Conference Video Dissemination Guidelines

November 15, 2023

Overall Philosophy

The Society is interested in making some videos from the annual conference more widely available after the conference website closes. These could be either released as a member benefit or more broadly to the general public. Given the imperative of attracting people to join the conference, it is important to limit the number of videos that are released in either form.

The intent of releasing conference videos is two-fold: 1) to call member attention to particularly good presentations they may have missed; 2) to use exemplary videos that might be of interest to the general public to broaden the public's understanding of how system dynamics could be useful. In a given year there may not be any videos that are appropriate for general distribution.

Oversight

Decisions about which videos should be released are made by the Conference Dissemination Subcommittee, which is a Subcommittee of the Publications Committee with representation from Meetings, chaired by VP Publications and VP Meetings. This Subcommittee makes these decisions so that videos may be released after the close of the conference website.

The Subcommittee requires that the authors are engaged and supportive of the potential publication before any significant effort is put into vetting and preparation of the publication.

Current Status

The Subcommittee supported an earlier idea to create snippets (i.e., short 1-3 minute excerpts) to advertise and sell virtual conference registration after the physical conference had concluded but while videos were still available on the conference website. After considerable work was put into this, the results indicated that this effort would be extremely time consuming with little foreseen benefit. Therefore, the Subcommittee recommends that if brief videos are needed, the author should be contacted to create a new video in collaboration with the home office.

Full videos that are approved for release will include the question and answer portion of the session, unless otherwise specified.

Criteria for Selected Videos

Videos will be assessed by the Subcommittee using the following criteria:

	Members Only	**General Distribution**
Minimum Criteria for Distribution	● High quality, rigorous work ● Well presented ● All speakers and authors agree to publication	
Additional Criteria by Distribution Market	● Of interest to the System Dynamics Community (e.g. members), and ● Explains and demonstrates a state-of-the-art technique or method in practice, and ● May answer how to apply SD to a particular problem or domain-style questions	● Of broader interest to the general population, and ● Is exemplary of the best the field has to offer a particular problem/domain, and ● Answers "what is SD useful for" style questions
Yearly Release Limit	● Up to 5 full videos per conference	● Up to 2 full videos per conference
Likely Attributes	● Typically more methodological in nature ● Tends to go deeper into the mechanics of the model or the modeling process ● Interesting to researchers or practitioners who seek to learn how to better perform their work	● Typically more practical in nature ● Tends to be a lighter touch ● Might be a client who is sharing their experience with SD ● Demonstrates how SD can be used to help in a particular area ● Interesting to researchers or practitioners who might be inspired to use SD if they haven't before ● Interesting to corporate, philanthropic, or government champions who might want to hire SD folks to help them with challenges

Process

Below is the proposed process for determining conference videos which can be disseminated after the conference.

	Process Step	Details	Owner
1	Identify Conference Video Targets	- Nominations can be provided by anyone who attended the conference and viewed the videos. Home office will check if authors allow use of material. - Nominations must be received by close of the conference website. - Nomination form requires: 1. Presenter and paper name 2. Video nomination submitter name 3. Desired publication type (member benefit or free to general public) 4. A summary review and description of why and how the video meet or exceeds the specified criteria 5. On the back end, the Content Management Database must include an internally usable link to the video in question so it can be viewed by the Subcommittee	Home Office
2	Review of the video	- Provide a review of the video covering why and how the video achieves each of the criteria for release. - This review is submitted as a part of the nomination form.	Video Nomination Submitter
3	Filter submissions	- Remove submitted videos which clearly do not meet the criteria for release with the explicit goal of ensuring that only 200% of the yearly limit reaches step 4. - This ensures that the Conference Dissemination Subcommittee is not drowned in video review requests.	Home Office
4	Obtain Approval of Conference Video Nomination	- Email sent to Subcommittee Chairs with a copy of the full nomination form from step 1. - Subcommittee approval is required to proceed. Every effort will be made to provide decisions within 3 months of the close of the conference website.	Conference Dissemination Subcommittee
5	Obtain Author and Speaker Approval for Consideration	- Obtain approval from all authors and speakers for intended use. (Web portal approval is not sufficient.) If any listed author or speaker objects, the video is considered rejected. - Mark approval in Content Management Database.	Marketing Committee

	Process Step	Details	Owner
6	Develop Content for Publication	● Modify the full video, if appropriate, to add front and back matter as well as to edit out any issues identified during viewing. ● Work with the authors and speakers, if they are willing, to develop a 1-3 minute video that can be used to advertise the full talk. This would be a new recording from the authors and is not required to publish the full video.	Marketing Committee
7	Obtain Final Approval from Authors and Speakers for Video Publication	● Send email to authors and speakers with links to full video and any short accompanying video requiring their approval before release. ● Make sure to specify whether this will be distributed to members only or the broader public. ● Approval is required from **all authors and speakers.** ● Mark in Content Management Database when final videos are approved by authors and speakers.	Marketing Committee
8	Material Published	● Material that is approved can be released at the beginning of the next calendar year unless otherwise specified by the Subcommittee. ● Full video material is published on a member benefit page dedicated to the curated conference archives.	Home Office Marketing Team