2022
Policy Council Meeting

December 14, 2022

4:00 - 5:30 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 to our final PC meeting of 2022!
- Let’s get to the agenda…

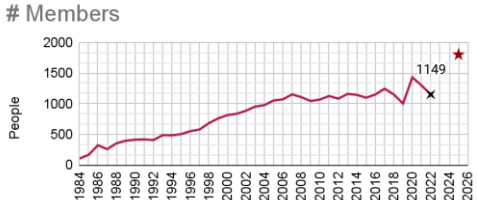
Agenda (Shayne)

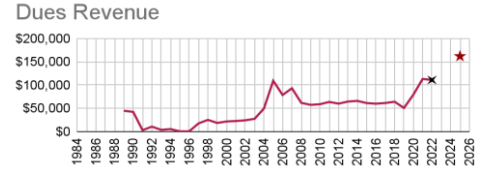
- 0:05 Welcome and Agenda (Shayne)
- 0:05 Motions
- 0:10 VP Membership Update: Dues and Membership Drive (Asmeret)
- 0:10 VP Marketing Update: Logo (Thomas)
- 0:10 Learning Committee Update (Raafat)
- 0:05 End of Year VP Reports (Shayne)
- 0:20 Reflecting on 2022 (Shayne Gary)
- 0:05 Looking forward to 2023 (Brad Morrison)
- 0:10 Recognition of Officers (Shayne Gary)
- 0:10 Introduction of new PC members (Shayne Gary)
- Adjournment

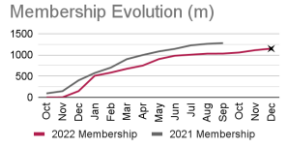
Dashboard of SDS Objectives and Key Results (WIP)

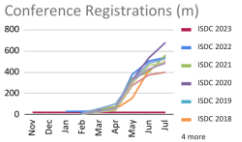
Last Update
2022-12-01

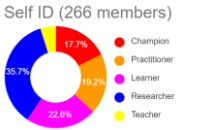
Membership

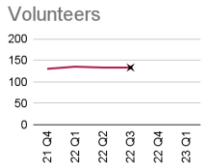




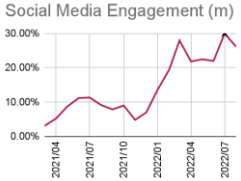


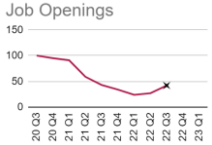


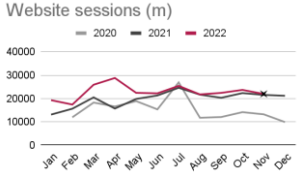




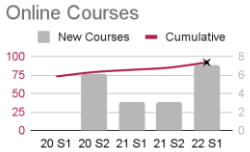
Awareness



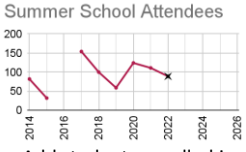




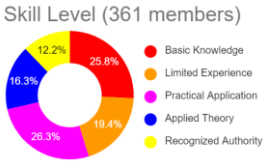
Knowledge & Skills



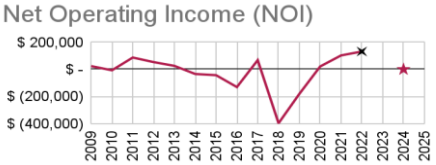
Add degree courses

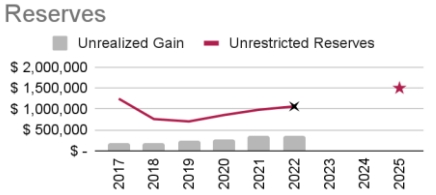


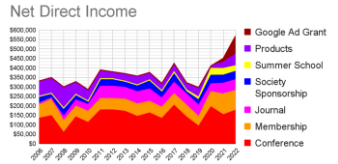
Add students enrolled in master/PhD



Financial Health







High-quality Outputs

?

(%)

Published Articles and % Articles in Top Quartile Journals

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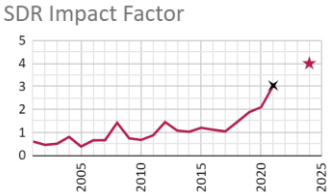


2022 PC Motions Summary (Shayne)

UPCOMING

IN PROCESS ONLINE

- (1068) Motion to adopt FY 2023 designation of unrestricted funds (Eliot)
- (1067) Motion to approve the 2023 budget proposal (Eliot)

PLEASE VOTE!

VOICE VOTE TODAY

PASSED (**bold** items passed in or since last meeting)

- **(1066) Motion to appoint Oleg Pavlov as organizing chair of the 2025 ISDC (Sara)**
- **(1065) Motion to approve holding the 2025 conference at Schaumburg (Sara)**
- **(1064) Motion to appoint Ed Anderson to the Nominating Committee (Paulo)**
- **(1063) Motion to approve the October 2022 PC meeting minutes (Bob)**
- (1062) Motion to approve Scott Rockart as member of the Strategy Committee (Paulo)
- (1061) Motion to approve the September 2022 PC meeting minutes (Lees)
- (1060) Motion to appoint Bob Eberlein to the Publications Committee (Sara)

Motion to Approve Policy Council Minutes

November 2022

Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes November 2022

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

Reminder about approved dues motion from 2020

That a single dues structure be adopted for all individual System Dynamics Society members, with special dispensation allowed for students, recent students, those applying for financial support, and individuals living in lower-income and lower-middle-income tier countries as classified by the World Bank. Annual dues will be set between US$120 and US$225 per year, with discounted membership rates between 15% and 50% of the chosen rate. The actual dues schedule will be determined by the Executive Director in consultation with the VP Membership and VP Finance, and will be adjusted periodically to reflect inflation. Access to the printed version of the System Dynamics Review will be charged in addition to dues at a price that covers the Society's delivered cost. This change will take effect beginning in 2021.

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

VP Marketing: Logo Update

Thomas Wittig
WITTIGONIA

Reasons we need a new logo:

- Modernize the look and feel
- Build a stronger branding

New System Dynamics Society Logo

Rebranding the SDS

Call for Designs

November, 2021

Dynamics
System Dynamics Society

sds
system dynamics society

System Dynamics Society

System Dynamics Society

System Dynamics Society
R B

System Dynamics Society

General SDS Logo

SYSTEM DYNAMICS SOCIETY

SYSTEM DYNAMICS SOCIETY
managing change

System Dynamics Society

Marketing Committee Revision

January, 2022

Workshop for Feedback

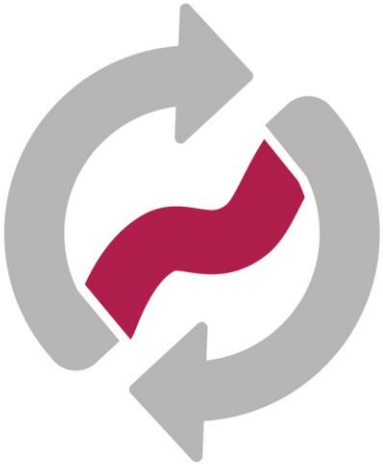
January, 2022

- 8 participants voted for each individual option on 9 different characteristics
- Gathered feedback to further develop the chosen option

Characteristic	Importance	Rel.Importance	A	B	C	D
Systems orientation	2	11%	2.8	2.2	3.8	2.8
Community orientation	1	6%	2.6	2.2	3.2	4.2
Openness	1	6%	3.0	2.2	2.6	3.6
Excellence	2	11%	3.0	3.4	2.4	2.6
Collaboration	2	11%	3.0	2.6	3.2	4.0
Systems thinking	3	17%	3.6	2.2	4.0	3.2
Systems modeling	3	17%	2.8	2.6	3.2	2.4
Simulation based approach	3	17%	1.8	2.6	2.6	2.0
Data Science	1	6%	1.2	2.4	2.4	1.8
	18	100%	**2.72**	**2.52**	**3.13**	**2.84**

Chosen Option

August, 2022



System Dynamics Society

Option 1

October, 2022

Option 2

October, 2022

Social Media Handle

October, 2022

@S_D_Society @systemdynamics_

Update from Learning Committee (Raafat)

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

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

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

Introduce the **Group Juggle Game**

POINTS TO NOTE

- 3 mini-courses launched in Feb 2022
- 3 mini-courses released earlier Dec 2022
- Improving user experience

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

- Build a prototype as proof of concept

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

- Revising the material
- Updating the simulation model

(In collaboration with Jorge Sousa)

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

*Learning Management System and a e-commerce solution

System Dynamics Society

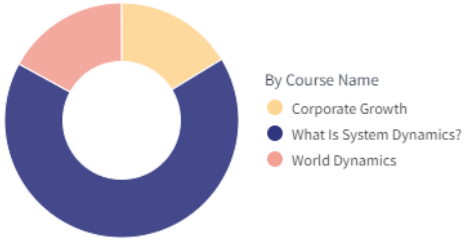
OKR Update: Learning Committee (JWF Seminar course)

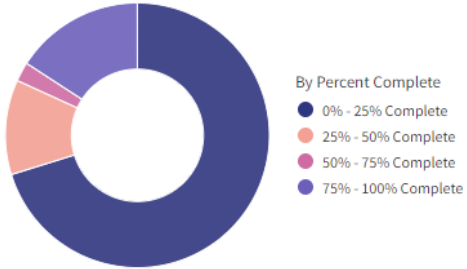
December 2022

3+3 courses

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

1. Group Model Building
2. Nonlinearity
3. Theory Underlying Modeling





Total Enrollments

423

Unique Students

293

Average Days to 100% Completion

23.3

Average Percentage Completed

23%

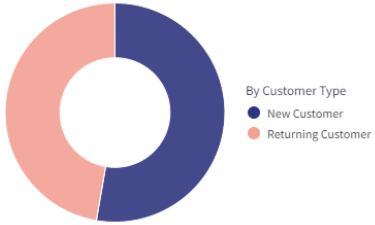
MOOCs Average Completion: 5-15%

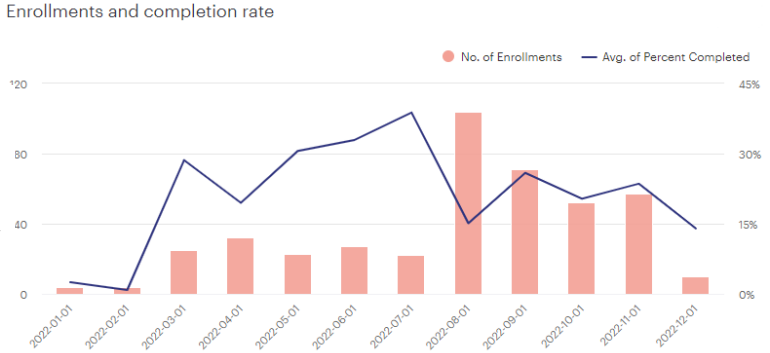
12,541

Total plays

1,568.64

Total hours watched



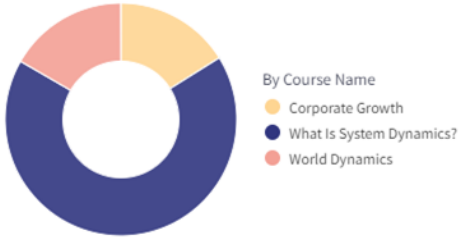


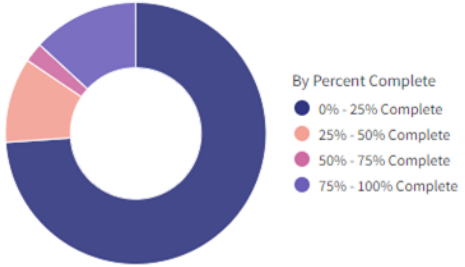
OKR Update: Learning Committee (JWF Seminar course)

November 2022

3 courses

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





Total Enrollments

372

Unique Students

261

Average Days to 100% Completion

22.1

Average Percentage Completed

20%

MOOCs Average Completion: 5-15%

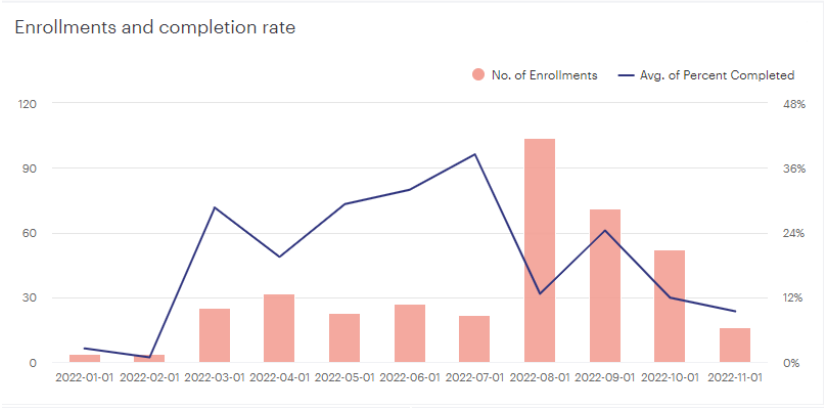
11,580

Total plays

1,486.14

Total hours watched

Student Engagement



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
- All OKR updates for each VP already included in slides
- Each VP needs to complete just two slides by Dec 31st
    - Reflections about 2022 OKRs
    - Planning OKRs for 2023

Reflecting on 2022

Shayne Gary

University of New South Wales Sydney

- Society in a strong position despite numerous challenges
- Policy Council working reasonably well as a group and several opportunities to continue improving
- Adoption of OKR planning process has helped provide more clarity on goals, further motivation to get things done, and transparency about ongoing initiatives
- Thank you, each and every one, for your contributions to the PC and Society throughout the year!
- It has been an honour to serve as President and I know Brad will steer the Society to even more success in 2023

Looking Forward to 2023 (President Elect)

Brad Morrison

Brandeis University

Recognition of Officers

Paulo Gonçalves

Will Glass-Husain

Thomas Fiddaman

Stefano Armenia

Munaf Aamir

Scott Rockart

Introduction of New Members

Allyson Beall King

Martin Kunc

Jeroen Struben

Peter Hovmand

Jennifer Johnson

Camilo Olaya

Announcements

2022 Policy Council Meetings

Jan XX, 2023

- 0:05 Welcome and Agenda (Brad)
- 0:15 Getting to know each other better
- 0:10 Conflict of Interest (Lees)
- VP Marketing & Communications - Logo (Thomas)
- VP Publications - Contract (Krys)
- Review End of Year Reports (Brad)
- Adjournment

Adjournment