System Dynamics Society

2023
Policy Council Meeting

March 1, 2023

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

Brad Morrison
Brandeis University

- Welcome everyone!
- Let’s get to the agenda…

Agenda (Brad)

- 0:05 Welcome and Agenda (Brad)
- 0:20 VP Membership - Free student membership (Asmeret)
- 0:20 VP Marketing & Communications - Logo (Thomas)
- 0:05 VP Publications - Wiley contract (Krys)
- 0:05 Dashboard
- 0:05 Motions
- 0:05 Executive Director Update
- 0:10 End of Year Reports (Brad)
- 0:15 Get to know each other (Jenson)
- Adjournment

VP Membership: Free Student Membership

Asmeret Naugle
Sandia National Laboratories

- Proposing 1 year free membership to university (undergraduate or graduate) students taking a class in system dynamics
  - Course instructor must be member of the society
  - Student must not be previous or current member
- Program will start in late summer/early fall of 2023

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

Focus Group

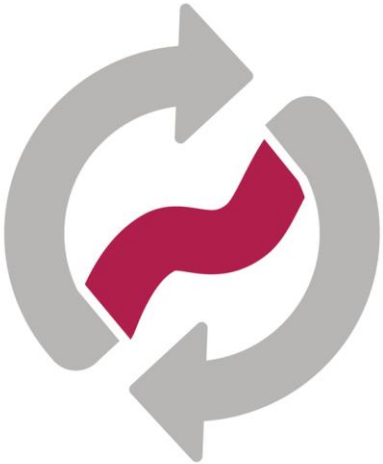
January, 2022

- 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

Improved Options

October, 2022

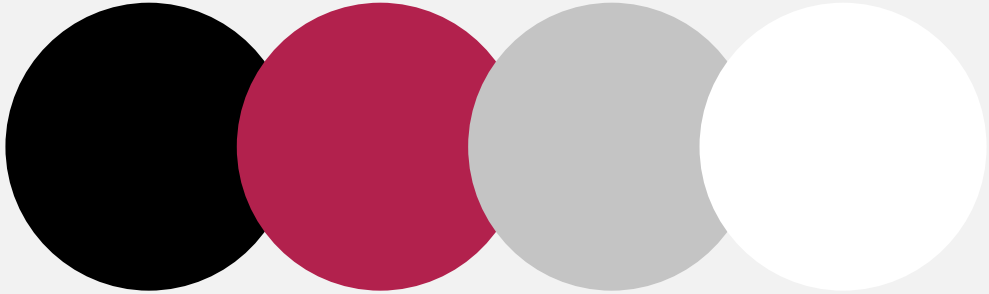
Policy Council Favorite

December, 2022

System Dynamics Society

Variations

Color Scheme



#000000 #B11D4D #C4C4C4 #FFFFFF

Lettering

Guide

Large Heading

SUB-HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Ut hendrerit ipsum quam, quis convallis tellus gravida ut.
Donec commodo interdum magna.

Fonts

Aa

League Spartan

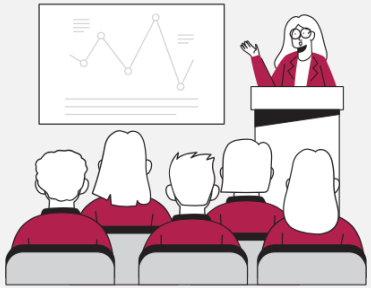
ABCDEFGHIJKLMNOPQRSTUVWXY
Zabcdefghijklmnopqrstuvwxyz1234
567890!@#$%^&*()

Aa

Nunito

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Visual Elements



Family Logo (WIP)

systemdynamics.org

System
Dynamics
Society

Proposed Motion

Proposing to transition from our current logo to the presented option, including the implementation of the branding material (visuals, fonts, and overall identity)

VP Publications: Wiley contract

Krys Stave
University of Nevada Las Vegas

- PC voted to support Wiley proposal for publishing SDR for 2024-2026
- New info on print version
- Print-on-demand (POD) only available for the full volume (year), not for single issues.
- Estimated POD cost of the full volume:

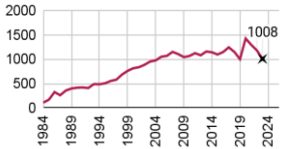
US/ROW members: US$310
UK members: US$224
EMEA members: US$243

Dashboard of SDS Objectives and Key Results (WIP)

Last Update
2023-03-01

Membership

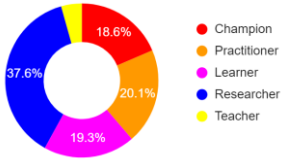
Members (y)



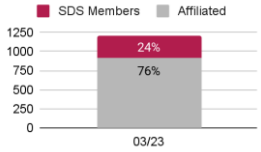
Members (m)

Dues Revenue (y)

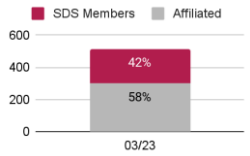
Self ID (274 members)



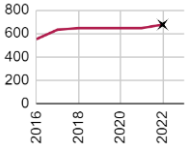
SIGs (m)



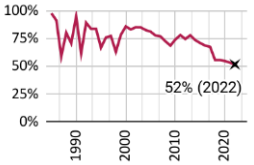
Chapters (m)



Volunteers (y)

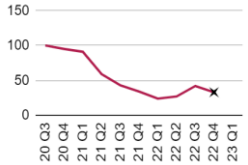


Retention Rate (y)



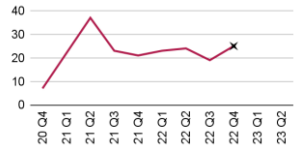
Awareness

Job Openings



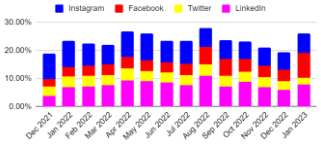
Referral Requests

Events SDS Calendar

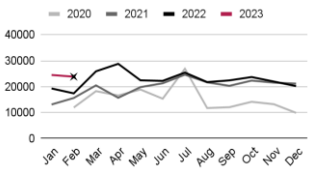


SD Connection events' attendees

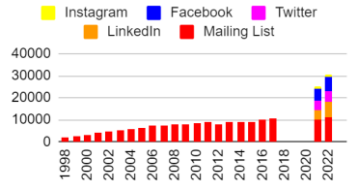
Post Engagement Rate



Website sessions (m)

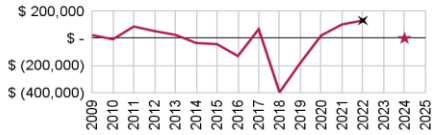


Total Subscribers

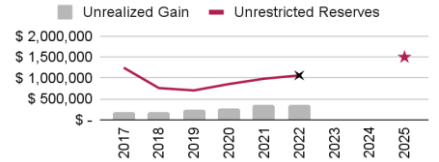


Financial Health

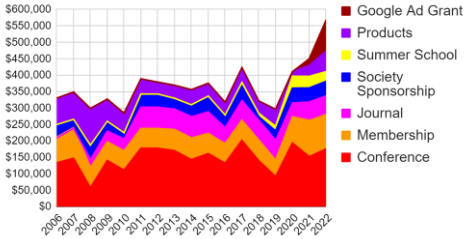
Net Operating Income (NOI)



Reserves



Net Direct Income



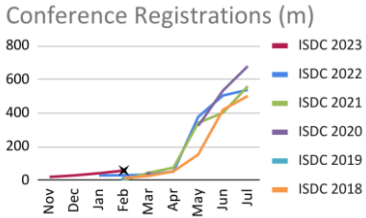
GUIDESTAR GOLD TRANSPARENCY 2021

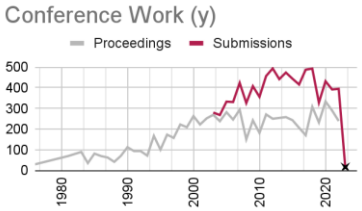
Paydex score	Delinquency Predictor Percentile	Financial Stress Percentile	Supplier Evaluation Risk Rating
80	94	78	1
LOW RISK	LOW RISK	LOW-MODERATE RISK	LOW RISK

Dashboard of SDS Objectives and Key Results (WIP)

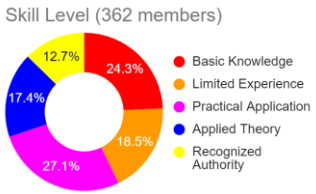
Last Update
2023-03-01

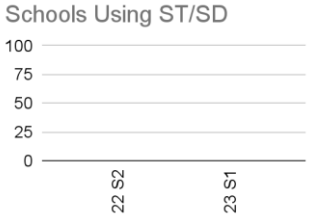
Conference

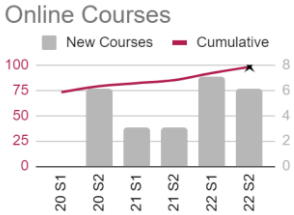


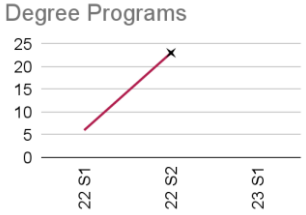


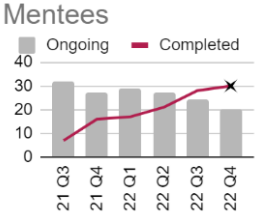
Knowledge & Skills

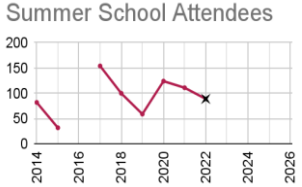






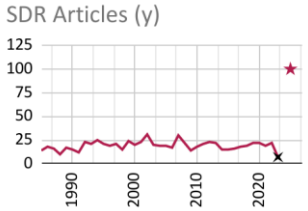


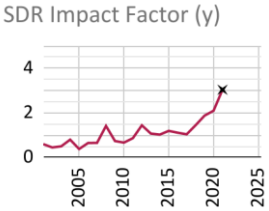




Add students enrolled in master/PhD

High-quality Outputs





Published Articles and % Articles in Top Quartile Journals

2023 PC Motions Summary (Brad)

UPCOMING

- (1073) Motion to approve ISDC 2026 Program Chairs (Sara)

IN PROCESS ONLINE

VOICE VOTE TODAY

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

- **(1072) Motion to acknowledge the potential conflicts of interest and to not take further action (Bob)**
- **(1071) Motion to approve the December 2022 PC meeting minutes (Lees)**
- **(1070) Motion to accept the Wiley proposal for SDR (Krys)**

Motion to Approve Policy Council Minutes

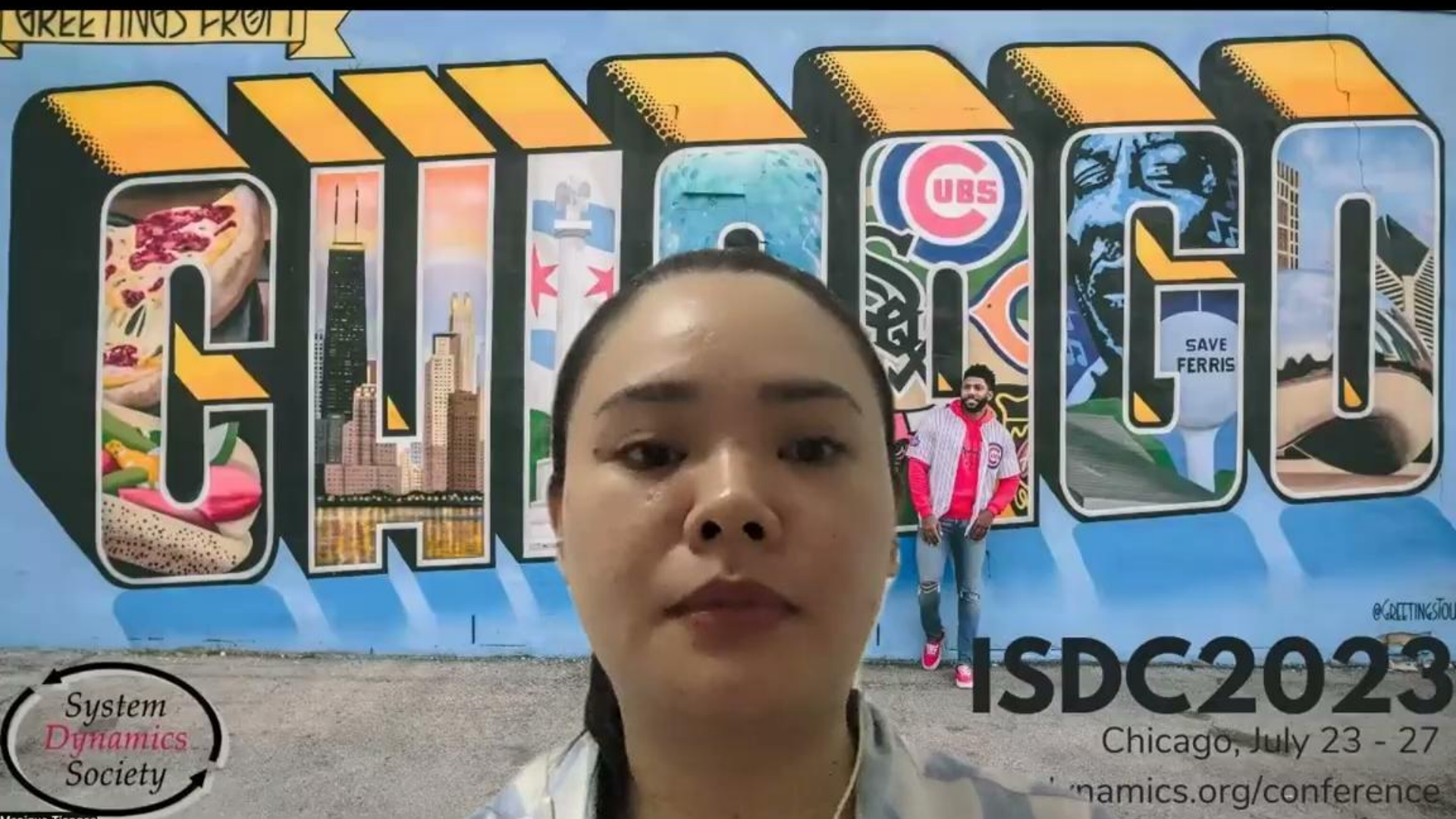
January 2023

Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes January 2023

Executive Director Update

Social Media Update with Monique


GREETINGS FROM
CHICAGO
CUBS
SAVE FERRIS
@GREETINGSTOU
ISDC2023
Chicago, July 23 - 27
namics.org/conference
System Dynamics Society

OKR Update: Social Media

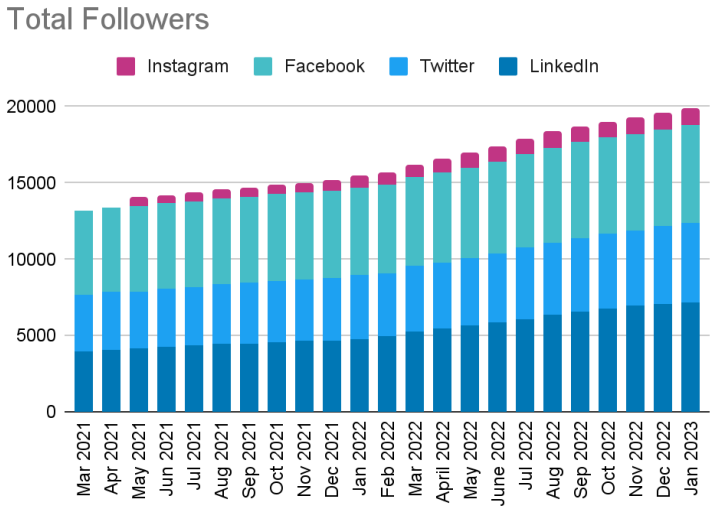
Year in Review (KPIs) - All Platforms

4.3K Posts	**2.1M** Impressions	**29%** Av. Engagement Rate
20K Followers	**470K** Reached Users	**22%** Audience growth from 2021

- Highest post engagement (total 8%)
- 34% Increase in followers

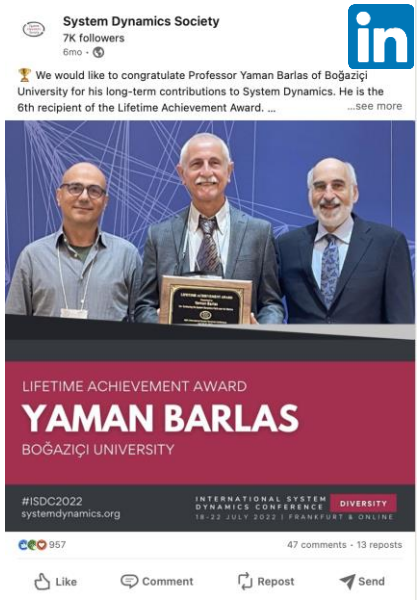
- Highest post impression (1.1M)
- Most number of clicks (total 34K)
- Average 7 posts per day

Source: Hootsuite, January to December 2022



OKR Update: Social Media

Top Posts



Source: Hootsuite, January to December 2022

End of Year VP and ED Reports

Brad Morrison
Brandeis University

- Thank you!
- Complete Calendar Form to get on 2023 schedule
- Review Society OKRs by Responsible Party
- Read others' reports: Full 2022 VP & ED Reports

2022 Reflections

Chapters & SIGs	Significantly increased services to Chapters and SIGs
EPresence	Progress on becoming electronic and web-based But website is slow and member/contact data is not well organized for analysis
Finance	Successfully NOI > 0 | Reserves growth slowed by market performance | Maintaining low risk stance for investment portfolio
Marketing	Grew reach and website traffic and increased conversions into members Advanced web presence with privacy focus, eCommerce capabilities, and data insights
Meetings	Resounding success in Frankfurt, Conference planning through 2025.
Membership	Successful career panel, definition of member segments
K-12 Education	Increase number of SIG Meetings with good attendance, progressed teacher mentorship.
Publications	Recommendations made for Wiley contract renewal | Efforts to increase high quality articles
Executive Director	Achieved better than breakeven operations | Identified potential opportunities for new revenue streams | Strong team expanding services

2023 Plan/Objectives

Chapters & SIGs	Work to convert Chapter and SIG members to Society membership
EPresence	Focus on speed | Improve data accessibility for analytics
Finance	Improve spending visibility, participation, authority and responsibility of VPs/Committee
Marketing	Increase traffic through SEO, return-on-ad spend | Improve social media content with video focus | Improve conversion with focus on membership, conference, and products | Update dashboard and extend to SIGs and Chapters | Brand updates
Meetings	500+ attendees | return $150K | Reduce volunteer effort | Successful Hybrid conference
Membership	Student member initiative | membership referral effort | career panel | member segment development
K-12 Education	Continue meetings | Pilot teacher mentoring | Translate Turkish materials to English | Develop macroeconomic materials | Add lessons to web page.
Professional Practice	Survey professional practitioners to get baseline and prioritize initiatives | Develop more practitioner profiles | Develop more case studies
Publications	Finalize new contract | Increase high quality articles | Broaden Reviewer Pool | Assess Author Experience
Executive Director	Identify $100,000 in additional annual income | Streamline operations | More efficiently engage volunteers | Expand membership value to a broader group including Systems Thinkers and those outside academic circles

Discuss

Are we on the right track?

Announcements

2023 Policy Council Meetings

Mar 29, 2023

- 0:05 Welcome and Agenda (Brad)
- 0:05 Dashboard
- 0:05 Motions
- 0:05 Executive Director Update
- 0:20 VP Updates
- VP Meetings
- Adjournment

Adjournment