System Dynamics Society

2023
Policy Council Meeting

Sep 06, 2023

5:00 - 6:30 New York Time

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…

2023 Policy Council Meetings

- 0:05 Welcome and Agenda
- 0:05 Motions
- 0:05 Dashboard (Rebecca)
- 0:20 VP Updates (Sara - Conference)
- 0:10 MIT SD Club (Peter Hovmand)
- 0:20 Nominations (Lees)
- 0:15 Proposed Policy updates - first read (Bob)

Motion to Approve Policy Council Minutes
July, 2023
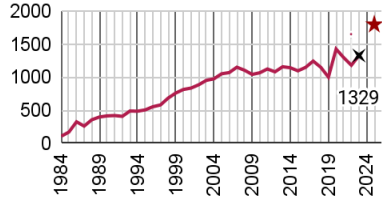### *Moved by Lees Stuntz*

To approve the Policy Council Meeting Minutes July, 2023
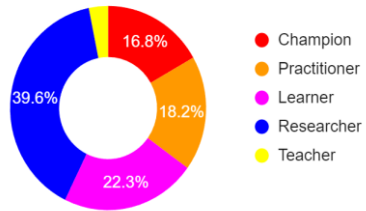
Dashboard of SDS Objectives and Key Results (WIP)

Membership

Members (y)
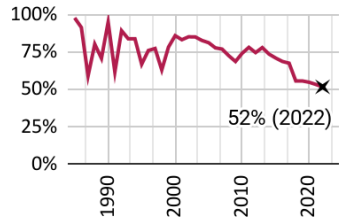
2000, 1500, 1000, 500, 0
1984, 1989, 1994, 1999, 2004, 2009, 2014, 2019, 2024
1329

Self ID (347 members)

- Champion — 16.8%
- Practitioner — 18.2%
- Learner — 22.3%
- Researcher — 39.6%
- Teacher

Retention Rate (y)

100%, 75%, 50%, 25%, 0%
1990, 2000, 2010, 2020
52% (2022)

Awareness

Total Subscribers

- Instagram
- Facebook
- Twitter
- LinkedIn
- Mailing List

40,000 / 30,000 / 20,000 / 10,000
1998, 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2020, 2022
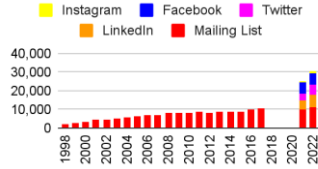
Conference Registrations (y)

800, 600, 400, 200
1983, 1988, 1993, 1998, 2003, 2008, 2013, 2018, 2023

Referral Requests

25, 20, 15, 10, 5
21, 21, 21, 22, 22, 22, 23, 23
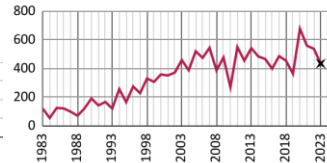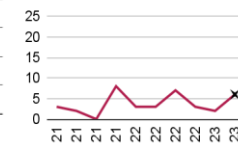
Knowledge & Skills

Mentees

- Ongoing
- Completed

40, 30, 20, 10, 0
21 Q3, 21 Q4, 22 Q1, 22 Q2, 22 Q3, 22 Q4, 23 Q1, 23 Q2

Degree Programs

60, 40, 20, 0
22 S1, 22 S2, 23 S1, 23 S2

Skill Level (451 members)

- Basic Knowledge — 27.3%
- Limited Experience — 18.4%
- Practical Application — 27.7%
- Applied Theory — 15.7%
- Recognized Authority — 10.9%
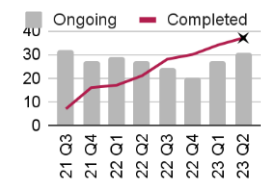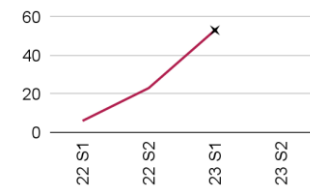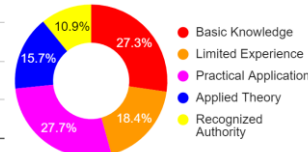
High-quality Outputs

SDR Articles (y)

125, 100, 75, 50, 25, 0
1990, 2000, 2010, 2020

SDR Impact Factor (y)

6, 4, 2, 0
2005, 2010, 2015, 2020, 2025

Cases

- New Cases
- Cumulative

80, 60, 40, 20, 0 / 10, 8, 6, 4, 2, 0
22 S1, 22 S2, 23 S1, 23 S2
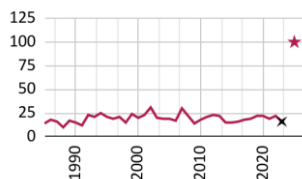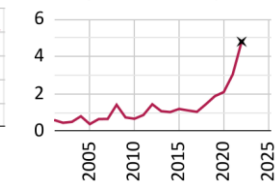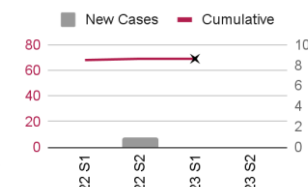
Financial Health

Net Operating Income (NOI)

$ 200,000 / $ - / $ (200,000) / $ (400,000)
2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

Reserves

- Unrealized Gain
- Unrestricted Reserves

$ 2,000,000 / $ 1,500,000 / $ 1,000,000 / $ 500,000 / $ -
2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025
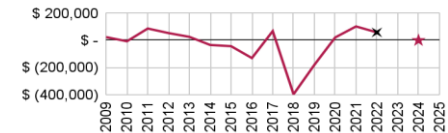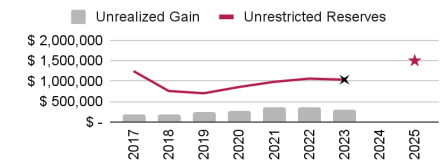
Income After Direct Expenses

- Products
- Summer School
- Society Sponsorship
- Journal
- Membership
- Conference

$500,000 / $450,000 / $400,000 / $350,000 / $300,000 / $250,000 / $200,000 / $150,000 / $100,000 / $50,000 / $0
2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022
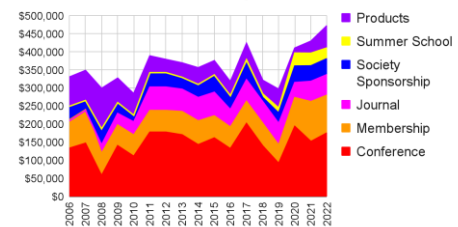
Updates on Reserves
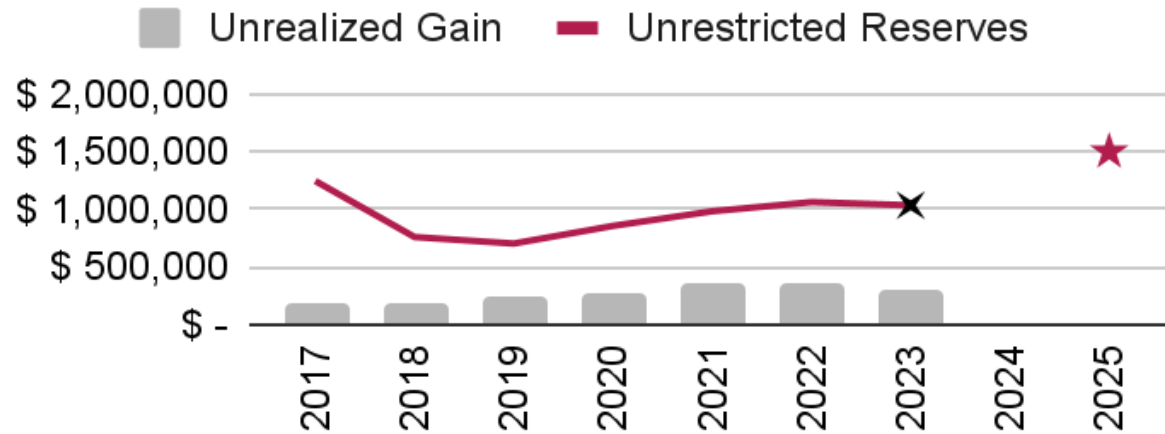
Help Identify Stellar ISDC2023 Presentations

https://bit.ly/2023ISDCPresentations
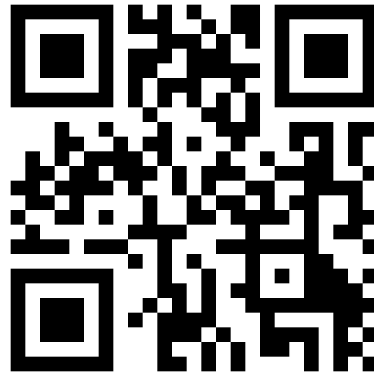
VP Meetings Update: Net Conference Revenue

Chart showing Net Conference Revenue (blue) and Conference Sponsorship (yellow/orange) from 2003 to 2023, with a green horizontal line at approximately $150,000. Annotations show "$147,969 actual" and "$115,592 budgeted".
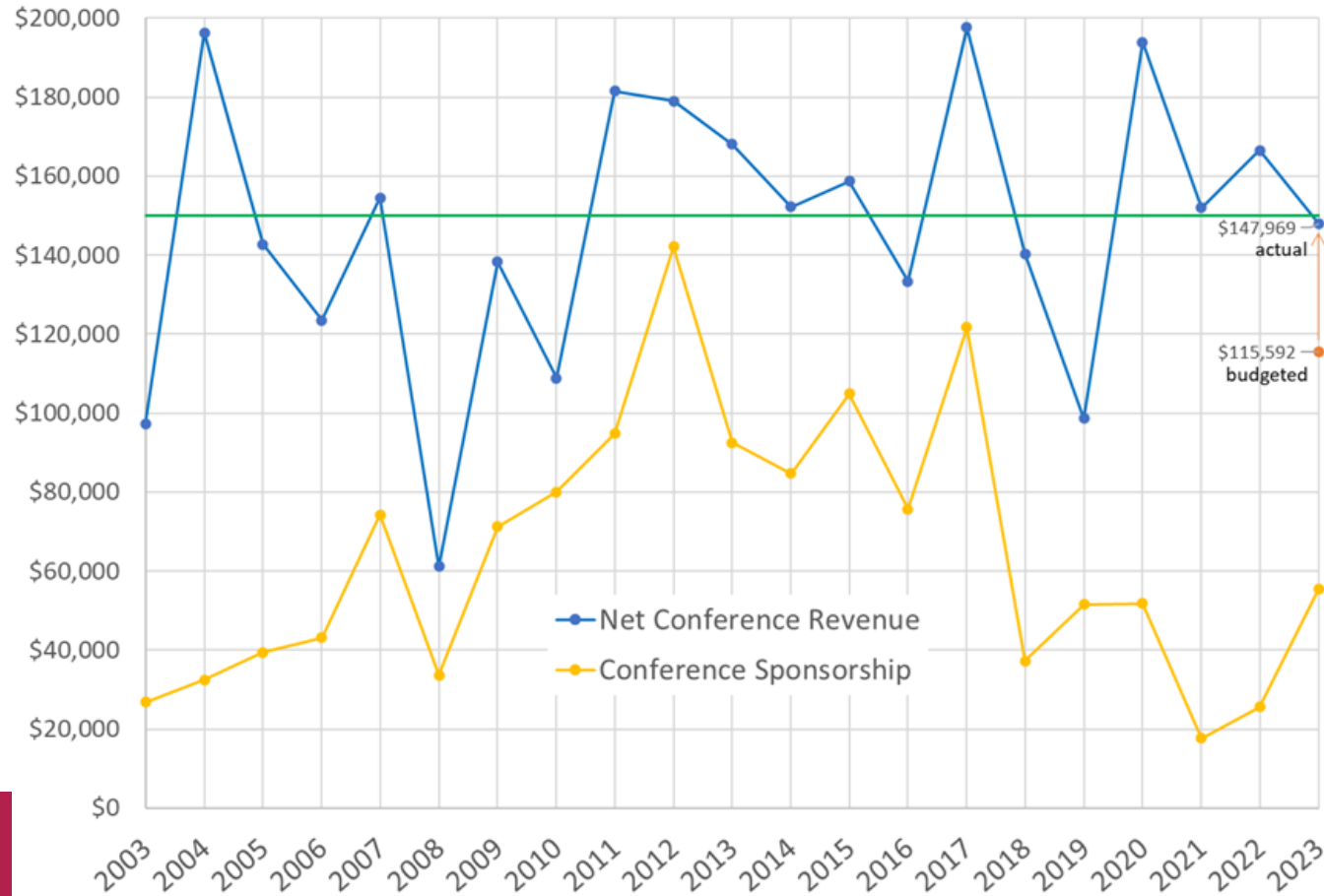
1. 2023 numbers not from Quickbooks

2. 2023 Sponsorship saved the budget!

3. ***We need to focus on growing sponsorship to 2010's levels again***

4. 2023 sponsorship was buoyed by exceptional outreach efforts that are not expected to continue in 2024

VP Meetings Update: Submissions and Attendance

2023 Attendance: 456 (264 live; 192 virtual)
2023 Submissions: 315 total (264 papers*)

Conference Attendees
Conference Submissions
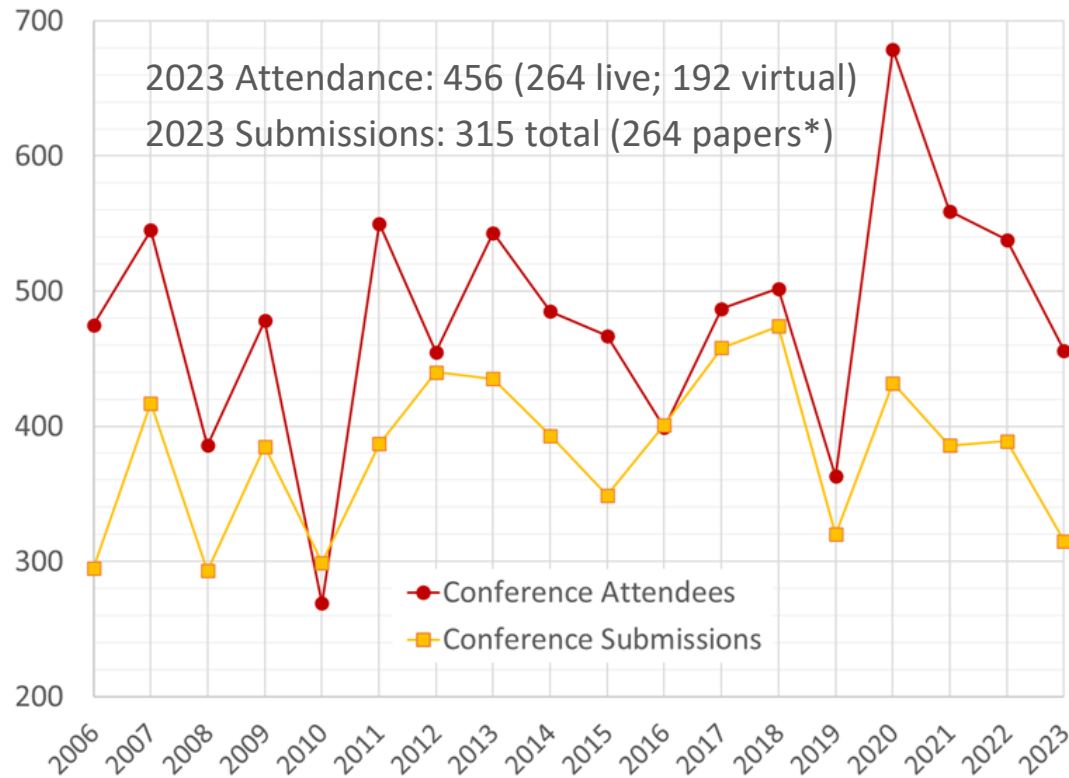
- We've maintained a strong base of non-submitting attendees which we generated in 2020
  - This saved us from an attendance disaster in 2023
- ***To meet budget in 2024 and 2025 we must recover submissions!***
  - We must meet or exceed the **300 papers* submitted** baseline in 2024 and 2025 to reach budgeted attendance levels

*papers include WIP and Practitioner Applications

VP Meetings: Recommendations

1. ***Grow Sponsorship***: Build an organizational structure capable of generating continued and reliable sponsorship

2. ***Grow Submissions***: Focus on conference submission email marketing
   - Clear email subject lines and body content aligned
   - Restart marketing of innovative submissions types (WIP, Applications)
   - Market innovative presentation types (i.e., Table Talks)
   - Draft emails in Q3/Q4 2023 (allowing time for Office to be creative)
   - Avoid competition in last 4+ weeks of submission period
   - Avoid promotion of invited Plenary speakers during submission period

- Open registrations at the same time as submissions (January 16, 2024)
- Plan ahead! ***Submission deadline is March 19, 2024***

VP Meetings: Future Conference Plans

Conference	Dates	Venue	Organizing Chairs	Program Chairs
ISDC 2024	August 4-8, 2024	Scandic Bergen City Hotel, Bergen, Norway	Birgit Kopainsky, Saeed Langarudi, and Ali Saysel	Susan Howick, Mohammad Jalali, and Hazhir Rahmandad
ISDC 2025	July 20-24, 2025	Hyatt Regency Schaumburg, Schaumburg, Illinois	Oleg Pavlov	Karim Chichakly, Niyousha Hosseinichimeh, and Rod MacDonald
ISDC 2026	July 20-24, 2026	Delft University of Technology (TU Delft), Delft, Netherlands	Willem Auping and Floortje d'Hont	Hyunjung Kim, David Lounsbury, and Jeroen Struben

We're working on ISDC 2027 right now and plan to present
proposal(s) for your approval by the end of this year

System Dynamics Society

MIT SD Club (Peter)

Peter Hovmand
Case Western Reserve University

- Proposal from Cynthia Garde Burak Gozluklu

- Summary of primary goals of MIT Chapter are:
  - Increase awareness and exposure of SD and SDS to facilitate academic and experiential learning;
  - Enrich interdisciplinary and transdisciplinary dynamics
  - Create opportunities across diverse membership body and other chapters, interest groups, MIT, etc.
  - Promote problem-solving to solve the world's greatest challenges and benefit all humankind.

- Initially no membership fees, but expect future sales of MIT Chapter mugs, t-shirts, etc.

- MIT Chapter Members (11 of 13 are 2023 SDS members in good standing)

Nominations (Lees)

Lees Stuntz
Creative Learning Exchange

- Slate voted at July 23 PC meeting

President Elect: (2024)   Asmeret Naugle | Sandia National Laboratories, USA
VP Finance: Eliot Rich | University at Albany, USA
VP Membership: Scott Rockart | Duke University, USA
VP Publications: Nitin Joglekar | Boston University, USA
PC Members at Large:

Coty Gonzalez | Carnegie Mellon, USA
Hyunjung Kim | Chico State, USA
Hazhir Rahmandad | MIT Sloan, USA
Raafat Zaini | James Madison, USA

- 2 new nominations

VP Membership: Inge Bleijenbergh | Radboud University, NL
VP Publications: Bob Eberlein | iseesystems, USA

Election Process (Lees)

Next steps:

- Ask nominees if they'd like to engage as candidates.
- Discuss how we envision the voting/campaign process playing out since we have not encountered this recently (PC discussion).
- Set up a voting process that assures anonymity and one member-one vote restriction.
- Gather pictures, bios and vision statements (300 words total) from candidates to be disseminated.
- Send an email to all members with access to both the candidates' information and the voting process, reminders 2 weeks and 1 day before the deadline.
- Tabulate the results 30 days after the original email is sent (estimate by the end of October).

Discussion of Campaigning Process (Lees)

How do others do this? An example that seemed to make sense:

The Academy of Management values elections that are free of active "politicking." It is certainly appropriate to ask fellow members of the Academy for further information about a candidate you do not know. However, recommending candidates to others or actively campaigning is inappropriate and inconsistent with the way we operate as an association. "Campaigning" within the Academy community is defined as attempting to influence the vote of others or promoting one candidate over another.

https://aom.org/about-aom/governance/board-of-governors/board-nominations-and-elections

Motion about campaigning (Lees)

Motion to approve the following procedure in Society campaigning:

System Dynamics Society resources shall not be used for campaigning.

The Society suggests that members engage in positive comments about candidates and do not engage in negative comments about candidates.

Motion about campaigning (Lees)

The Society will send out a neutral statement about the status of the nomination process with bios and platform provided by the candidates. This will include the candidate's email addresses.

A) Candidates shall not engage in campaigning, e.g. proactively reaching out to members in advocacy of their candidacy or opposition to another; other than responding to direct inquiries by members.
B) Candidates shall not engage in any campaign activities beyond personal outreach and answering questions.

Motion to approve the following procedure in Society campaigning:
Use of System Dynamics Society resources for campaigning is inappropriate.

The Society suggests that members engage in positive comments about candidates and do not engage in negative comments about candidates.

Proposed Policy Updates (Org & Bylaws Committee)

Bob Eberlein

Isee systems

- Draft changes uploaded as report 1025
- Mostly related to nomination process
  - Provide a clear fall back if the nominating committee work is not completed by January 15
  - Make explicit the request for information from outgoing officers/PC members
  - Clarify the recusal process
- Moving language to align with current practice
  - Past President chairs nominating committee
  - Standing committee nominations made through President
- Remove the old address as it is no longer valid
  - Waiting for legal advice on updates

Announcements

2023 Policy Council Meetings

Sep 21, 2023 at 4pm NYT

- 0:05 Welcome and Agenda (Brad)
- 0:05 Motions
- 0:05 Dashboard (Rebecca)
- 0:05 Executive Director (Rebecca)
- 0:20 VP Updates
- 0:10 Facilitated Session (Tim)
- 0:10: GBM annual meeting (Lees)
- 0:05 Update on nominating process
- Adjournment

Adjournment