



2023

# Policy Council Meeting

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June 28, 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

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**Brad Morrison**

Brandeis University

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

# 2023 Policy Council Meetings

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- 0:05 Welcome and Agenda (Brad)
- 0:10 Getting to know each other (Jenson)
- 0:20 VP Updates
- 0:05 Motions
- 0:05 Dashboard
- 0:05 Executive Director Update (Kelechi)
- 0:10 Nominating Committee Report (Paulo)
- 0:20 Chicago Facilitated Session (Brad, Tim)
- Adjournment

# Getting To Know Each Other

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# OKR Update: VP Marketing & Communications

## Objectives for 2023:

- 1) Increase website visitor traffic. Search Engine Optimization (SEO). Paid ad campaign optimization (ROAS return-on-ad-spend).
- 2) Social Media Management (SMM): Improving content, engagement and traffic to website. Video focused.
- 3) Improve conversion fraction with a focus on membership growth, conference attendance and eCommerce purchases.
- 4) Update the interactive management KPI dashboard. Explore dashboards for SIGs and chapters.
- 5) Brand updates.

## Focus Topics Q2-Q3:

- SEO: Search Engine Optimization for discoverability and page experience
- SEA: Search Engine Advertising Optimization
- Conversion Optimization
- Social Media Review and Engagement Optimization

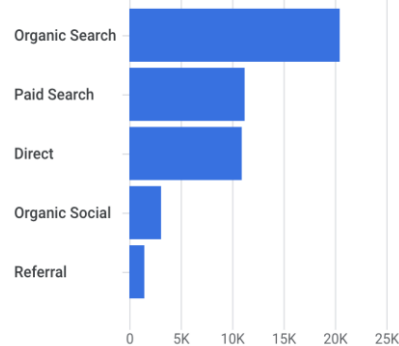
## POINTS TO NOTE

- Closer alignment of campaigns to annual rhythm in future.
- Improvements in Google discoverability and ranking YoY.
- Paid ads campaigns (Google) being updated. Current focus: Conference sign-ups.
- Increased engagement in social media channels.
- Brand updates have been rolled out.

## Discoverability and Organic Traffic (Google Search)



## Traffic Sources



## Conversions Sources



# OKR Update: Learning Committee

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## Objective:

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

**1) Group Juggle game**  
revision and update  
[Rebecca Niles, David Keith]

**2) Road Maps 2.0**  
update and deployment  
to canvas  
[Raquel Buzogany, Lees Stuntz,  
Anne Lavigne]

**3) JWF Seminar Series**  
mini-courses to canvas  
[Martha Toy, Ivan Taylor, Kelechi  
Odoemena]

## POINTS TO NOTE






- Model initial review looks ok
- Documentation update (next)
- Suggestion to “study” the SD based recommendations (future)



- Course structure defined in Canvas
- Video sequence and content creation on track
- Advancing on exercises and details
- **Need to automate registrations between Canvas and WooCommerce**



- Release the remaining 5 mini courses on Canvas
- Transition the 1st 6 mini-courses to canvas (next)
- **Need to automate registrations between Canvas and WooCommerce**

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

# 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

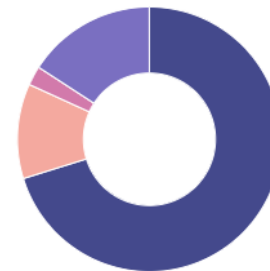
Unique Students

293



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

Average Days to 100% Completion

23.3

Average Percentage Completed

23%

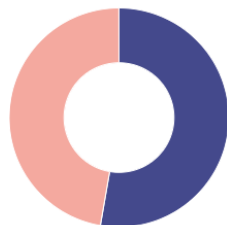
MOOCs Average Completion: 5-15%

12,541

Total plays ⓘ

1,568.64

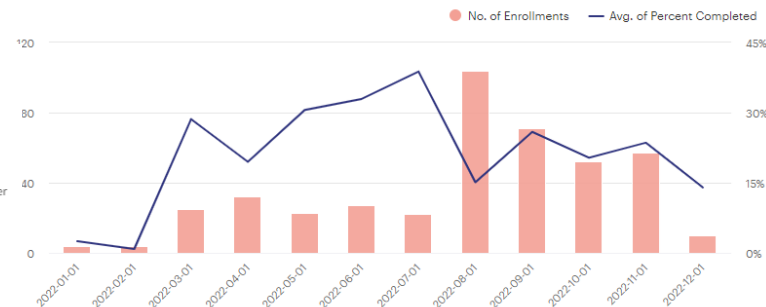
Total hours watched ⓘ



By Customer Type

- New Customer
- Returning Customer

Enrollments and completion rate



# OKR Update: Learning Committee (JWF Seminar course)

877

Total Enrollments ⓘ

406

Active Enrollments ⓘ

471

Expired Enrollments ⓘ

338

Enrollments Not Engaged ⓘ

## % Course Completed ⓘ

% Completed	> 0%	1%-20%	21%-40%	41%-60%	61-80%	81-99%	100%
Course Name	^						
Corporate Growth	64	9	12	∅	2	2	22
Group Model Building	9	1	2	2	∅	1	8
Nonlinearity	31	4	2	1	1	2	10
Theory Underlying Modeling	28	7	∅	1	1	1	14
What is System Dynamics?	199	119	74	17	17	7	89
World Dynamics	70	10	2	8	2	1	25

Average Percentage completion 20%



# OKR Update: Learning Committee (JWF Seminar course)

877

Total Enrollments ⓘ

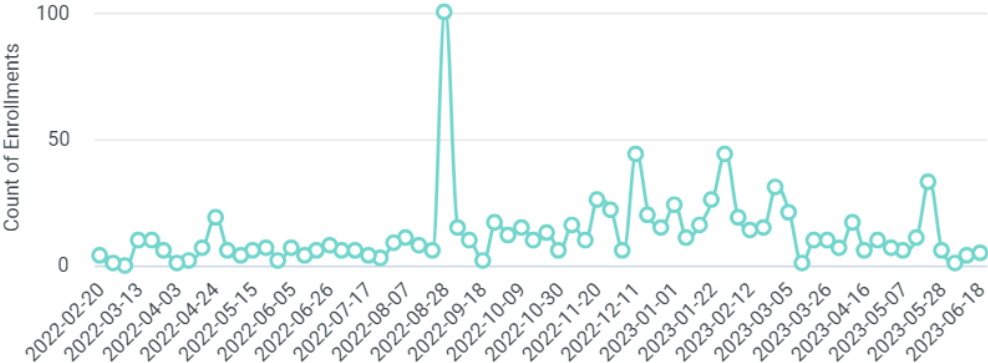
554

Unique Students ⓘ

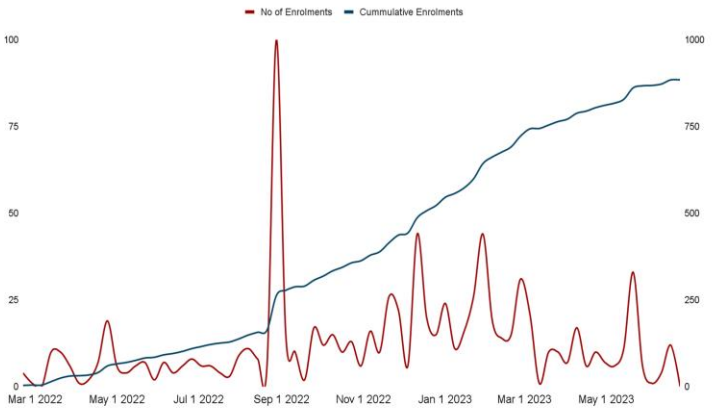
## Top Products by Enrollment ⓘ

Product Name	Enrollments
What is System Dynamics?	522
World Dynamics	118
Corporate Growth	109
Theory Underlying Modeling	52
Nonlinearity	51
Group Model Building	23

## Enrollments Over Time ⓘ



## JFW Courses Enrolment since Inception



# 2023 PC Motions Summary (Brad)

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## UPCOMING

## IN PROCESS ONLINE

## VOICE VOTE TODAY

- Motion to approve Resolution on SDSS Honoraria (Sara)
- Motion to approve 2024 Slate of Candidates (Paulo)

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

- **(1082) Motion to appoint Sara Metcalf to the Finance Committee (Eliot)**
- **(1081) Motion to approve the April 2023 PC meeting minutes (Allyson)**
- (1079) Motion to approve the March 29, 2023 PC meeting minutes (Lees)
- (1078) Motion to waive the 2023 conference fees for anyone from Ukraine (Sara)

# Motion to Approve Policy Council Minutes

*May, 2023*

*Moved by Lees Stuntz*

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To approve the Policy Council Meeting Minutes May, 2023

<http://bit.ly/SDSPCNotes>

# Motion to Approve Resolution on SDSS Honoraria

*Moved by Sara Metcalf*

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## **Policy Council Resolution on Honorarium Payments for Teachers and Teaching Assistants of the System Dynamics Society School**

Moved: That teachers and teaching assistants for the System Dynamics Society School be paid an honorarium in cash or waived conference fees as elected by the recipient and that if the honorarium is declined in part or in whole the declined amount be added to a SDSS scholarship fund which will be treated as a designated fund hereinafter.

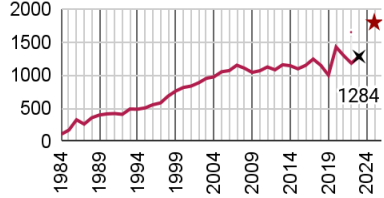
<http://bit.ly/SDSPCNotes>

# Dashboard of SDS Objectives and Key Results (WIP)

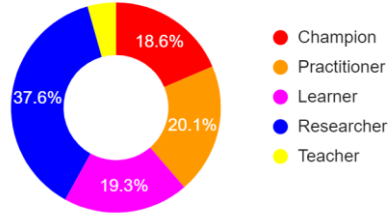
Last Update  
2023-06-01

## Membership

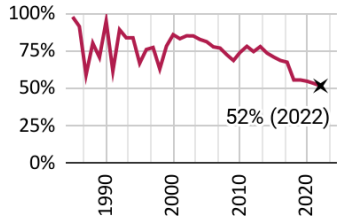
### Members (y)



### Self ID (274 members)

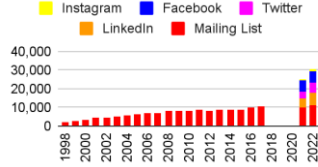


### Retention Rate (y)

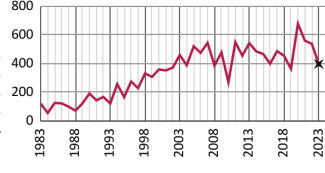


## Awareness

### Total Subscribers



### Conference Registrations (y)

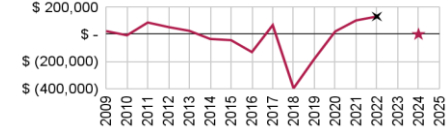


### Referral Requests

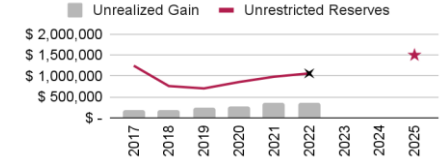


## Financial Health

### Net Operating Income (NOI)

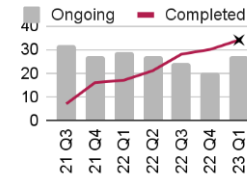


### Reserves

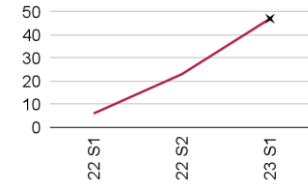


## Knowledge & Skills

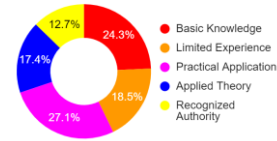
### Mentees



### Degree Programs

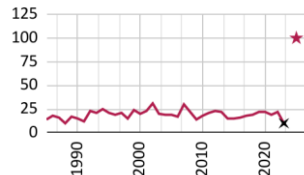


### Skill Level (362 members)

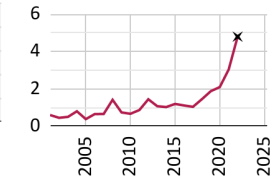


## High-quality Outputs

### SDR Articles (y)



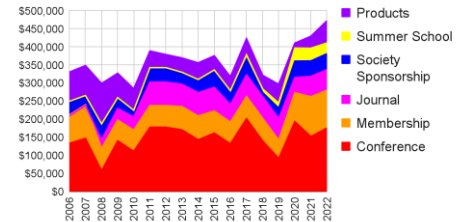
### SDR Impact Factor (y)



### Cases

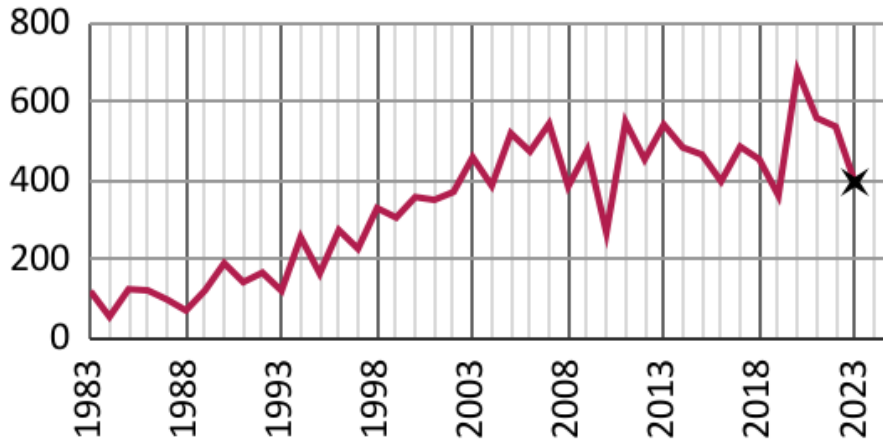


### Income After Direct Expenses

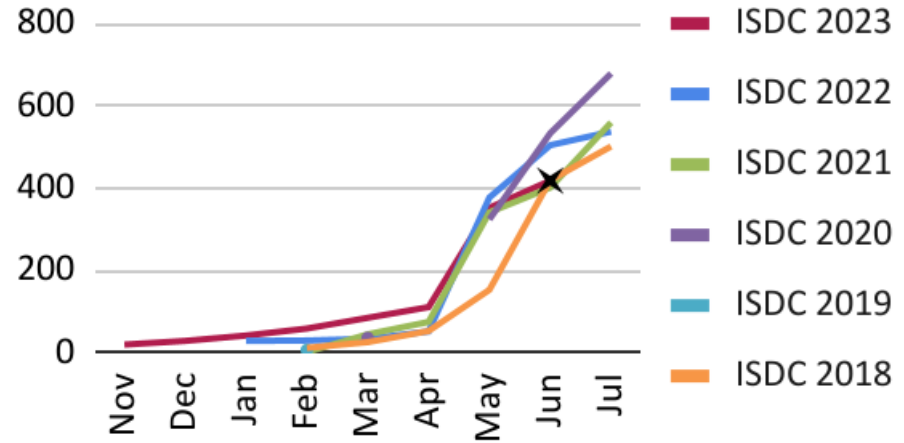


# Dashboard Focus | Conference Registrations Are Low

## Conference Registrations (y)

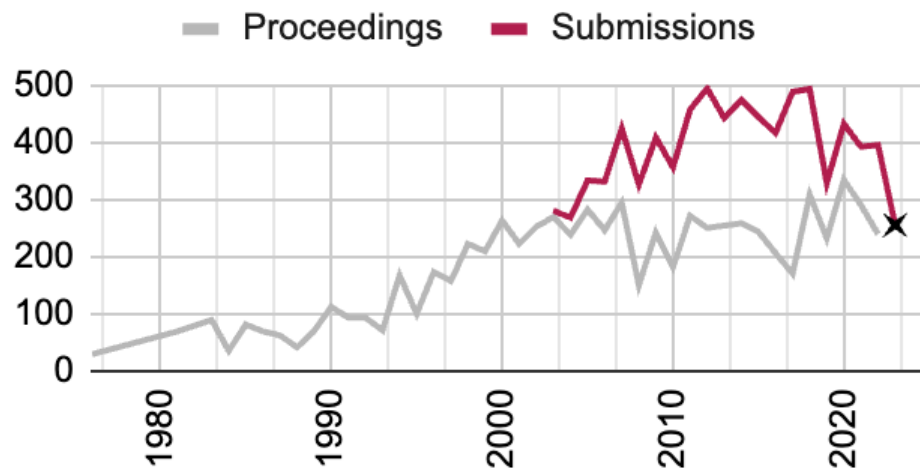


## Conference Registrations (m)



# Dashboard Focus | Submissions Were Also Low

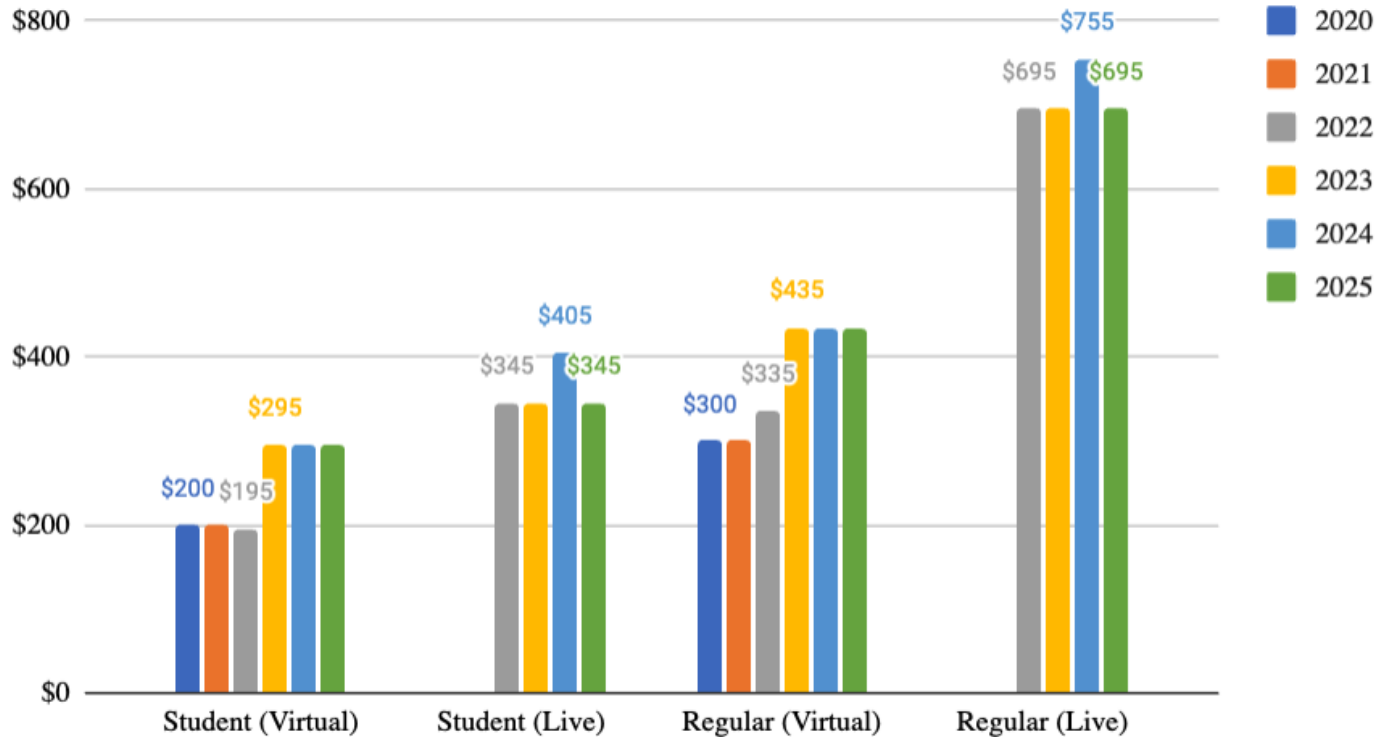
## Conference Work (y)



- Virtual in particular is down, perhaps because of price increase or maybe virtual fatigue/competition
- Student uptake is particularly low.
- Perceptions based on Chatra
  - Difficulty in securing funding
  - Concerns about US cost due to inflation
- Might be worth it to survey those who attended in the last two years who did not attend this year

# Dashboard Focus | Virtual Conference Pricing Increased

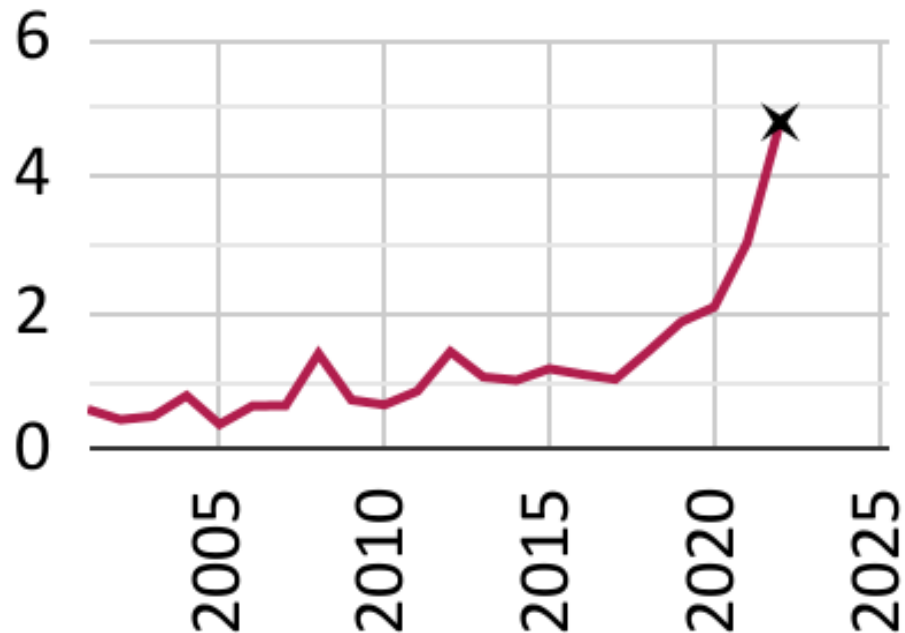
## Conference Registration Pricing By Year (Early Bird by Type)





# Dashboard Focus | Impact Factor Just Jumped

SDR Impact Factor (y)



**3.04**  
**to**  
**4.8!**

# OKRs Monthly Update (Executive Director)

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Messaging and Outreach (inc website and social media)

Effective use of \$120K annual Google Ad Grant



## POINTS TO NOTE

- Switched from marketing firm to Kelechi
- Leveraging Thomas Wittig's knowledge
- Using full \$120K grant
- Switched to dollar conversion
- Reorganizing to manage funds better
- Optimizing ads for conversion

Legend: 😞 = stuck 😐 = not progressing as intended 😊 = on track

# Google Ads Grant is Up And Running

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- Started April 2021
- \$229K in grant funding spent so far
- Moved from tracking page hits to purchase as primary conversion in April 2023
- Currently optimizing for Return on Ad Spend (ROAS)
- Over \$20k attributed in GA4 since Dec 2021
- 100% Optimization Score
- Promote events, products, facilitation services and pages
  - Common Earth- success story

# Focusing Now on Optimizing Ads

Ad · [www.systemdynamics.org/isdc/join-us](http://www.systemdynamics.org/isdc/join-us) ⋮

## [Join the Hackathon Challenge | Impact Public Policy...](#)

Learn from experts in business, economics, environment, health, and more. Don't miss out. Engage in workshops, hackathons, tours. Secure your spot for an unforgettable experience. Learn System Dynamics. Plenary Sessions. Top Event for Students. Network with Expert.



Ad · [www.systemdynamics.org/supply\\_chain](http://www.systemdynamics.org/supply_chain) ⋮

## [The Beer Game Board Game | Production-Distribution...](#)

The Beer Game is an insightful introduction to a dynamic systems perspective. The Beer Game: A production-distribution game. Low Price. Learn System Dynamics. Fast Shipping. Network with Expert.



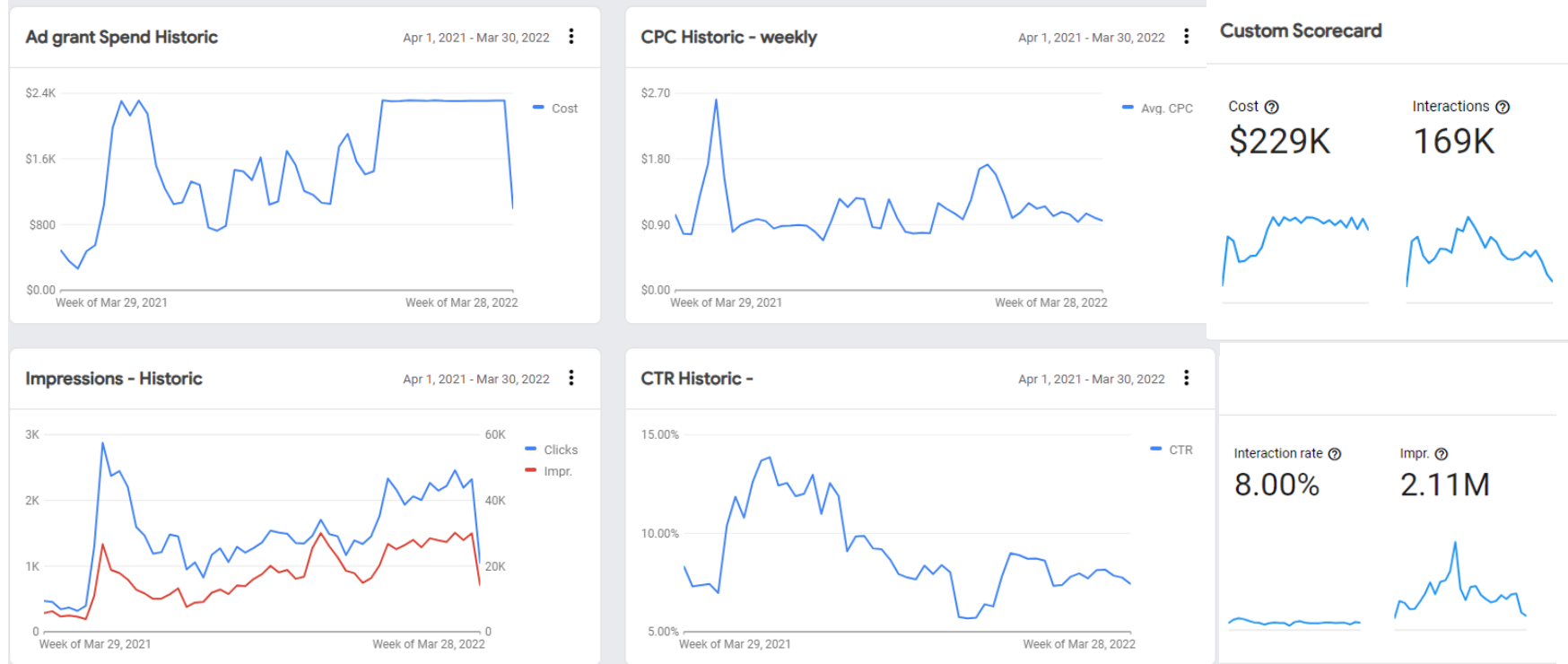
[Beer Game](#)

[Commercial Applications](#)

[Seminar Series](#)

[Degree Courses](#)

# OKR Update: Executive Director



# Nominating Committee

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**Paulo Gonçalves**

Università della Svizzera italiana

- Nominating Committee Report shared with PC members
  - Monday, June 26
- Nominations Committee Members:
  - Paulo Gonçalves, Ex-officio Chair
  - Brad Morrison (2023 President)
  - Shayne Gary (2022 President)
  - Juan Pablo Torres
  - Edward Anderson
  - Asmeret Naugle
- Dedicated Society members who have served the Society for many years
- Most are current or former officers of the Policy Council

# Nominating Committee Process

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- Nominations followed rigorous and well-structured process:
  - i. Review requirements for positions and criteria for nominations (e.g., experience, diversity, etc.)
  - ii. Solicitation of and search for nominations
  - iii. Thorough discussion and ranking of nominees
  - iv. Nominees approached individually and agreed to take office if approved by PC
- Observations:
  - i. VP Publications: Significant effort to nominate VP with broad editorial and publisher negotiation experience
  - ii. VP Finance: Recommendation to current VP to identify and train potential VP to take over this role in the future.

# 2024 Slate of Candidates

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- **President Elect** Asmeret Naugle | Sandia National Laboratories, USA (2024)
- **VP Finance** Eliot Rich | University at Albany, USA (2024-2026)
- **VP Membership** Scott Rockart | Duke University, USA (2024-2026)
- **VP Publications** Nitin Joglekar | Boston University, USA (2024-2026)
- **PC Members at Large** (2024-2026)
  - Coty Gonzalez | Carnegie Mellon University, USA
  - Hyunjung Kim | California State University, USA
  - Hazhir Rahmandad | MIT, USA
  - Raafat Zaini | James Madison University, USA



# Motion to Approve the 2024 Slate of Candidates

*Moved by Paulo Gonçalves*

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Motion: To approve the Nominating Committee's recommended slate of candidates for terms beginning January 1, 2024.

<http://bit.ly/SDSPCNotes>

# Chicago Facilitated Session: Opportunity & Purpose

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**Brad Morrison**  
Brandeis University

**Current State:** Policy Council has changed quite a bit in the last few years (tempo, activities, home office, etc.).

**Opportunity:** The in-person meeting in Chicago is a great opportunity to reflect on these changes, what is working, and where we want to go.

**Purpose:** Hold the first of several discussions on how the Policy Council enables Society outcomes.

# Chicago Facilitated Session: Logistics & Shaping Questions

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**Timothy Clancy**  
Dialectic Simulations  
Consulting

**Logistics:** Facilitated discussion at ISDC Policy Council Meeting

**Facilitator:** Timothy Clancy

**Proposed Shaping Questions:**

- *What is working well on the Policy Council, and what isn't?*
- Frequency of activities, coordination and communication, onboarding and integration of new members, etc.
- How should we be communicating? Coordinating? Making decisions?
- *How should we gauge our progress?*

# Chicago Facilitated Session: Logistics & Shaping Questions

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**Timothy Clancy**  
Dialectic Simulations  
Consulting

- **Discussion:**
- Questions about the Session?
- What additional shaping questions should we consider?
- What data do we have that can be collected and made available between now and the ISDC Policy Council Meeting?
- What past reports on similar topics should be consolidated and made available prior to the ISDC Policy Council Meeting?

# Announcements

# 2023 Policy Council Meetings

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June 28, 2023 at 5pm NYT

- 0:05 Welcome and Agenda (Brad)
- 0:05 Motions
- 0:05 Dashboard
- 0:10 Executive Director Update
- 0:20 VP Updates
- 0:45 ?
- Adjournment

Adjournment