

Wednesday, October 26, 2022

[Recording](#)
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Attendees

Voting: Shayne Gary, Kawika Pierson, Diana Fisher, Raafat Zaini, Scott Rockart, Paul Newton, Jenson Goh, Paulo Gonçalves, Lees Stuntz, Sara Metcalf, Bob Eberlein, Will-Glass Husain, Asmeret Naugle, Krys Stave, Juan Pablo Torres, Brad Morrison, Eliot Rich

Non-voting: Mike G, Billy Schoenberg, Peter Hovmand, Christine Tang, Meagan Colvin, Raquel Buzogany, Rebecca Niles

Agenda

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

Minutes

President Shayne Gary brought the meeting to order and highlighted some news.

Jenson introduced an ice-breaker activity and people joined breakout groups to share and learn from each other.

President Shayne introduced the agenda and highlighted some of the metrics. New variables have been added and these still have to be checked for.

Secretary, Lees Stuntz, moved to approve the September 2022 PC meeting minutes. Brad seconded. Motion passed.

Past President, Paulo Gonçalves, moved to approve Scott Rockart (2022-2024) as member of the Strategy Committee. Lees seconded. Motion passed.

Executive Director, Rebecca Niles, went over the different sources of net direct income 2006-2022 YTD and a focus on products. Raquel Buzogany highlighted the latest mentoring progress.

VP Publications, Krys Stave, shared the next steps on the Wiley contract negotiation up to November. The committee is also interested in improving the author experience and they are working on an author feedback form.

VP Pre-College, Diana Fisher, shared the yearly schedule of SIG meetings and webinars. A set of 235 systems thinking assessment questions are under review as second priority. The SIG is also planning a teacher mentoring program.

VP Meetings, Sara Metcalf, shared the attendance and cost metrics for the 2022 conference and upcoming ones. Hybrid technology has also been successfully managed. PC members are asked to disseminate the sponsorship prospectus.

On behalf of the **Strategy Committee**, Shayne Gary mentioned the pressing motivation from declining revenue streams for looking at how to develop new revenue streams and scale them up. Some considerations:

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
2. SDS a mixture of academic society **AND** professional membership organization
3. 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
4. Need to improve our ability to market and promote our “materials” to drive uptake
5. Explore partnering with other groups wherever possible to amplify our efforts

The two initiatives under discussion are facilitations and courses/trainings.

Shayne Gary asked who would like to adjourn the meeting. Lees moved. Brad seconded. Motion passed.