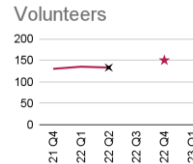- We have a lot on the agenda so let's get started...

Shayne Gary
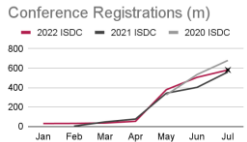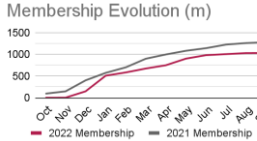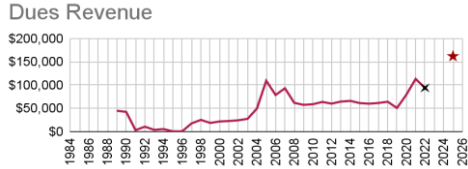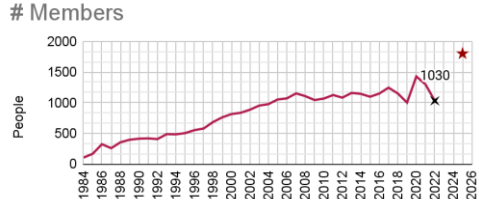
University of New South Wales Sydney

Agenda (Shayne)

- 0:05 Welcome and Agenda (Shayne)
- 0:05 SDS Dashboard Check-in (Shayne)
- 0:10 Motions
- 0:10 Executive Director Check-In (Rebecca)
- 0:25 VP Check-ins on OKRs + Q&A
- 0:10 Sponsorship ask (Rebecca)
- 0:15 Publications Committee (Krys)
- Adjournment

Dashboard of SDS Objectives and Key Results (WIP)
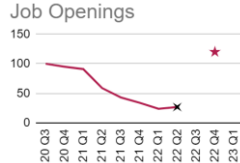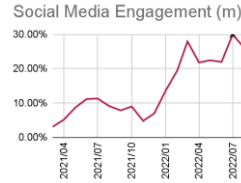
Declining renewal rates across our membership pipeline

Percentage of Renewing Members

- Member with at least 1 years of membership remewal rate
- Member with at least 2 years of membership remewal rate
- Member with at least 3 years of membership remewal rate
- Member with at least 4 years of membership remewal rate
- Member with at least 5 years of membership remewal rate

74%
69%
53%
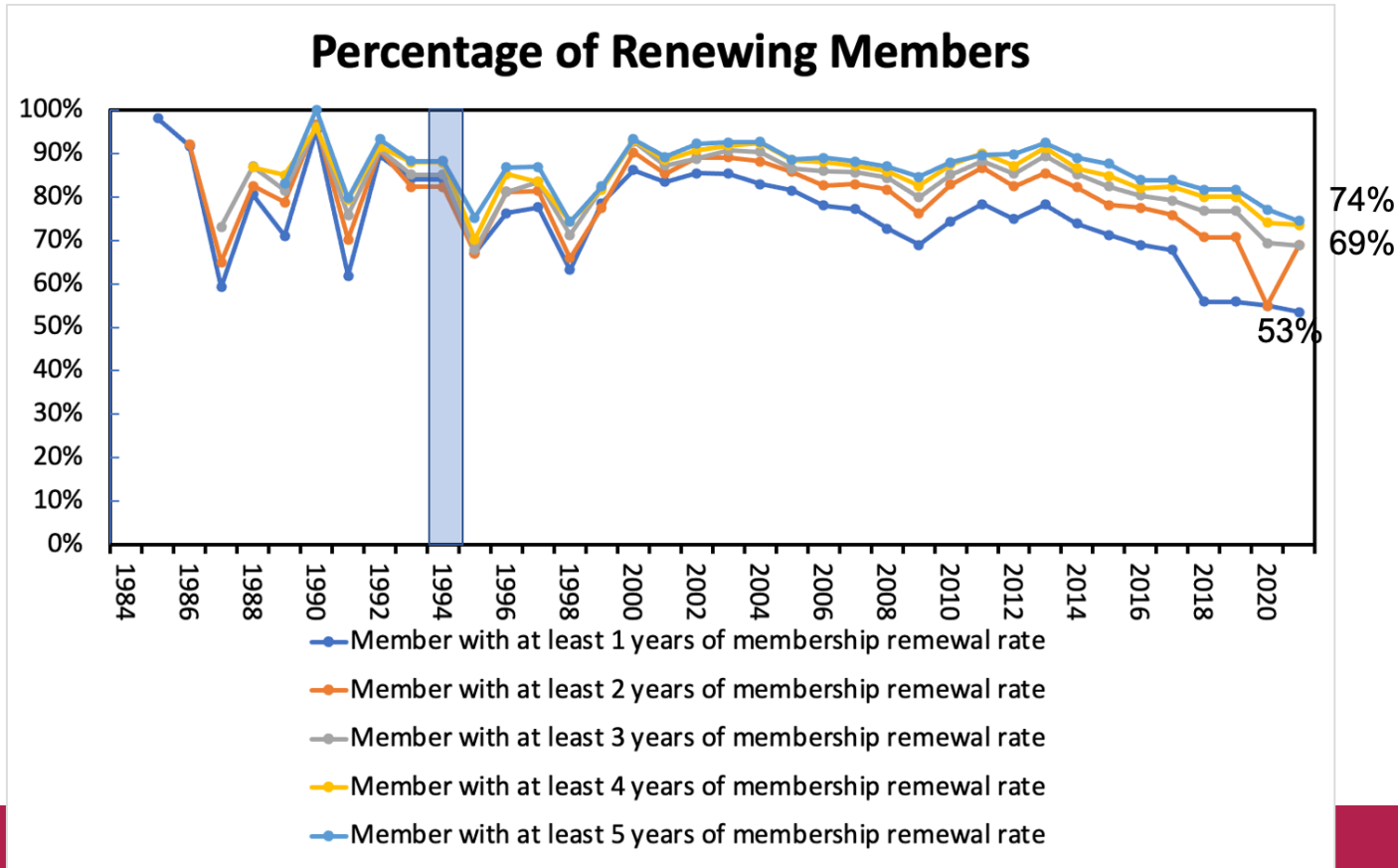
2022 PC Motions Summary (Shayne)

UPCOMING

IN PROCESS ONLINE

VOICE VOTE TODAY

PASSED (**bold** items passed in or since last meeting)
- **(1060) Motion to appoint Bob Eberlein to the Publications Committee (Sara)**
- **(1059) Motion to plan future conferences with an in-person capacity limit (Sara)**
- **(1058) Motion to appoint Susan Howick and Hyunjung Kim as SPOC members (Sara)**
- **(1057) Motion to approve version 08 Program Guidelines (Sara)**
- **(1056) Adopt Gift Acceptance policy (Bob)**
- **(1055) Update policies aligning with Bylaws change (Bob)**
- **(1054) Approve Policy Council Meeting Minutes from July 2022 (Lees)**
- (1053) Motion to approve the revised STFF guidelines as of June 24 version(Sara)

Motion to Approve Policy Council Minutes
August 2022
Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes August 2022

AVP Professional Practice Appointment
Shayne Gary and Saras Chung

Alexander Walker

Al works in commercial real estate in the UK alongside researching a PhD at University College London. His work focuses on competency building to deliver sustainability and health outcomes. Originally from Scotland, he now lives in London with his fiancé and sausage dog Chilli.

http://bit.ly/SDSPCNotes

AVP Publications Appointment
Shayne Gary and Krys Stave

Willem L. Auping

Willem is a methodologist specialised in the impact deep uncertainty has on the way we develop and use simulation models. He is an Assistant Professor at the Policy Analysis section of the Faculty of Technology, Policy and Management (TPM). Willem has worked as lecturer and researcher at Policy Analysis and as strategic analyst at The Hague Centre for Strategic Studies (HCSS). He holds a PhD from TU Delft.

http://bit.ly/SDSPCNotes

Executive Director: Seminar Series

142	$1,371	$37,027	$5,000
Attendees / Seminar	Revenue / Seminar	Total Revenue	Sponsorships

					Estimated Revenue			
Year	Attendees	# Seminars	Average Rating	Tickets	Memberships	Cross-Sales*	Sponsorships	Total
2022 YTD	901	8***	4.3	$1,250.00	$3,180.00**	$2,375.46**	**$3,000**	$9,805.46
2021	2082	13	4.14	$2,075.00	$7,090.00	$8,601.30	$2,000	$19,766.30
2020	837	6	N/A	$1,050.00	$6,405.00	N/A	$0	$7,455.00
TOTAL	**3820**	**27**	**4.22**	**$4,375**	**$16,675**	**$10,977**	**$5,000**	**$37,027**

*includes products and conference. Majority (>90%) are conference ticket sales.
**Actual numbers for memberships and cross-sells may be higher. We started sending ads through Promoter App in 2022 and cannot track sales
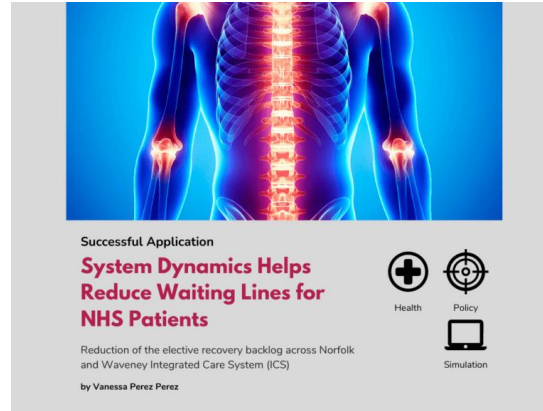***We have increased the quality of seminars, but are having a harder time finding options. Currently have three more scheduled for this year.

Executive Director: Successful Applications

🟢 **New cases keeper**
Hugo Herrera

Successful Application

System Dynamics Helps Reduce Waiting Lines for NHS Patients

Reduction of the elective recovery backlog across Norfolk and Waveney Integrated Care System (ICS)

by Vanessa Perez Perez

Health Policy Simulation

🟢 **New applications**   **Pipeline**
1   2

https://bit.ly/sdssubmitapplication

Successful Application

Credit Card Giant Halts Market Share Slide With Scenario Planning

MasterCard revolutionizes the industry with co-branding and regains 6 points of market share

Credit Card Giant Halts Market Share Slide With Scenario Planning

Sep 16, 2022

MasterCard revolutionizes the industry with co-branding and regains 6 points of market share.
read more

Revamp

🟢 Titles and excerpts

🟡 Full text

OKR Update: VP Electronic Presence

POINTS TO NOTE

Objective Make the Web Site Respond Quickly	Load time	🟡	• Slight improvement • Inching toward a change
Objective Manage membership Records better	Lack of analysis capability	🟡	• Looking around at alternative member management solutions • Might relate to speed

⬆

System Dynamics Society

OKR Update: VP Membership

POINTS TO NOTE

Strengthen understanding and connections between member segments	

Coordinate career panel at the conference 🟢

- Successful panel at the conference
  - Thanks to the panel - Nacho, Birgit, Jai
- Planning another panel as seminar, around February

Define member segments 🟢

- Received access to data this month
- Soliciting data on graduate placement
- Planning analysis

Potential student membership initiative 🟢

- Free 1-year membership for students taking SD course?
- Initial discussions and conceptualization

Legend: 🔴 = stuck 🟡 = not progressing as intended 🟢 = on track

System Dynamics Society

OKR Update: Finance

Maintain sustainable cash flow, reserves and investments		
	Annual Operating Surplus > 0	🟢 • Dependent on conference and other activity success
	Reserves at $1.2 M by 2025	🟢 • Stewardship efforts coming online to improve endowment fundraising
	% spending items within +/- 5% of budget	🟡 • Desire to improve spending visibility, participation, authority and responsibility of VPs/Committee heads

Legend: 🔴 = stuck   🟡 = not progressing as intended   🟢 = on track

Sponsorship - The Challenge

Rebecca Niles

Executive Director

- Many revenue streams have been declining
- Possible income shortfall related to 2023 Chicago Conference
- Increasing sponsorship funding would help
- Partnering with Stewardship Committee

How might we *dramatically* increase sponsorships?

Sponsorship - Some Ideas

Rebecca Niles

Executive Director

- Mine our membership & subscription lists
- Target foundations
- Target corporations
- Scholarship recipients/volunteers to help
- Policy Council to help

Sponsorship - How PC Members Can Help

Rebecca Niles

Executive Director

- Suggestions for people or corporations or philanthropies to contact
- Reach out to people on our list with whom you have an existing relationship to ask for sponsorship commitments
- Ideas for how to generate more leads

Publications Committee

Krys Stave

University of Nevada Las Vegas

- Update on Publications Strategy
- Actions

Publications Strategy 2016

Committee, survey, group discussions, report

Goals
- **Persuasiveness**
  communicating the value and use of system dynamics for effective decision-making in a manner that is compelling for various audiences.
- **Rigor**
  adhering to system dynamics standards (i.e. using the methods and tools correctly).
- **Appropriateness**
  using the right methods and tools for the right purposes
- **Accessibility**
  being available to the range of audiences

Gaps
- Practitioner and Educator audiences not well-served

Recommendations
- Consider additional publications

Publications Strategy 2022

Revisited in context of current landscape pressures and opportunities

Goals
Persuasiveness, Rigor, Appropriateness, Accessibility
Position SDR to succeed in OA environment
Leverage OA to best effect

Gaps
Practitioner and Educator audiences not well-served

Recommendations and Actions
Maintain rigor and applicability of the journal for academic researchers
Account for gaps and needs in our contract options analysis
Pursue avenues to expand our Open Access contributions
No additional publications at present: expand SDR to reach other audiences

System Dynamics Society

Two new categories proposed for SDR

Applications and Engagements

Articles that align more with practice

Educational Endeavors

Encourage teachers to share experience and curriculum

Pedagogical materials and techniques

Two new categories proposed for SDR

- Premise
  - There are interesting practical and educational applications not showing up in SDR
  - Those doing the work will not submit to SDR as full research articles

- Benefits
  - More awareness of the breadth of work
  - Bigger appeal of SDR to practitioners and educators
  - Improved quality of work in the long run

- Practicalities
  - Different review standards
  - Managing Editors for each from those audiences

We welcome input

- Slack channel

- Zoom meeting, Oct 5 at 10 am ET

- Email: krystyna.stave@unlv.edu
  (Please put "SD Pubs comment" in the subject)

Announcements

2022 Policy Council Meetings

October XX, 2022

- 0:05 Welcome and Agenda (Shayne)
- 0:10 Getting to know each other better (Jenson)
- 0:05 SDS Dashboard Check-in (Shayne)
- 0:05 Motions
- 0:10 Executive Director Check-In (Rebecca)
- 0:30 VP Check-ins on OKRs + Q&A
- 0:30 Publications Committee?
- Adjournment

Adjournment