

Policy Council Meeting

Sep 21, 2023

4:00 - 5:30 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

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)
- 0:05 Exec Dir Update (Rebecca)
- 0:15 VP Updates (Saras, Thomas)
- 0:10 Preparation for Facilitated Session (Tim)
- 0:05 Update on Balloting Process (Lees)
- 0:15 Proposed Policy Updates - first read (Bob)
- 0:10 Timing of GBM Annual Meeting (Lees)

Motion to Approve Policy Council Minutes

July, 2023 and August (Sep 6th), 2023

Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes July, 2023 and August (Sep 6th), 2023

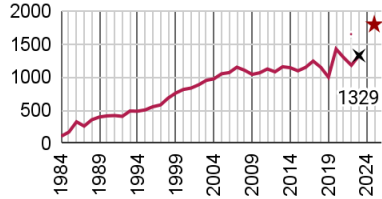
<http://bit.ly/SDSPCNotes>

Dashboard of SDS Objectives and Key Results (WIP)

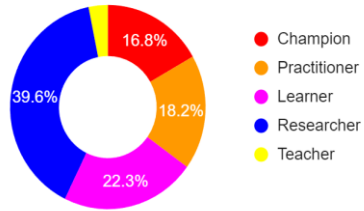
Last Update
2023-09-01

Membership

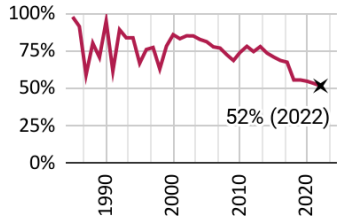
Members (y)



Self ID (347 members)

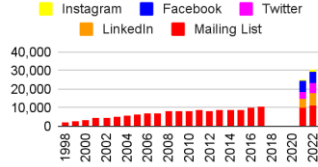


Retention Rate (y)

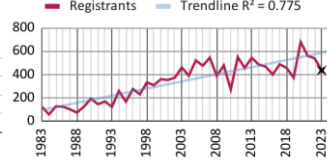


Awareness

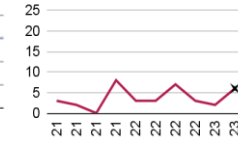
Total Subscribers



Conference Registrations (y)

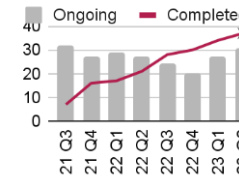


Referral Requests

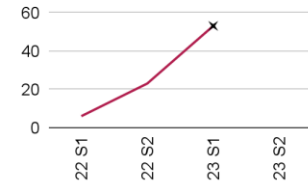


Knowledge & Skills

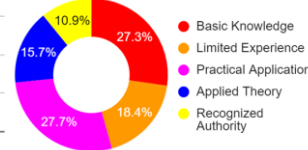
Mentees



Degree Programs

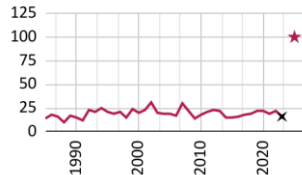


Skill Level (451 members)

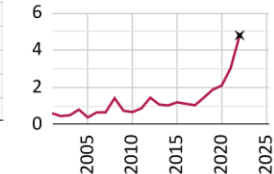


High-quality Outputs

SDR Articles (y)



SDR Impact Factor (y)

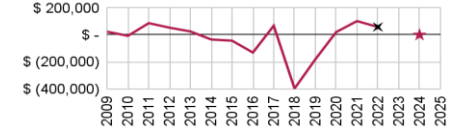


Cases

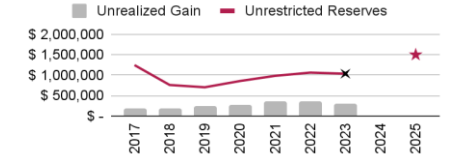


Financial Health

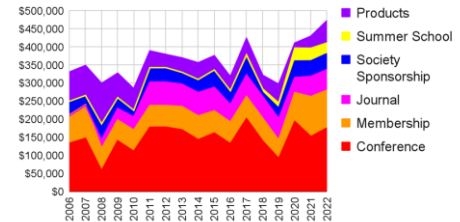
Net Operating Income (NOI)



Reserves

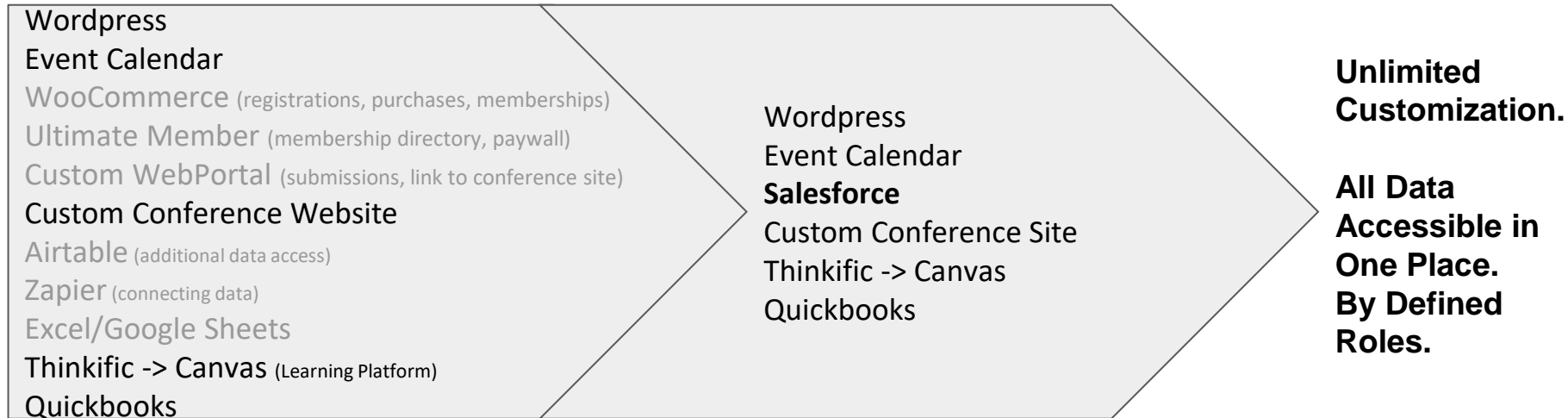


Income After Direct Expenses



Executive Director Update - Salesforce Exploration

We received 10 free Salesforce seats in NonProfit Cloud Enterprise Edition...exploring a possible transition.



Issues: Speed and Data Accessibility

[MPSA](#) provides a possible model for moving forward...you can [watch the video](#)

Executive Director Update - Salesforce Exploration

Customer Relationship Management (CRM) - Members, Sponsors, Volunteers

The screenshot displays a Salesforce CRM profile for Rachel Test Ankerholz. The interface includes a navigation bar at the top with various menu items like Home, Accounts, Contacts, Memberships, Events, Sections, Sessions, Proposal Submissions, Conference Roles, Scholarships & Awards, Reports, Dashboards, Governance Committees, and more. A search bar is located in the top right. The profile header shows the contact name, title (IT Director), primary affiliation (Georgia State University), email (raemudd3@gmail.com), current member status (checked), last membership levels (Professional), and expiration date (1/31/2026). Below the header, there are tabs for Details, Membership, Events, Committees & Groups, Orders & Payments, Scholarship Applications, and Notes & Email History. The 'Details' tab is active, showing contact and membership information in two columns. The right sidebar contains a section for 'Orders (3+)' with a list of three orders, each showing order ID, start date, status, and amount. Below the orders is a 'CV Twitter Feed' section, which currently displays 'No Twitter Feed found!' and is powered by CV App Store.

Contact & Membership Details

Contact SF ID	003f400001VfyunAAB	Account Name	Georgia State University
Name	Rachel Test Ankerholz	Current Member	<input checked="" type="checkbox"/>
Primary Affiliation	Georgia State University	Join Date	2/1/2023
Department		Expiration Date	1/31/2026
Email	raemudd3@gmail.com	Last Membership Levels	Professional
Alternate Email		Last Membership Start Date	2/1/2024
Mailing Address	1018 7th Avenue NW Liverpool United Kingdom	Year and Source of Update	
Developing Country	<input type="checkbox"/>	Twitter Handle	
Preferred Phone Number		Duplicate Status	08/16/2022 Not a duplicate - Robin researched
Phone		Evaluated Level	Professional
Mobile	(507) 514-3472		

Orders (3+)

00100584	Order Start Date: 9/13/2023 Status: Activated/Revised Order Amount: \$0.00
00100583	Order Start Date: 9/13/2023 Status: Activated Order Amount: \$1.00
00100582	Order Start Date: 9/13/2023 Status: Canceled Order Amount: \$0.00

CV Twitter Feed

No Twitter Feed found!

Powered by CV App Store

Executive Director Update - Salesforce Exploration

Conference Submission Management - Sessionizing

The screenshot displays the Salesforce interface for MPSA. The top navigation bar includes the MPSA logo, a search bar, and various menu items such as Home, Accounts, Contacts, Memberships, Events, Sections, Sessions, Proposal Submissions, Conference Roles, Scholarships & Awards, Reports, Dashboards, Governance Committees, and Governance Committee Members. The main content area is titled 'Drawing the Lines: Redistricting and Electoral Representation' and is divided into two sections: 'Details' and 'Conference Roles (3 -)'.

Details Section:

Session Title	Drawing the Lines: Redistricting and Electoral Representation	Session Number	S-0011155
Submission Type	Paper Session	All Academic Session Code	2046379
Primary Section	Q2. Representation & Electoral Systems	Session Day	Thursday
Session Type		Room	
Session Overview		Session Rank	

Primary Section Review:

Primary Reviewer Accept Status	
Primary Reviewer's Comments	

Secondary Section Review:

Secondary Section	
Secondary Reviewer Accept Status	
Secondary Reviewer's Comments	

Scheduling and Attendance:

Session Start Time	4/13/2023 12:30 PM	Session End Time	4/13/2023 2:00 PM
In-Person Attendance Count		Virtual Attendance Count	12
		Total Attendance	

Role Status:

Min # Chair Roles Required		Min # Participants Required	
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Conference Roles (3 -):

Justin Buchler	Discussant
Role Status:	Confirmed
Conference Role:	Role-00091644
Corentin Poyet	Chair
Role Status:	Confirmed
Conference Role:	Role-00091645
Ida B Hjermitsev	Discussant
Role Status:	Confirmed
Conference Role:	Role-00096075

[View All](#)

Executive Director Update - Salesforce Exploration

Conference Submission Management - Paper Proposals

The screenshot displays the Salesforce interface for managing conference submissions. The main content area shows the details for proposal P00060485, which is for the 2023 - 80th Annual MPSA Conference. The details are organized into two columns:

Field	Value
Event	2023 - 80th Annual MPSA Conference
Proposal Submission ID	P00060485
All Academic Code	2023386
Submitter	Kenneth Mayer
Title	A New Individual-Level Model for Estimating the Effects of Redistricting
Record Type	Professional Level Proposal
Keywords	redistricting Gerrymandering partisanship elections
Start Time	
End Time	
Date Created	10/5/2022
Brief Overview	We develop and test an individual-level model to evaluate redistricting proposals. The model leverages information on how voters are located geographically in relation to each other and knowledge that voters tend to cluster among similar voters.
Abstract	The fundamental task in evaluating a redistricting map is estimating its partisan consequences in the elections held over the subsequent decade. What partisan map drawers want to know (and for someone intent on gerrymandering, the only thing they want to know) is how a map will affect their party's fortunes in elections until the next Census. Methods relying on composite measures of statewide elections over several cycles, averaging out cycle-specific effects and capturing a measure of baseline partisanship, work well enough but rely on some problematic assumptions - particularly that voters are distributed uniformly across the geography in which votes are observed (into some ratio as the appropriate site of that geography).
Event Name	2023 - 80th Annual MPSA Conference
Primary Section	02. Representation & Electoral Systems
Primary Section Name	02. Representation & Electoral Systems
Secondary Section	72. Methodology
Session Title Name	Drawing the Lines: Redistricting and Electoral Representation
Submission Type	Paper
Status	In Progress
Submission SubType	Panel
Please Rate Your Computer Expertise	3.
Unity group prefers to present the paper	In-Person onsite
Terms Accepted	
Submission Status	Submitted
AA Date Created	10/5/2022

On the right side of the interface, there are two sections:

- Conference Roles (2)**: Lists two authors: Jolly Ann Emery (Role: Author, Status: Confirmed, Role ID: 00085220) and Wendy L. Martinek (Role: Author, Status: Confirmed, Role ID: 00085221).
- Files (0)**: A section for uploading files, with an "Upload Files" button and a note "Or drop files".

Executive Director Update - Salesforce Exploration

Reports

Contacts with Giving Totals CONT... Get Feedback? ↺ ↻ Add Chart Save & Run Save Close Run

Previewing a limited number of records. Run the report to see everything.

	First Name	Last Name	Account Name	Volunteer Hours	Total Gifts
1	Celia	Boston	Boston Household	27.00	\$800.00
2	Braden	Brady	Brady Household	10.00	\$150.00
3	Ana	Castro	Castro Household	26.00	\$350.00
4	Alan	Floyd	Floyd and Salyer Household	8.00	\$8,815.00
5	Daniel	Martinez	Martinez Household	103.00	\$1,050.00
6	Nilza	Mendoza	Mendoza Household	26.00	\$1,800.00
7				200.00	\$12,965.00 Avg: \$2,160.83 Max: \$8,815.00 Min: \$150.00

Fields > OUTLINE FILTERS 2

Filters

Add filter...

Show Me All accounts

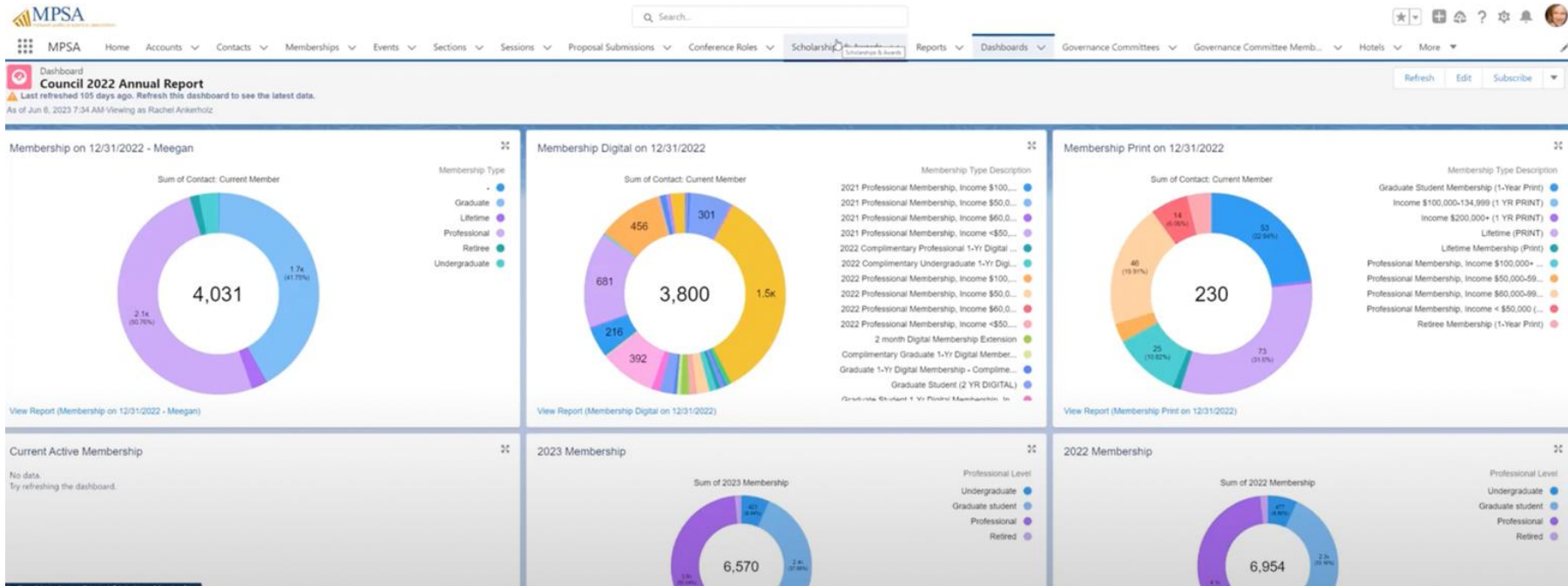
Created Date All Time

Total Gifts greater than \$0.00

Volunteer Hours greater than 0

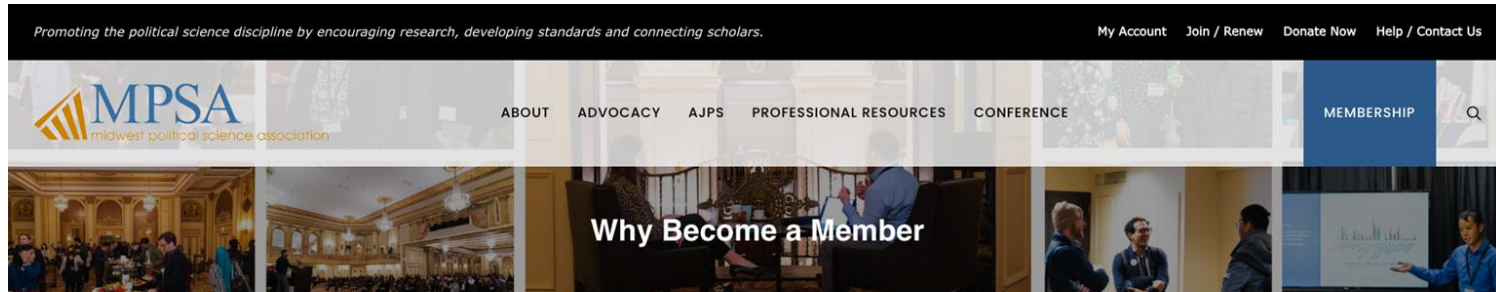
Executive Director Update - Salesforce Exploration

Dashboards - by staff member and VP - shareable on site to everyone by roles



Executive Director Update - Salesforce Exploration

Website - with ability to customize views to market segments



Why become a member?

Join the MPSA today! In addition to [discounted conference registration](#), MPSA membership includes a subscription to the *American Journal of Political Science*. Members are eligible for [conference scholarships and fee waivers](#), [advocacy day travel grants](#), and a [50% discount on JPASS access](#). MPSA members enjoy members-only access to [conference roundtable audio recordings](#), [the conference paper repository](#), [job placement/position openings](#), [grants and funding opportunities](#), and [the monthly member newsletter](#). Members may also participate in MPSA's [Wikipedia Initiative](#) and the [Academic Year-Long Mentoring Program](#) as well as multiple opportunities to [get involved](#) and [volunteer](#) throughout the year. View MPSA membership rates [here](#).

Ready to join the MPSA?

Click [here](#) to get started! In order to join or renew your membership online, you must [sign in](#) with your username and password. If you do not have a username and password, [create one here](#) (select not a member).

You may also send your dues payment via check or credit card with your [completed application](#) or renew by phone by calling us at (812) 558-0588 Ext. 10.

Executive Director Update - Salesforce Exploration

Next Steps

- Exploration of Functionality
 - Sponsorships (Meagan and Rebecca)
 - Web Page Functionality Testing (Rebecca and Marketing Committee)
 - Assessment of connectivity with Quickbooks, Mailchimp, Pollev, etc (Rebecca)
 - Bibliography (Raquel)
 - Google Analytics integration (Kelechi)
 - Membership evaluations - subscription, directory, transactions, content gating (Fernando)
- Cost Evaluation (Rebecca, Bob, Marketing Committee, Finance Committee)

How Can You Help?

- Let us know if you have (or know anyone who has) any special expertise in Salesforce

OKR Update: Marketing (Thomas Wittig)

Objective 1

Increase website visitor traffic.

- Search Engine Optimization (SEO).
- Paid ad campaign optimization (ROAS return-on-ad-spend).

62% of active users from organic sources. Of which 92% Google search.

Opportunity to acquire more and better website traffic to engage stakeholders.

Sustained CTR >7%. Traffic and conversions from paid ads is decreasing YoY.



POINTS TO NOTE

- Sustained ranking, impressions, traffic despite frequent, significant Google algorithm changes.
- No significant growth YoY.
- AI insight: Organic search is driving conversions.

- The inferior page experience limits our ranking and website traffic from Google search.
- A major effort is required to improve page experience, load speed and key metrics. (teamwork between E-Presence, Developer, Marketing, Content creators).
→ Theme, Pagebuilder, SEO, Performance, Accessibility.

- Paid ads can help drive reach and awareness and conversion in late touch-points of the funnel.
- Currently testing a new approach for paid Google Ads.
 - focused on brand reach, awareness and traffic (vs. conversion and eCommerce sales).
 - Updated landing pages.
 - Improving transparency and attribution analytics (refined URL parameters in campaigns)

OKR Update: VP Professional Practice

Objective A Increase opportunities for learning and skill development specific to professional practitioners.

Develop key targets to increase the number and number of opportunities.

A plan to develop a medium to share curated professional practice related articles based on SDR/Case Studies.

Five high quality case studies posted to the SDS website by December 2022 in collaboration with the Case Studies initiative.

POINTS TO NOTE






- Survey to gauge interest is in revision.
- Create win-win collaboration with SDS networking series to create professional practice focus.



- Conducted interviews to develop practitioner profiles and blog posts geared toward practitioners.
- Explored collaborative efforts to support SDR objectives.



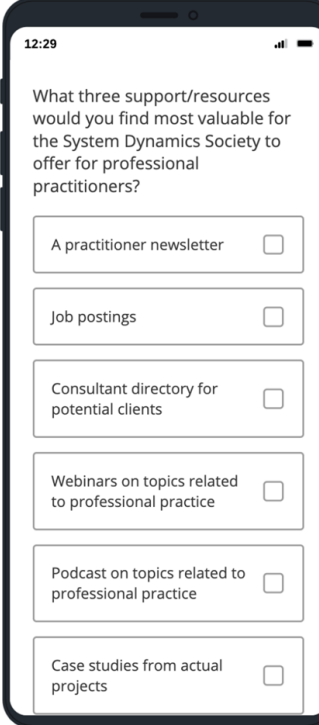
Call for cases worked well
14 new submissions
Ongoing process to evaluate and post on the website

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

Practitioner Profile Survey

What three support/resources would you find most valuable for the System Dynamics Society to offer for professional practitioners?

A practitioner newsletter	<input type="checkbox"/>
Job postings	<input type="checkbox"/>
Consultant directory for potential clients	<input type="checkbox"/>
Webinars on topics related to professional practice	<input type="checkbox"/>
Podcast on topics related to professional practice	<input type="checkbox"/>
Case studies from actual projects	<input type="checkbox"/>
Roundtable or networking opportunities	<input type="checkbox"/>
Tools for working with clients	<input type="checkbox"/>
Workshops or trainings	<input type="checkbox"/>



12:29

What three support/resources would you find most valuable for the System Dynamics Society to offer for professional practitioners?

A practitioner newsletter	<input type="checkbox"/>
Job postings	<input type="checkbox"/>
Consultant directory for potential clients	<input type="checkbox"/>
Webinars on topics related to professional practice	<input type="checkbox"/>
Podcast on topics related to professional practice	<input type="checkbox"/>
Case studies from actual projects	<input type="checkbox"/>

Practitioner Networking Sessions: Quarterly



Search

Ownership and Use
 What are reasons why people don't use the model insights once they are complete?
 What are the things a practitioner could do to make that easier for them?

The video player interface includes a progress bar at 22:43 / 46:03 and standard playback controls.

2023 09 13 Practitioner Networking Session with Saras Chung VIDEO

Unlisted

System Dyna...
2.66K subscribers

Subscribed

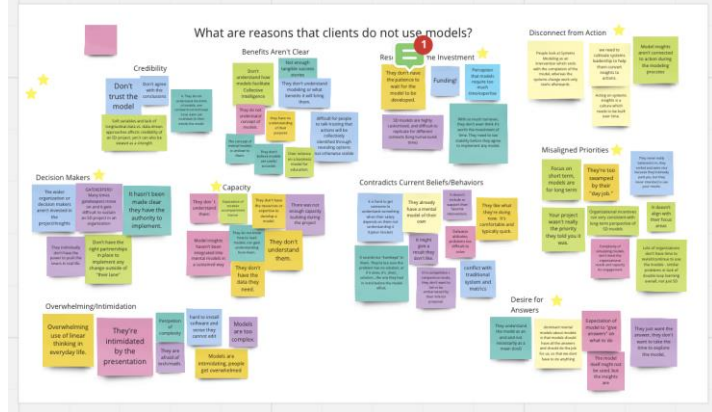
2



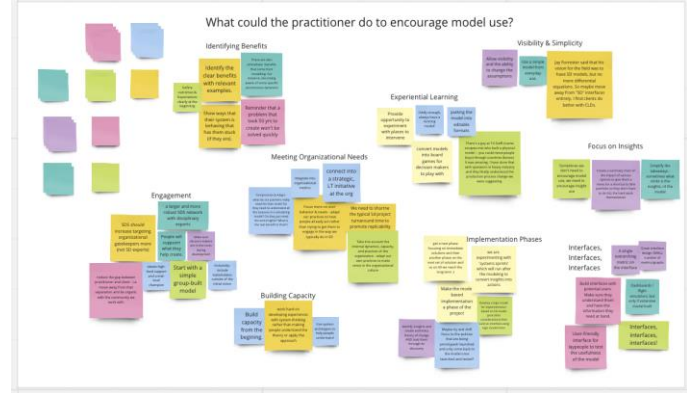
Share



Reasons for not using models?



Solutions?



October Facilitated Session: Opportunity & Purpose



Timothy Clancy

Dialectic Simulations Consulting

- **Current State:** Policy Council has changed quite a bit in the last few years (tempo, activities, home office, etc.).
- **Opportunity:** In October, we're going to conduct the sensing exercise originally planned for Chicago. This is an opportunity for PC members to reflect on PC changes, what is working, and where we want to go.
- **Purpose:** Get a sense from the Policy Council as a whole of what works and what could be improved *to* make the PC more effective.

Today: *INDIVIDUAL INPUT*



Timothy Clancy

Dialectic Simulations Consulting

Policy Council Members, Office etc. Share

- What ***one thing*** do you think is working well? (~1 Sentences)
- What ***one thing*** do you think could be improved upon? (~1 Sentences)

- Keep it short – no more than a sentence.
- Consider:
 - Meetings
 - Interactions between Policy Council & Staff, Committees, Volunteers etc.
 - Clarity of Procedures/Rules
 - Onboarding of new Policy Council Members
 - ***...could be anything. You pick!***

SEND TOO A) Anonymous Poll pollev.com/sdspolls877 (hit skip on name)

B) Direct Message me in Chat

C) email to

October Agenda



Timothy Clancy

Dialectic Simulations Consulting

- Icebreaker
- Sort Individual Responses Into Categories (Miro)
- Breakout into Small Teams (use Google Slide)
 - A.Pick Team Presenter & Recorder for Each
 - B.Discuss Individual Responses
 - C.Brainstorm Top 5 Issues for Team onto Google Slide
 - D.Top 5 can pull from individual list or be new
- Return to Large Group:
 - Each Team Presents their Top 5
 - Large Group Discussion
- Conclude

Questions?



Timothy Clancy

Dialectic Simulations Consulting

Policy Council Members, Office etc. Share

- What **one thing** do you think is working well? (1-2 Sentences)
- What **one thing** do you think could be improved upon? (1-2 Sentences)
 - A) Anonymous Poll pollev.com/sdspolls877 (hit skip on name or use QR code at right)
 - B) Direct Message me in Zoom Chat
 - C) Send email to timothy.clancy.nv@gmail.com
 - *I will reach out to anyone who didn't make it or didn't respond between now and opportunity to ensure everyone gets a chance.*



Update on Balloting Process



Lees Stuntz

Creative Learning Exchange

- Nitin and Scott contacted to see if they are still interested in the positions.
- Requested all 4 candidates to submit biographical information and thoughts about what they would like to do if elected. (deadline September 25).
- Set up the voting and informational email (~October 2).
- Send out email (~October 2).
- Tally votes (~November 1).

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

General Business Meeting



Lees Stuntz

Creative Learning Exchange

When to have GBM annually 4-5pm EDT

- One month before conference
- May have to change bylaws “Meetings. Society members shall meet at least once per year at the annual business meeting in conjunction with the annual conference, if possible.”
- Consider “town hall” for discussions during the conference (add to program)

Adjournment