



2023

Policy Council Meeting

March 29, 2023

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



Brad Morrison

Brandeis University

- Welcome everyone!
- Let's get to the agenda...

Agenda (Brad)

- 0:05 Welcome and Agenda (Brad)
- 0:15 Getting to know each other (Jenson)
- 0:10 Motions
- 0:05 Dashboard
- 0:05 Executive Director Update
- 0:15 VP Meetings (Sara)
- 0:35 Member Retention (Asmeret)
- Adjournment

An Impact Job Title

Introduce your name and occupation
Think of a new job title for yourself that is
NOT related to tasks or responsibility,
rather focuses on the impacts you wish to
have at work.

What would that job title be?

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



An Impact Job Title

Open Sharing

What interesting sharing occurs in
your group? [2 min]



2023 PC Motions Summary (Brad)

UPCOMING

IN PROCESS ONLINE

- (1076) Motion to authorize budget increase for revised audit requirement (Eliot)

VOICE VOTE TODAY

PASSED (bold items passed in or since last meeting)

- **(1075) Motion to adopt updated logo and branding material (Thomas)**
- **(1073) Motion to approve ISDC 2026 Program Chairs (Sara)**
- **(1074) Motion to approve the January 2023 PC meeting minutes (Lees)**
- (1072) Motion to acknowledge the potential conflicts of interest and to not take further action (Bob)

Motion to Approve Policy Council Minutes

March 1st 2023

Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes March 1st 2023

<http://bit.ly/SDSPCNotes>

Motion to Authorize budget increase for revised audit requirement

Moved by Eliot Rich

On behalf of the Finance Committee, I move to adjust the 2023 Operating Budget to include an additional \$10,000 to pay for a retrospective audit of FY 2021.

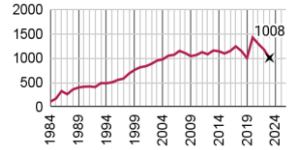
<http://bit.ly/SDSPCNotes>

Dashboard of SDS Objectives and Key Results (WIP)

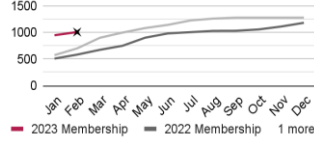
Last Update
2023-03-01

Membership

Members (y)



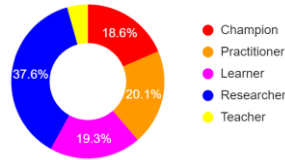
Members (m)



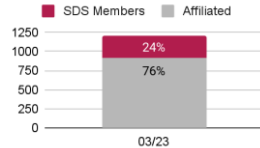
Dues Revenue (y)



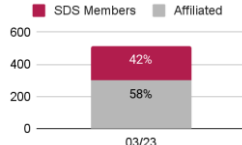
Self ID (274 members)



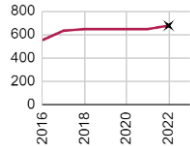
SIGs (m)



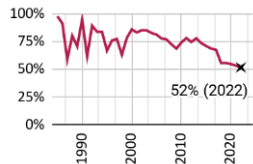
Chapters (m)



Volunteers (y)

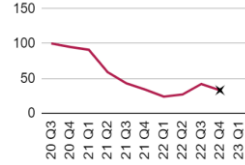


Retention Rate (y)

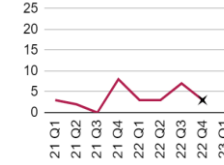


Awareness

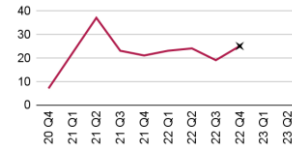
Job Openings



Referral Requests

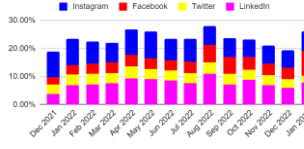


Events SDS Calendar

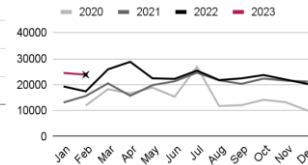


SD Connection events' attendees

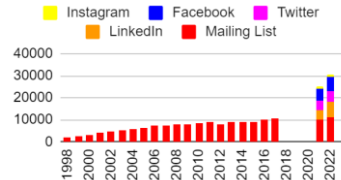
Post Engagement Rate



Website sessions (m)

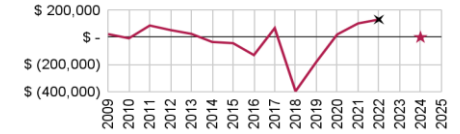


Total Subscribers

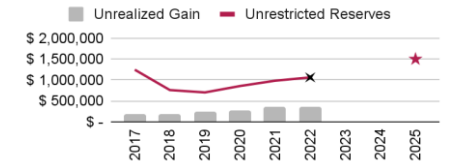


Financial Health

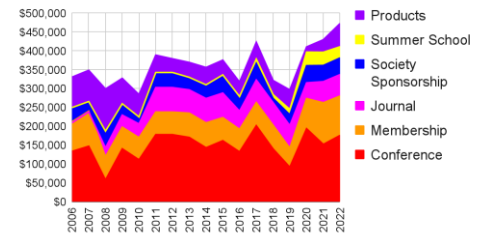
Net Operating Income (NOI)



Reserves



Income After Direct Expenses



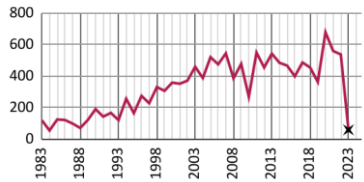
Paydex score	Delinquency Predictor Percentile	Financial Stress Percentile	Supplier Evaluation Risk Rating
80	94	78	1
LOW RISK	LOW RISK	LOW-MODERATE RISK	LOW RISK

Dashboard of SDS Objectives and Key Results (WIP)

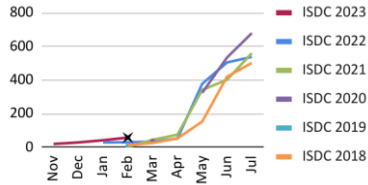
Last Update
2023-03-01

Conference

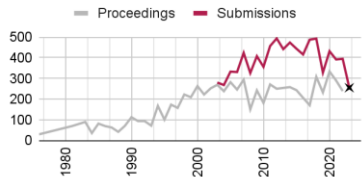
Conference Registrations (y)



Conference Registrations (m)

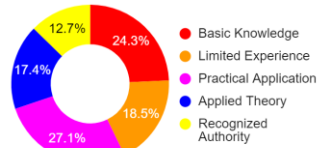


Conference Work (y)

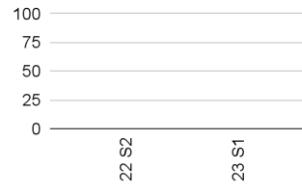


Knowledge & Skills

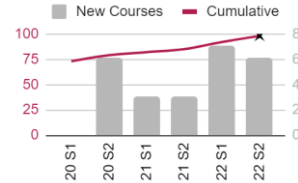
Skill Level (362 members)



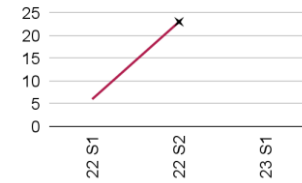
Schools Using ST/SD



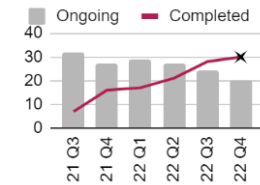
Online Courses



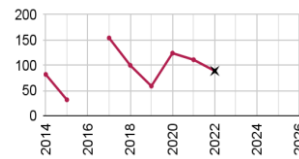
Degree Programs



Mentees



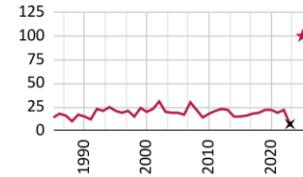
Summer School Attendees



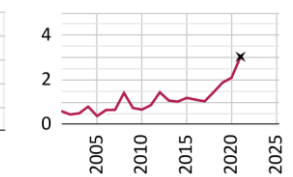
Add students enrolled in master/PhD

High-quality Outputs

SDR Articles (y)



SDR Impact Factor (y)



Published Articles and % Articles
in Top Quartile Journals

Cases

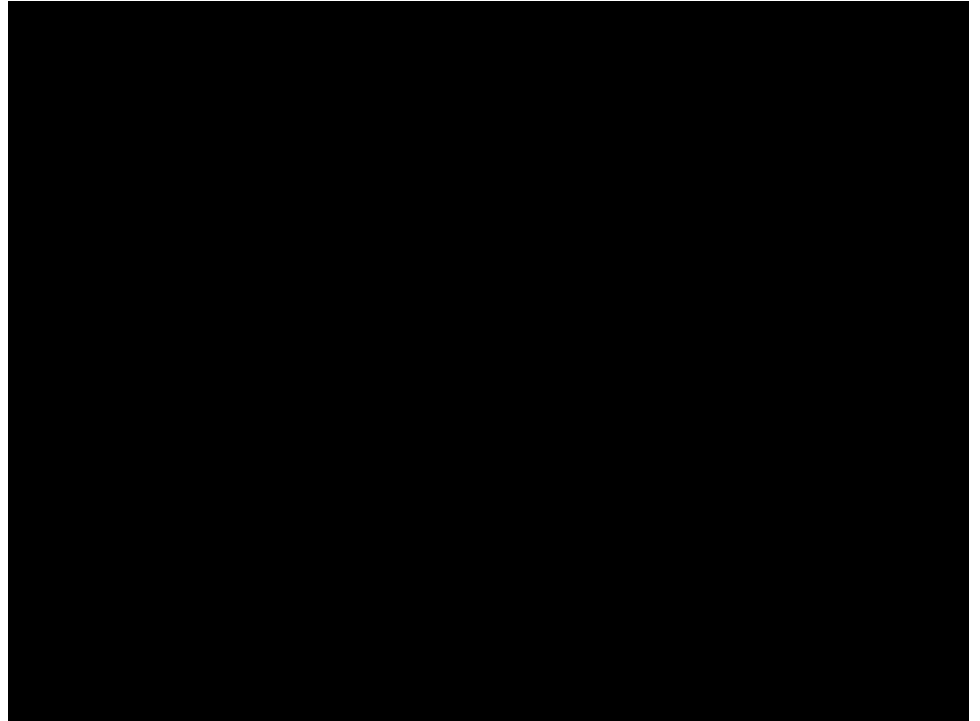


OKR Update: Executive Director

The office is working hard to build our collective capacity to communicate simply and broaden our reach.

This video is a major advance in our efforts that began at ISDC2022. A team interviewed attendees at the conference with the intent to create short videos for distribution on the website and social media.

The team is organizing to expand this effort at ISDC2023 and via Zoom to share our programs, case studies, systems learning, and more in an effort to expand the reach of System Dynamics.



VP Meetings - Thinking about 2027 Conference



Sara Metcalf

University at Buffalo

- We are hoping to present to the PC by this time next year at least 2 candidate sites and organizing teams.
- Does the Policy Council have any suggestions of Organizing Chairs and sites to consider for ISDC 2027 in North America?
 - Does Boston have to be a choice?
- Please email sara@systemdynamics.org with suggestions for 2027 sites and organizers by May 1st.

Member Retention



Asmeret Naugle

Sandia National Laboratories

- . Recruitment: inflow
- . **Retention: reducing outflow**

Member Retention

2018 Member Survey

What is the top factor you consider when making the renewal decision for your membership in the System Dynamics Society?

Factor	Number of responses
Networking/community	32
SDR/research articles	21
Support the field	19
Conference	18
Cost	18
News/stay up to date	17
Use of SD in job	7
SIGs/chapters	4
Case repository	2
Other	18

Other factors:

119 responses

- Time availability (4)
- Member benefits (2)
- Inertia (2)
- The only professional society for SD (2)
- Quality of work (1)
- Ease of renewal (1)
- SD blog (1)
- Awards (1)
- Software (1)
- Professional growth (1)
- Interest in SD (1)
- Access to expertise and resources (1)
- Connect SD to other fields (1)

Member Retention

Discussion

- What do you think are the most important factors in member retention?
- What can we learn from other organizations about retaining members?
- What should the society do to improve retention?

- Prepare to share with the full PC group

Announcements

2023 Policy Council Meetings

Apr 19, 2023

- 0:05 Welcome and Agenda (Brad)
- 0:05 Dashboard
- 0:05 Motions
- 0:30 VP Meetings
- 0:10 Executive Director Update
- 0:20 VP Updates
- 0:15 ?
- Adjournment

Adjournment