2022
Policy Council Meeting

November 30, 2022

5:00 - 6:30 PM NYT

CHECK-IN
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 everyone and thank you all for contributing your time and energy to the PC!
- Lot's of activity since our last PC meeting:
  - Preparing to do a membership drive
  - Chapters & SIGs preparing annual reports
  - Marketing Committee updating Society logo
- Let's get to the agenda…

Agenda (Shayne)

- 0:05 Welcome and Agenda (Shayne)
- 0:05 SDS Dashboard Check-in (Shayne)
- 0:02 Motions
- 0:03 Executive Director Check-In (Rebecca)
- 0:20 VP Check-ins on OKRs + Q&A
- 0:20 Finance Committee (Eliot)
- 0:15 VP Meetings: 2025 Conference (Sara)
- 0:05 Learning Committee update (Raafat)
- 0:05 VP Membership: Dues (Asmeret)
- 0:10 End of Year Reports (Shayne)
- Adjournment

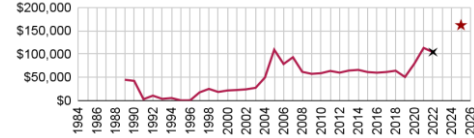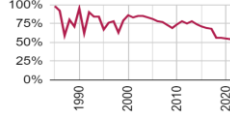# Dashboard of SDS Objectives and Key Results (WIP)
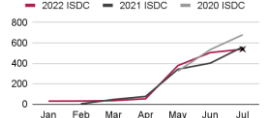
Membership

Members

1112
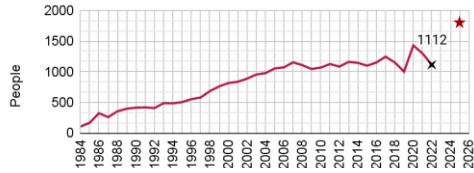
Dues Revenue

Membership Evolution (m)

— 2022 Membership — 2021 Membership

Retention rate

Conference Registrations (m)

— 2022 ISDC — 2021 ISDC — 2020 ISDC

Self ID (266 members)

- 17.7% Champion
- Practitioner
- 19.2% Learner
- 22.6% Researcher
- 35.7% Teacher

Conference Registrations (y)
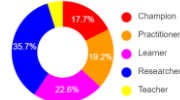
Volunteers
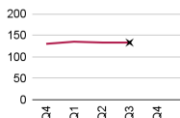
Awareness
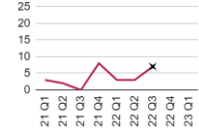
Referral Requests
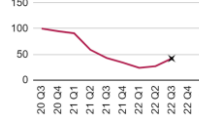
Social Media Engagement (m)

Job Openings
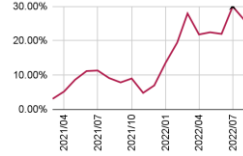
Website sessions (m)

— 2020 — 2021 — 2022
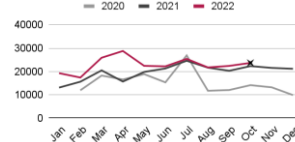
Knowledge & Skills

Mentees

Ongoing — Completed

Online Courses

New Courses — Cumulative
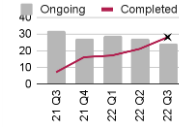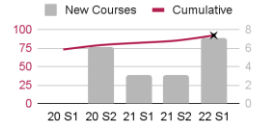
Add degree courses

Summer School Attendees
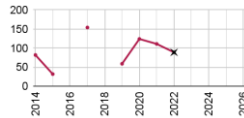
Add students enrolled in master/PhD

Skill Level (361 members)

- 12.2% / 25.8% Basic Knowledge
- 16.3% Limited Experience
- 26.3% / 19.4% Practical Application
- Applied Theory
- Recognized Authority
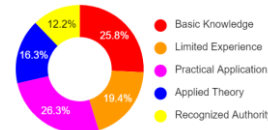
Financial Health

Net Operating Income (NOI)

Reserves
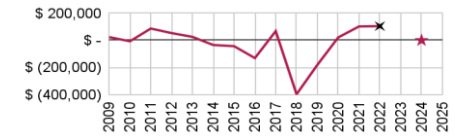
Unrealized Gain — Unrestricted Reserves

Net Direct Income
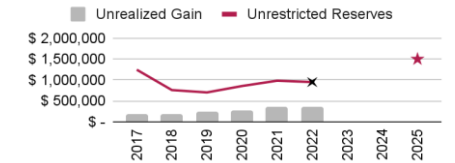
- Google Ad Grant
- Products
- Summer School
- Society Sponsorship
- Journal
- Membership
- Conference
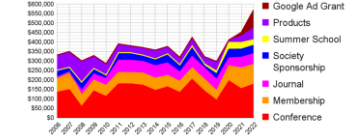
High-quality Outputs

? ⬆(%)

Published Articles and % Articles in Top Quartile Journals

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SDR Impact Factor
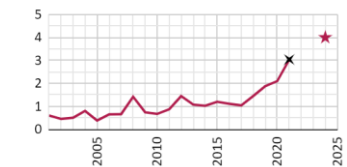
Motion to Approve Policy Council Minutes
October 2022
Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes October 2022

http://bit.ly/SDSPCNotes

Motion for Appointment to Nominating Committee
Paulo Gonçalves

To appoint Ed Anderson to the Nominating Committee (8/2022-7/2025)

OKR Update: Executive Director (Rebecca Niles)

- There is a lot of traction with autorenewals at start of the year.
- Shifting to the annual membership has provided some traction at year end.
- Seminars seem to induce people to join as does conference registration.

847

326

109

Seminar

Author
Registration
Deadline

Seminar

ISDC2022

Seminar

Seminar

12-Month
Membership
Introduced

FREE Seminar

FREE Seminar

End of early-bird rate
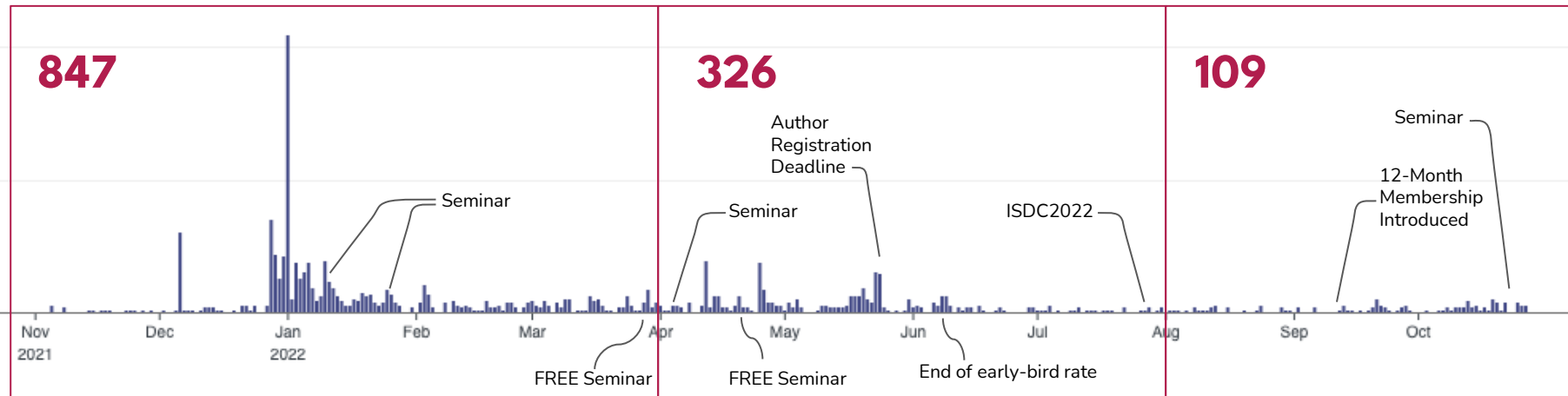
Regular membership renewal period
Oct 1 - Mar 31

Mostly conference driven
Apr 1 - Jul 31

Other reasons
Aug 1 - Today

OKR Update: VP Marketing & Communications (2022-11)

POINTS TO NOTE

| Objective 1 | 1) Improve search engine optimization (SEO) of the website. | 🟢 | ● Ongoing implementation of SEO best practices.
● Next SEO analysis pending (2022 year end)
● KPI dashboards developed. Updating for GA4. |

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.

🟢
● Ongoing implementation of SEO best practices.
● Next SEO analysis pending (2022 year end)
● KPI dashboards developed. Updating for GA4.

2) Conduct a systematic conversion optimization project (CRO).

🟢
● Campaign optimization conducted and ongoing.
● Conversion tracking is now functional. Monitoring and validating data stream and insights.
● Next: Campaign updates. Dashboards. CRO project.

3) Increase communication about impactful SD work to a larger audience.

🟡
● Pending: Case keeper, marketing review, campaign reviews, SEO audit).
● WIP: Dashboard for SIGs.
● 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

New eCommerce Conversion Tracking

Basis for improving targeting and conversions. Improved privacy compliance.

Item view events by Item name over time

Society Membership Subscription • Limits to Growth: The 30-Year Update • The Climate
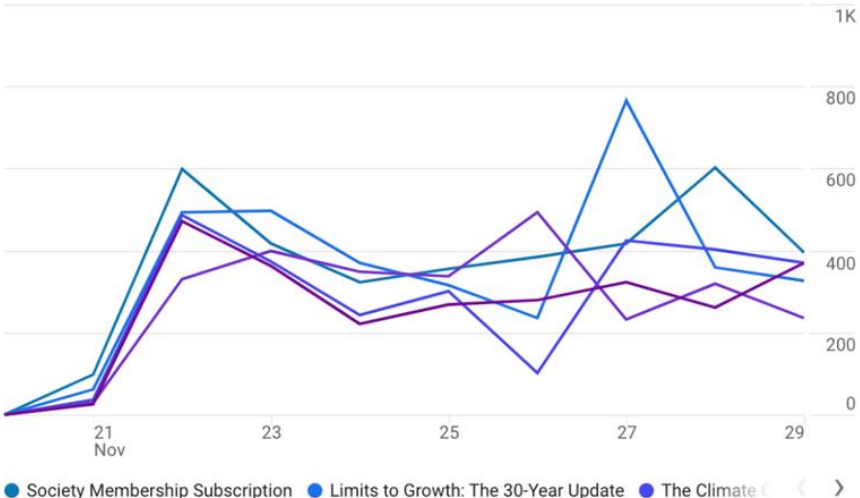
Item view events and Add to carts by Item name

ADD TO CARTS

Society Membership Subscription

hen a Butterfly Sneezes (Updated Version)

The Beer Game: A Supply Chain Game
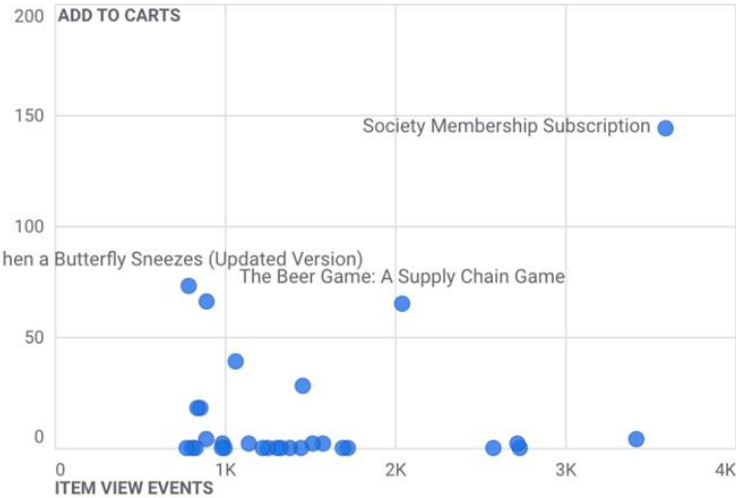
ITEM VIEW EVENTS

eCommerce Conversion Metrics

Example Nov 2022

Item name ▼ +	Item view events	Add to carts	Cart-to-view rate	Ecommerce purchases	Purchase-to-view rate	Items purchased	↓ Item revenue
	16,838	750	9.59%	75	5.54%	103	$4,225.00
	100% of total	100% of total	Avg 0%	100% of total	Avg 0%	100% of total	100% of total
1 LIVE 2023 Conference Ticket Regular	0	0	0%	3	0%	4	$2,780.00
2 Society Sponsorship - Sponsor $1,000	0	2	0%	1	0%	1	$1,000.00
3 Fish Banks Ltd Board Game Set	2,719	2	0.34%	1	0.34%	1	$200.00
4 Bring a Guest	2023 Conference Banquet	0	0	0%	1	0%	1	$120.00
5 Fish Banks Ltd. Software Update (10.1)	270	4	4.76%	2	4.76%	2	$100.00
6 Seminar Series - Documenting the Modeling Process	0	0	0%	29	0%	33	$25.00

OKR Update: VP Professional Practice

POINTS TO NOTE

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.	🟢

- Survey to gauge interest is in development.
- Created a Professional Practice Subcommittee to support and vet work.

A plan to develop a medium to share curated professional practice related articles based on SDR/Case Studies.	🟢

- Creating profiles and blog posts geared toward professional practitioners.
- Using zoom interviews to share content via different mediums.

Five high quality case studies posted to the SDS website by December 2022 in collaboration with the Case Studies initiative.	🟡

- Revising approach

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

Finance Committee - 2023 Budget Proposal

Eliot Rich
University at Albany

- 2022 expected to deliver NOI in excess of $100K ($48K over budget) primarily due to lower than planned awards and unused allocation for strategy and product investments
- 2022 Investments breakeven
- Projected 2023 NOI of -$27,786, primarily due to unforeseen hybrid conference costs

Planned 2023 Revenues

	2023 Budget	2022 EOY (Projected)	2022 Budget	2021 Actual
Ordinary Income/Expense				
Income				
4005 · Journal Income	$69,500	$81,670	$79,000	$88,380
4010 · Membership Dues	$110,000	$111,283	$113,000	$110,432
4150 · Summer School Income	$30,000	$30,175	$33,100	$35,761
4100 · Annual Conference	$239,000	$250,118	$245,000	$158,458
4210 - Student Organized Colloquium	$0	$71	$0	$678
4400 · Product Revenue	$44,650	$56,000	$26,300	$39,215
4457 · Training & Facilitation	$15,000	$15,799	$0	$0
4500 · Society Sponsorships	$40,000	$38,600	$40,000	$38,500
4600 · Other Fundraising and Donations	$5,020	$9,000	$10,000	$4,290
4700 · Program Fundraising	$0	$0	$50,000	$0
4800 · Stewardship Current Year Fundraising	$20,000	$2,250	$58,800	$20,700
4998 · Other Income	$0	$0	$0	$0
4999 · Uncategorized Income	$0	$0	$0	$0
Total Income	$573,170	$594,966	$655,200	$496,414
Cost of Goods Sold	$17,889	$25,887	$2,000	$5,123
NEW - Transfer from Endowments	$24,400	$4,725	$15,000	$4,900
NEW - Transfer from Designated Assets	$32,046	$39,829	$27,757	$20,040
Gross Profit	$611,727	$613,633	$695,957	$516,232

- See the Finance Committee Report for discussion

Planned 2023 Expenditures

	2023 Budget	2022 EOY (Projected)	2022 Budget	2021 Actual
Expense				
5000 · Awards	$20,200	$4,951	$20,200	$10,188
5050 · Bank & CC Fees	$19,300	$18,487	$17,000	$15,572
5100 · StFF (UPDATE IN BOOKS)	$20,000	$10,000	$10,000	$2,189
5110 · Strategy Committee Efforts	$10,000	$0	$50,000	$0
5350 · Annual Conference Expenses	$123,408	$72,950	$95,000	$6,472
5360 · Summer School Expense	$10,000	$838	$2,324	$581
5400 · Insurance	$3,500	$4,000	$4,000	$3,487
5500 · Journal Expense	$24,500	$24,837	$23,000	$29,518
5550 · Marketing	$20,450	$3,000	$17,070	$32,325
5560 · Learning and Programming	$5,000	$2,500	$5,000	$0
5570 · Epresence	$18,691	$16,000	$20,000	$9,127
5600 · Miscellaneous Expense	$500	$500	$500	$375
5640 · Professional Development	$1,000	$0	$0	$0
5650 · Office Expense	$4,500	$6,454	$6,200	$8,227
5660 · Stewardship Committee	$29,400	$4,000	$58,800	$12,663
5700 · Officer Expenses	$0	$0	$0	$10
5800 - Product Dev.	$500	$1,000	$12,000	$957
5850 - Professional Fees	$184,069	$169,040	$176,159	$188,657
5900 · Depreciation Expense	$0	$0	$0	
5870 · Payroll Expense	$145,497	$143,763	$145,497	$125,310
Inventory Changes				
5950 · Bad Debt/Uncollectable Invoices	$0	$0	$0	$0
Total Expenses	$639,514	$482,321	$612,750	$445,658
Net Operating Income	-$27,786	$131,312	$83,207	$70,574

- See the Finance Committee Report for discussion

Anticipated Reserve Balances 1 of 2

Unrestricted Assets, Income and Expenses (USD)
2011-2022 3Q, Estimated
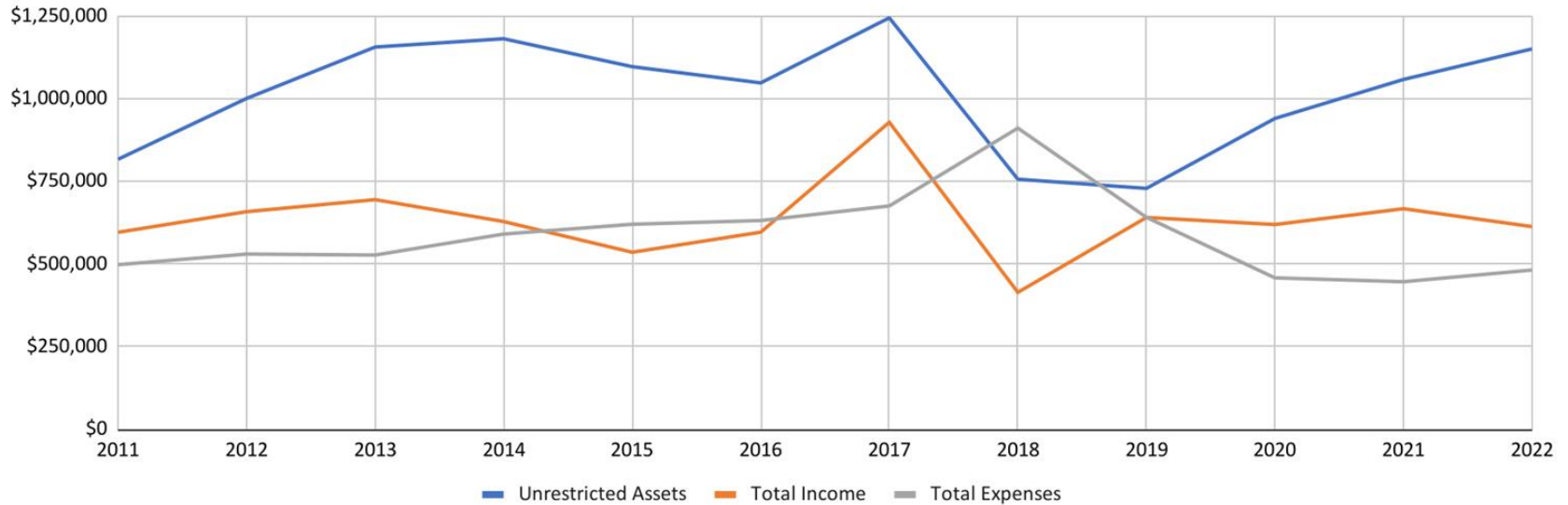
Anticipated Reserve Balances 2 of 2

2020	Reserves Balance (EOY 2019, Audited, Adjusted on 2020 FS)	$ 935,000	$	729,271	$	234,477
	+ Investment income (net) and contributions to reserves	$ 151,569	$	108,870	$	42,699
	+ Operating income (loss)	$ 9,790	$	16,140	$	(6,350)
	Change in net assets	$ 161,359	$	125,010	$	36,349
	Reserves Balance (EOY 2020, Reviewed)	**$ 1,125,107**	**$**	**854,281**	**$**	**270,826**

EOY FMV investments

			Unrestricted		Restricted	
2021	**Reserves Balance (EOY 2020)**	**$ 1,125,107**	**$**	**854,281**	**$**	**270,826**
	+ Investment income (net) and contributions to reserves	$ 196,257	$	98,542	$	97,715
	+ Operating income (loss)	$ 24,614	$	28,614	$	(4,000)
	Change in net assets	$ 220,871	$	127,156	$	93,715
	Reserves Balance (EOY 2021, reviewed)	$ 1,345,978	$	981,437	$	364,541

2022 est	**Reserves Balance (EOY 2021)**	**$ 1,345,978**	**$**	**981,437**	**$**	**364,541**
	+ Investment income (net) and contributions to reserves	$ (67,796)	$	(51,676)	$	(16,120)
	+ Operating income (loss)	$ 131,312	$	131,312		
	Change in net assets	$ 63,516	$	79,636	$	(16,120)
	Reserves Balance (EOY 2022, estimated)	**$ 1,409,494**	**$**	**1,061,073**	**$**	**348,421**

Finance Committee Motions

Motion 1: The Policy Council adopts the budget proposed by the Finance Committee for 2023.

Motion 2: The Policy Council designates the unrestricted assets of the Society for FY 2023 as proposed by the Finance Committee

Propose an electronic vote, if acceptable.

VP Meetings: 2025 Conference

Sara Metcalf
University at Buffalo

Billy Schoenberg
isee systems

- Motion to appoint Oleg Pavlov as organizing chair of the 2025 conference
- Motion to approve holding the 2025 conference at the Hyatt Regency Schaumburg on July 20-24, 2025

Update from Learning Committee (Raafat)

Objective Provide Access to Structured, Affordable, & Self-paced, Learning Opportunities

POINTS TO NOTE

Roll out the **Jay Forrester Seminar Series** as an improved, and engaging mini-courses on Thinkific Platform
🟢🟢🟢

- 3 mini-courses launched in Feb 2022
- 3 mini-courses to be released later this year
- Improving user experience

(Member's benefit and $25/course for non-members)

Update the **classic Roadmaps** to be more interactive
🟢

- Build a prototype as proof of concept

[In collaboration with the Creative Learning Exchange (the owner of the rights)]

Introduce the **Group Juggle Game**
🟡🟡

- Revising the material
- Updating the simulation model

(In collaboration with Jorge Sousa)

*Learning Management System and a e-commerce solution

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

System Dynamics Society

OKR Update: Learning Committee (JWF Seminar course)

3 courses

1. What is System Dynamics?
2. Corporate Growth
3. World Dynamics

By Course Name
- Corporate Growth
- What Is System Dynamics?
- World Dynamics

By Percent Complete
- 0% - 25% Complete
- 25% - 50% Complete
- 50% - 75% Complete
- 75% - 100% Complete

Total Enrollments
372

Unique Students
261

Average Days to 100% Completion
22.1

Average Percentage Completed
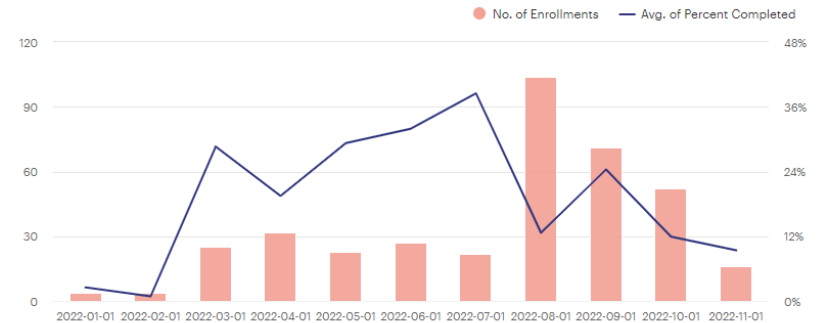## 20%

MOOCs Average Completion: 5-15%

Total plays
11,580

Total hours watched
1,486.14
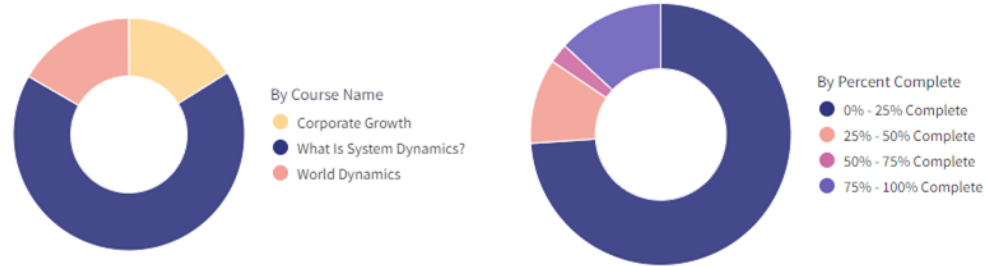
Student Engagement

Enrollments and completion rate

- No. of Enrollments
- Avg. of Percent Completed

VP Membership: Dues

Asmeret Naugle
Sandia National Laboratories

	Regular	Supported Country	Student	Supported K-12 Teacher
Current:	$145	$50	$25	$50
Proposed:	$160 (10.3% increase)	$50	$30	$50

- Price to rise in January to allow autorenews to happen at lower price

Membership Drive

- Campaign to increase number of members
- Asking all current members to recruit at least two new members to join the Society before price increase
- Prizes for the top three recruiters

End of Year VP and ED Reports

Shayne Gary

University of New South Wales Sydney

- In prior years, we have asked each VP to provide a written report to reflect on the year, including main events and achievements, goals (aims) for the coming year, and support and resources needed to achieve those goals
- To streamline this process, this year we have created one Google slide deck for all of the reports: 2022 VP & ED Reports
- Each VP needs to complete just two slides by Dec 21st

Announcements

2022 Policy Council Meetings

December 14, 2022

- 0:05 Welcome and Agenda (Shayne)
- 0:30 Overview of 2022 (Shayne Gary)
- 0:30 2023 Strategy Planning (Brad Morrison)
- 0:10 Recognition of Officers (Shayne Gary)
- 0:10 Introduction of new PC members (Shayne Gary)
- 0:05 Nominating Committee (Paulo Gonçalves)
- Adjournment

Adjournment