



2022

# Policy Council Meeting

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October 26, 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

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**Shayne Gary**

University of New South Wales Sydney

- A lot of activity going on since our last PC meeting
- Thank you to Sara, Billy, Saras, and Rebecca who visited Chicago to sort out some important issues for the 2023 conference!
- Thank you to Scott Rockart, David Keith, and Juan Pablo Torres who have joined the Learning Committee!
- To start us off Jenson will lead another “Getting to know each other better” activity

# Getting to know each other better: Superhero You

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## Superhero You

Introduce your name, age and occupation

If I am a superhero, I would be ....

And why?

In group of 3-4, 1 min to answer  
individually. 2 min each to share.



# Getting to know each other better: I am...

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## Open Sharing

Anything interesting about  
you or your group members  
that you want to share? [2  
min]



# Agenda (Shayne)

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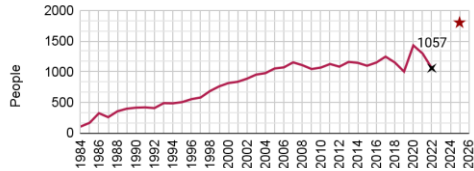
- 0:05 Welcome and Agenda (Shayne)
- 0:15 Getting to know each other better (Jenson)
- 0:05 SDS Dashboard Check-in (Shayne)
- 0:05 Motions
- 0:15 Executive Director Check-In (Rebecca)
- 0:30 VP Check-ins on OKRs + Q&A
- 0:15 Strategy Committee (Shayne)
- Adjournment

# Dashboard of SDS Objectives and Key Results (WIP)

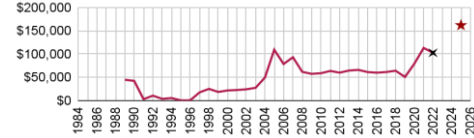
Last Update  
2022-10-03

## Membership

# Members



Dues Revenue



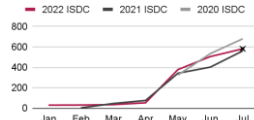
Membership Evolution (m)



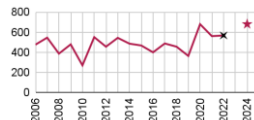
Retention rate



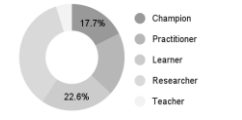
Conference Registrations (m)



Conference Registrations (y)



Self ID (266 members)

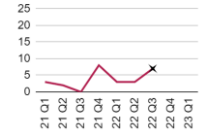


Volunteers

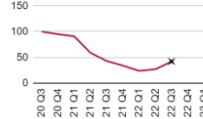


## Awareness

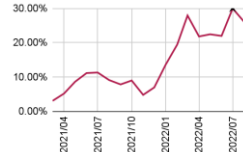
Referral Requests



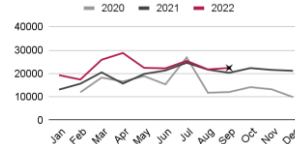
Job Openings



Social Media Engagement (m)

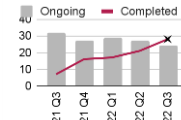


Website sessions (m)



## Knowledge & Skills

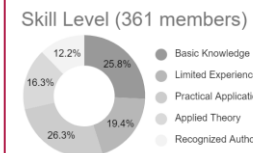
Mentees



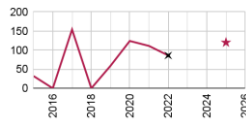
Online Courses



Add degree courses



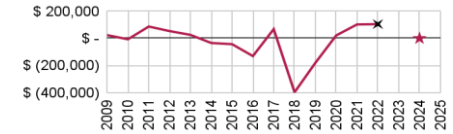
Summer School Attendees



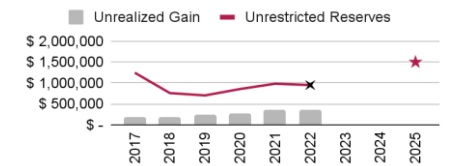
Add students enrolled in master/PhD

## Financial Health

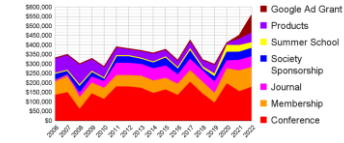
Net Operating Income (NOI)



Reserves



Net Direct Income



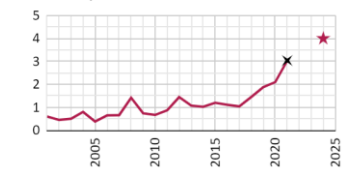
## High-quality Outputs

? ↑ (%)

Published Articles and %  
Articles in Top  
Quartile Journals

()

SDR Impact Factor



# Motion to Approve Policy Council Minutes

*September 2022*

*Moved by Lees Stuntz*

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To approve the Policy Council Meeting Minutes September 2022

<http://bit.ly/SDSPCNotes>

# Motion for Appointment to Strategy Committee

*Paulo Gonçalves*

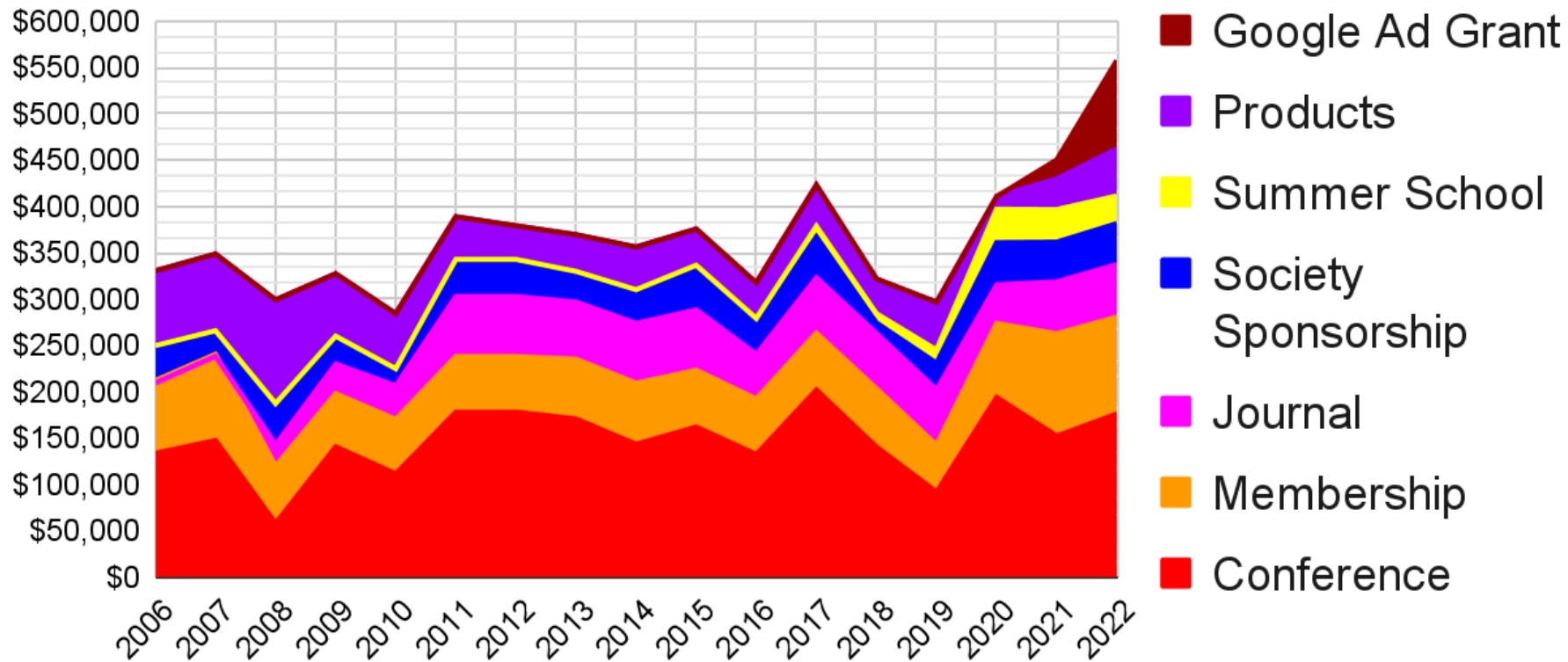
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To appoint Scott Rockart to the Strategy Committee (2022-2024)

<http://bit.ly/SDSPCNotes>

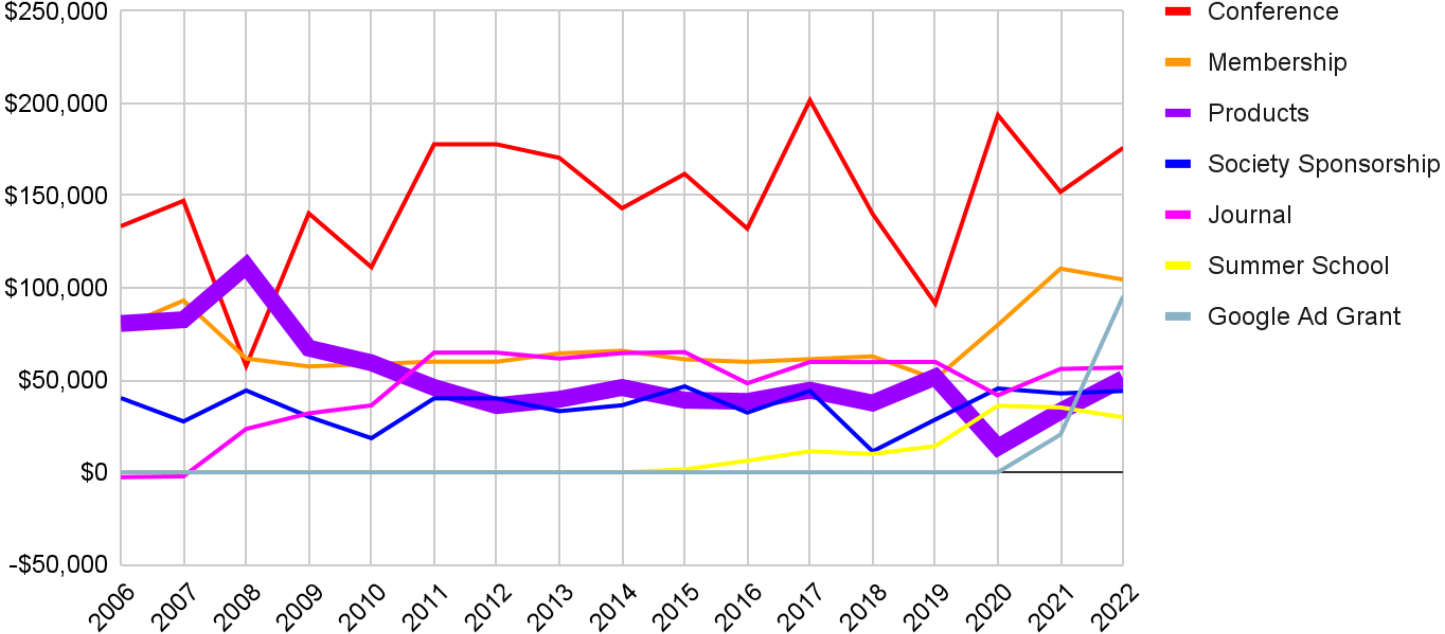


# Net Direct Income



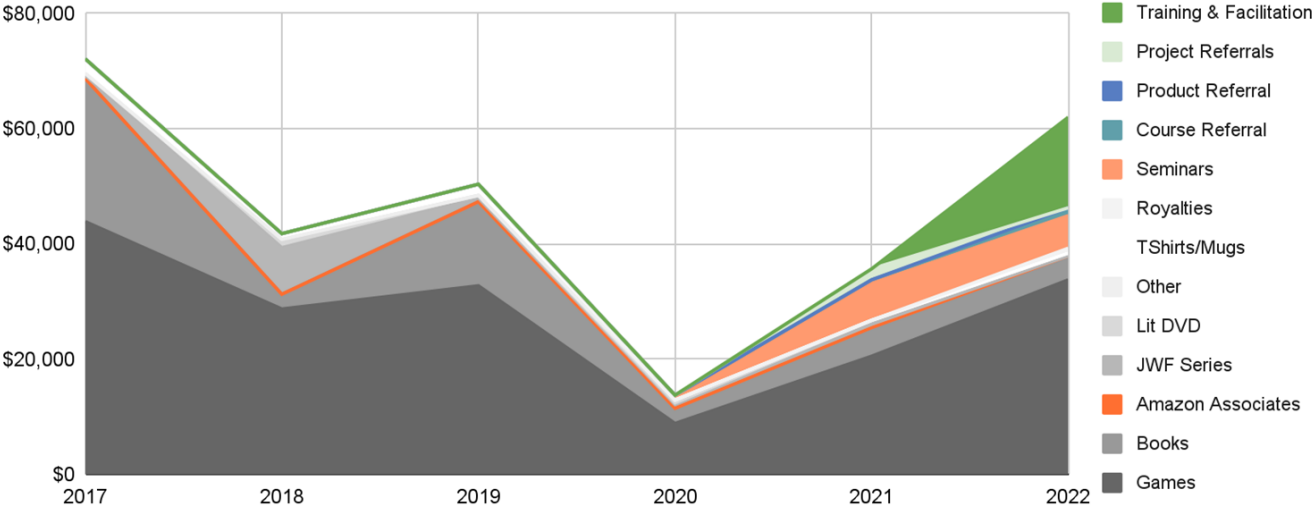
# Executive Director: Focus on Products

## Net Direct Income



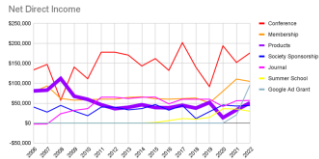
# Executive Director: Focus on Products

SDS Product Income Detail...



# OKR Update: Executive Director

Objective  
Grow Products



KR  
Referrals



- 29 projects, reactive not proactive
- Database for tracking referrals
- Expanding “certified” talent is hard
- Hard to find “certified” talent in timely manner
- Income generation of only 10%

KR



- Increasing awareness of SDR in general
- Publicizing SDR articles
- Seek other ways to increase citations

KR  
Facilitations

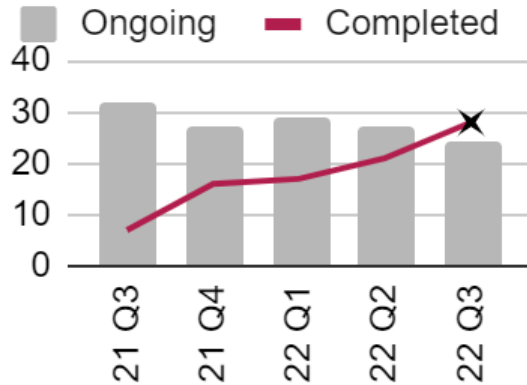


- Submissions ok, quality needs improvement
- Special Issues

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

# Executive Director: Mentorship Programs

## Mentees



Mentors

Mentoring services

- J Homer funded some admin work below
- Gary and Rod extended the MAW services: Short-Term Modeling Assistance now available year around!

Administrative work

- Recently added membership paywall
- Airtable and automations set up
- Supporting K-12 teacher mentoring pilot
- Dashboard update with extra metrics and programs

# OKR Update: VP Publications

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## Objectives

1. Ensure good publication platform
2. Improve submissions

KR  
Decision on Publication  
Contract for 2024  
onward

KR  
Improve author  
experience

## POINTS TO NOTE

- On track
- Have elicited PC input in a number of forums
- Preparing report for decision in November
  
- Author feedback form
  
- Submissions ok, quality needs improvement
- Special Issues

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

# OKR Update: VP Pre-College Education

## Objectives 1-4

SIG Meetings & Webinars  
ST Assessment Quest.  
Mentoring

5 Sig meetings and 4 webinars per year

ST Assessment Questions

Mentoring pre-college teachers

## POINTS TO NOTE

- Will have had 5 SIG meetings in 2022
- Will have offered 4 webinars in 2022, 4th on Oct 27
- Double SIG meetings serve Atlantic and Pacific
- 235 questions passed 2 reviews
- ST concept-question: reviewer reliability assess
- Slow progress, due to other more pressing tasks - especially SIG meetings and webinars
- Are reviewing SDS mentor and mentee request forms to start creating our own forms
- Started discussion re: requirements for mentees, i.e., must be at classroom implementation phase, etc.
- Discussing expectations for mentor-mentee teams

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

# OKR Update: VP Meetings

## 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 use of  
Hybrid Technology

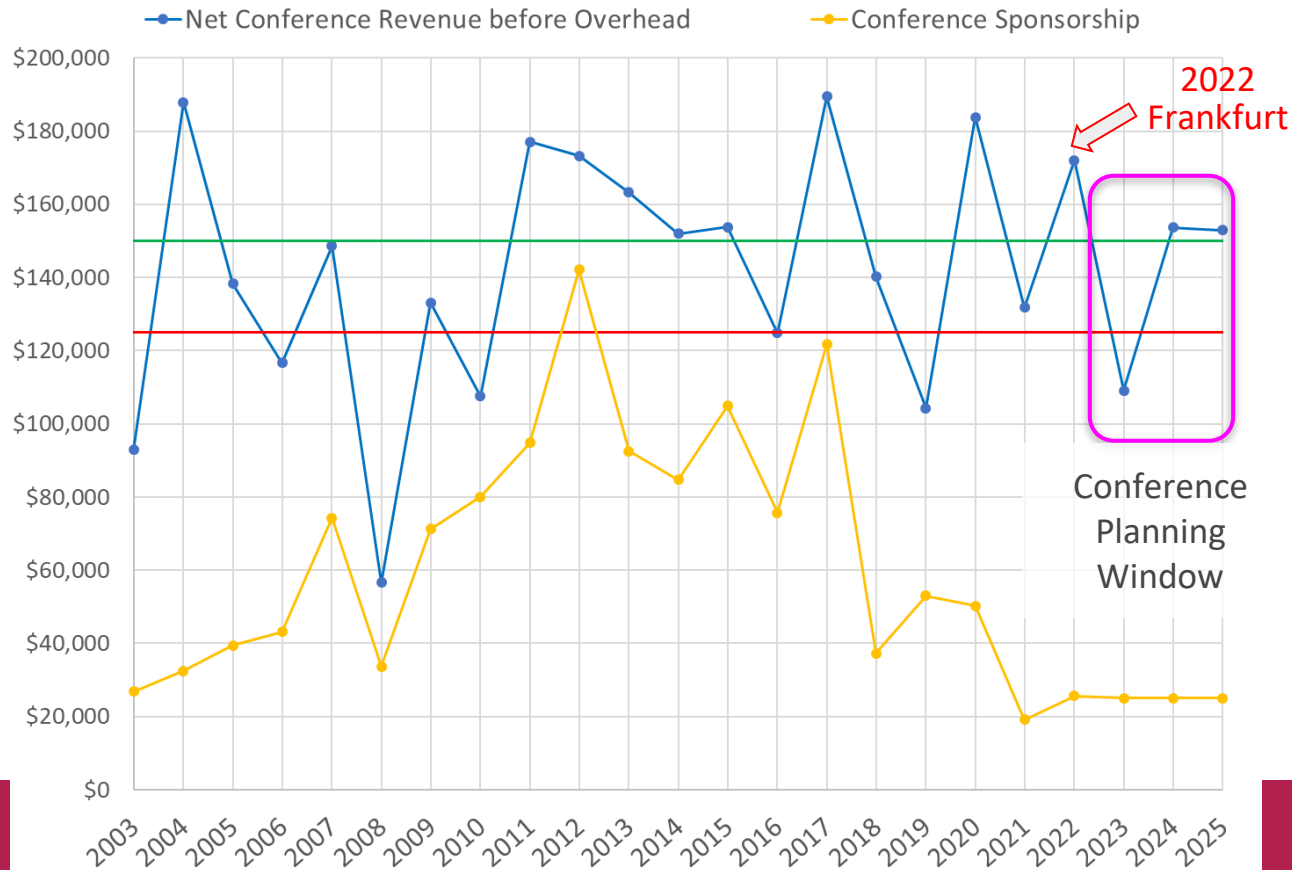
### POINTS TO NOTE

- We exceeded goal for 2022 with 538 total attendees, evenly split between online and in person.  
● We expect to achieve this goal in 2023.
- We exceeded this target for 2022.  
● We expect to miss this target by ~\$41k in 2023.  
● We are on track with current estimates for 2024.  
● We are on track with current estimates for 2025.
- The Frankfurt conference worked.  
● We are planning for the AV support needed to make Chicago work.

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



# Key Result 1.B: VP Meetings



Conference Sponsorship is **needed** for ISDC 2023

Conference Sponsorship Prospectus

# Strategy Committee Update

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## Recent meeting attendees:

**Shayne Gary**

**Jenson Goh**

**Paulo Gonçalves**

**Brad Morrison**

**Rebecca Niles (guest)**

**Eliot Rich (guest)**

**Scott Rockart (guest)**

- 3 year runway to replace declining sources of revenue before financial crunch
- Evaluating strategy initiatives with potential to scale up to generate \$100,000+ in revenue over next 18-24 months
- Need priorities to guide resource allocations among many alternative activities

# Some Considerations for Strategy Initiatives

1. Initiatives that we scale up MUST be strongly aligned with Society mission
  - Involves developing good consumers/champions of SD as well as skilled practitioners
1. SDS a mixture of academic society AND professional membership organization
2. Currently reliant on a “Push” strategy (i.e., Push vs. Pull) in short to medium term
  - Pull requires we get our best work disseminated to a very broad audience
  - Long run strategy can be more “Pull” focused as awareness of SD increases and more high quality work strengthens reputation of the field
1. Need to improve our ability to market and promote our “materials” to drive uptake
2. Explore partnering with other groups wherever possible to amplify our efforts

# Two Strategy Initiatives Under Discussion

## **Facilitation:** Proactively sell Beer Game & other microworlds/role play sims facilitation

- Increase Society clip on referrals (leads no longer passively generated)
- Take on role of general contractor to match experts-clients, schedule sessions, & invoicing
- Home Office staff facilitate sessions where feasible

## **Courses/Training:** Design, sell, & deliver SD Courses/Training throughout the year

- Scale up Summer School to multiple times per year (outside of conference)
- Expand partnerships with universities and other organizations that run SD courses
- Contract with instructors to run courses for different customer segments
- Train the trainers courses for instructors who teach or want to teach SD courses
- Train the trainers for Beer game/role play facilitations (e.g., masterclass of running Beer Game)

# Questions or Comments?

Please send follow-up thoughts to anyone on committee

Join our Slack discussion: [#comm-strategy](#)

# Announcements

# 2022 Policy Council Meetings

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November 30, 2022

- 0:05 Welcome and Agenda (Shayne)
- 0:05 SDS Dashboard Check-in (Shayne)
- 0:05 Motions
- 0:05 Executive Director Check-In (Rebecca)
- 0:20 VP Check-ins on OKRs + Q&A
- 0:20 Finance Committee (Eliot)
- 0:30 Publications Committee (Krys)
- Adjournment

Adjournment