System Dynamics Society

2023
Policy Council Meeting

Nov 29, 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

- Welcome everyone!
- Raquel welcomes baby boy Lucas!
- Balloting Process Update (460 votes)
  - VP Membership - Inge Bleijenbergh
  - VP Publications - Bob Eberlein
- Let's get to the agenda…

Brad Morrison
Brandeis University

2023 Policy Council Meetings

- 0:05 Welcome, Agenda, and Announcements
- 0:05 Motions
- 0:20 VP & Committee Updates
    - 0:07 VP Publications - Updated SDR Categories and Review Process (Krys)
    - 0:06 VP Meetings on SPOC and 2027 conference (Sara)
    - 0:07 VP K-12 Education (Diana)
- 0:20 Finance Committee: Budget (Eliot)
- 0:15 Marketing: Issues Raised About Logo (Thomas)
- 0:05 Nominations: Quick Update (Shayne)
- 0:10 Policies and Bylaws Committee: Proposed Policy Updates (Bob)
- 0:05 Meeting Times (Allyson)
- 0:05 Executive Director Update w/ Dashboard (Rebecca)
- Adjournment

Announcements

Call for Seminar Series Presenters

We're looking for the best work in System Dynamics

- Single Presentation
- Panel
- Workshop
- Hands-on Practice (Tutorials)
- Roundtable

Our seminars are designed to be accessible to both beginners and experienced audiences and provide a valuable forum for learning, sharing, and collaborating on the application of System Dynamics to real-world challenges.

Submit a seminar idea: **systemdynamics.org/seminar-series-presenter-call/**

Announcements

Referral Program

We are trying to test whether we can activate a reinforcing loop where existing members help recruit new members by explaining the benefits of becoming part of the Society. We are testing this referral process initially just with Policy Council members. PC members are among the most dedicated ambassadors we have for the Society, so we hope each PC member will help spread the word and recruit at least two new members over the next four weeks!

Announcements

Referral Program

Invite a friend to join the System Dynamics Society. **They'll get a $15 discount on their membership. Once they sign up, you'll also get $15 off your next renewal.**

Find your code here:

systemdynamics.org/referrals/

Motion to Approve Policy Council Minutes
September & October, 2023
Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes September and October, 2023

Motion to Approve New Committee Appointments
(Brad Morrison)

Motion #1: To approve Saras Chung appointment to Nominating Committee

Motion #2: To approve Rod MacDonald appointment to SPOC

VP Publications Update (Krys Stave)

Wiley contract

- Very close to final version
- Starting 2024, SDR is online only
  - Print copies will be available from another Wiley partner
  - Details on cost, timing and process are not yet clear

SDR Categories (Report 1039)

- NEW: Papers of Practice
- Work underway
  - Submission process allowing authors to choose the new category
  - Finding one or more Managing Editors to work on the category

VP Publications Update

Editorial appointments and Budgeting Fund (Report 1040)

- Rotating Managing Editors
  - Three year terms, renewable once
  - Changeover every 6 years
    - Continuity and evolution
- Overseen by Publications Committee with Executive Editor
  - No longer simply the responsibility of the Executive Editor
  - Removes pressure on incoming Executive Editor to make a change at appointment
- Simple agreement on requirements of Managing Editors
  - Commonsense, but puts us in compliance with new Wiley contract
- Papers of Practice will have one or more separate Managing Editors
  - Same paper flow process
  - Different reviewer pool

VP Publications Update

Designated Editorial Budgeting Fund

- Wiley currently provides budget to support Society's editorial production of SDR
  - Spent at the discretion of the Executive Editor
  - Managing Editors have received an honorarium in recent years

- Creating designated fund changes nothing now
  - Allows us to start a fund in anticipation of future changes
    - Current publisher payment likely to change in a future contract

- Formalizing the process makes sure we do things intentionally

VP Publications Update

Going forward

- Provide support for improving the paper flow process
  - Incremental changes

- Look for ways to improve reviewing
  - Update guidelines
  - Expand the reviewer pool

- Keeping track of changes in journal publishing and reviewing publishers
  - Our 3-year contract with Wiley starting in 2024 means it is already time to start preparing for the next contract

VP Meetings Update (Sara Metcalf)

Reports posted

- Motion Approved: ISBN for conference proceedings (report 1033)
- Program Guidelines (report 1036)
- Thread Chair Instructions (report 1037)
- Conference Video Dissemination Guidelines (report 1038)

Society Programs Oversight Committee (SPOC)

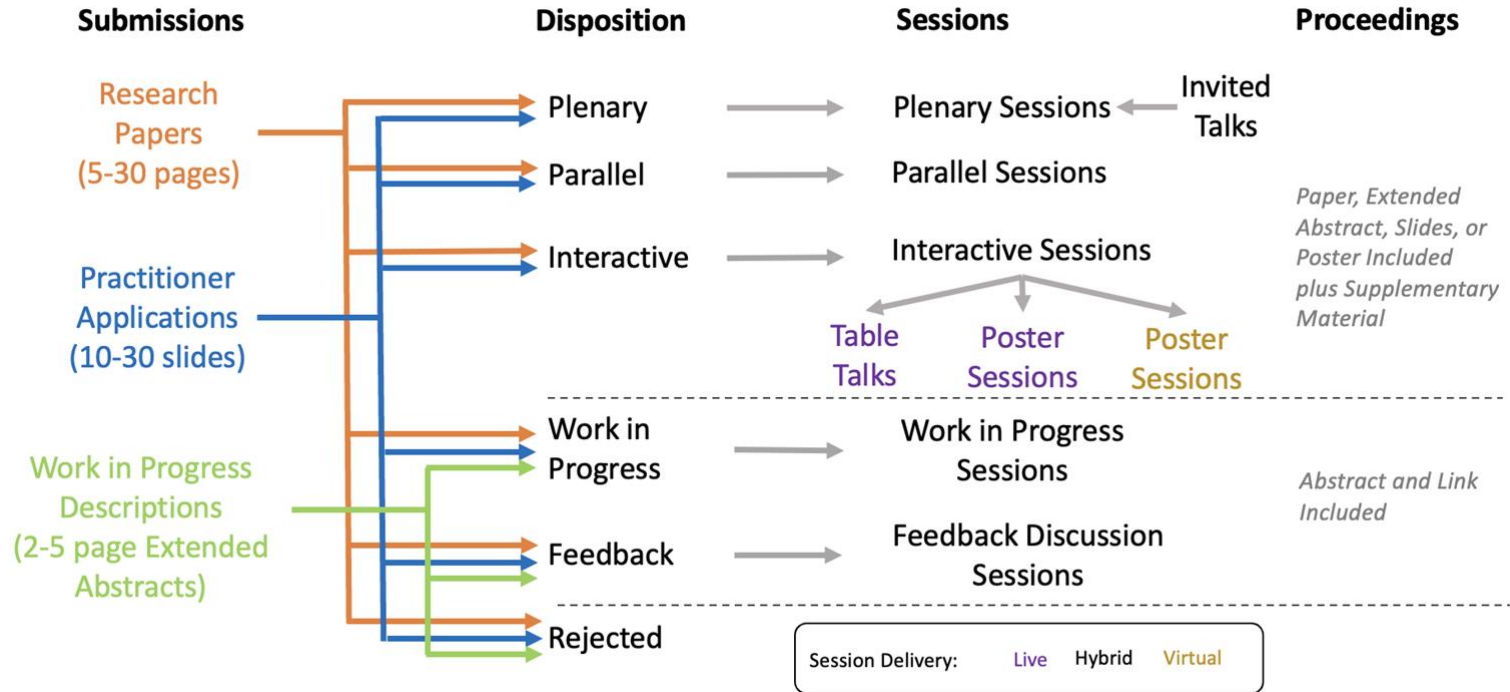- Revised conference review process with largely automated session formation

Current conference planning update

- Budget looks good! Conference team active and engaged.

Future conference planning update ISDC 2025-2027

VP Meetings Update

Conference Submission Placement Process

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OKR Update: VP Pre-College Education Apr 2022 - Sep 2023

Project 1 & 2 **Increase audience for SD in Education**	Increase Webinars Increase SIG meetings Increase participation	🟢🟢🟢	• 6 Webinars, ~ 50 persons/webinar • 7 SIG meetings, ~ 22 persons/SIG meet. • SIG leaders increase 9 -> 15
Project 4 **Create Statistical Support for Use of SD in K-12**	Polish ST Assessment Questions	🟡	• Currently on 4th review of ST assessment questions
Project 5 **Develop Precollege SD Infusion Strategy**	Develop strategy pkt. Develop sample lessons	🟡🟡	• Packet in initial developed • Set of sample lessons started

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Finance Committee - 2023 Budget Proposal

Eliot Rich
University at Albany

- Projected 2023 NOI of $27K is better than budgeted -$28,789 largely due to reduced expenses
- YTD 2023 gain of $64K in unrealized investment gain
- Plan for break-even operating budget. (NOI = $1,613).
- Increased budget to staff for website improvements and product development, removed set aside for strategy and learning committees. Can be restored when needed.

Planned 2024 Revenues

Account	2022 Actuals	2023 Budget	2023 EOY (Projected)	2024 Budget
REVENUE				
Total 4005 Journal Income	$80,681	$69,500	$82,534	$72,390
4010 Membership Dues	$101,508	$110,000	$114,342	$110,000
4035 Summer School Income	$30,425	$30,000	$36,510	$35,000
Total 4100 Annual Conference	$237,811	$214,000	$209,607	$226,405
4152 Sponsorships - Conference	$25,600	$25,000	$55,350	$25,000
4300 Other Operations Income	$40		$0	$0
Total 4400 Product Revenue	$52,153	$40,650	$51,995	$44,450
Total 4429 Service Revenue	$15,999	$15,000	$9,750	$11,000
Total 4491 Learning Revenue	$5,393	$4,000	$50	$1,500
Total 4500 Society Sponsorships	$37,850	$40,000	$28,050	$38,000
Total 4600 Other Fundraising	$5,961	$5,020	$2,587	$4,000
4800 Stewardship Donations	$2,250	$20,000		$0
4700 Miscellaneous Income	$0	$0	$377	$0
TOTAL REVENUE	$595,671	$573,170	$591,153	$567,745
TOTAL COGS	$21,755	$17,889	$27,308	$17,300
GROSS PROFIT	$573,916	$555,281	$563,845	$550,445

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Planned 2024 Expenditures

EXPENSES					
	Total 5000 Awards	$4,951	$20,200	$11,533	$13,700
	Total 5050 Banking & Credit Card Charges	$18,187	$17,100	$15,094	$15,548
	5100 StFF / Field Development Fund	$6,500	$20,000	$4,500	$10,000
	5110 Strategy Committee Efforts	$0	$10,000	$0	$0
	Total 5350 Annual Conference Expenses	$96,948	$123,408	$117,892	$101,329
	5360 Summer School Expense	$838	$10,000	$13,128	$15,000
	Total 5370 Student Chapter Expenses	$2,533		$160	$1,000
	Total 5400 Insurance	$1,297	$3,500	$273	$3,806
	Total 5500 Journal Expense	$29,457	$24,500	$24,092	$27,390
	Total 5550 Marketing	$13,082	$20,450	$12,733	$34,100
	5560 Learning and Programming	$0	$5,000		$0
	Total 5570 E-Presence	$16,786	$18,691	$21,772	$31,250
	Total 5600 Miscellaneous Expense	$373	$500	$75	$500
	5640 Professional Development	$470	$1,000	$76	$500
	Total 5650 Office Expense	$7,165	$4,500	$5,425	$4,525
	Total 5660 Stewardship Expenses	$4,481	$5,000		$0
	5800 Product Development	$3,230	$500	$273	$0
	Total 5850 Professional Fees	$173,725	$184,069	$175,103	$173,278
	Total 5870 Payroll Expenses	$135,382	$169,898	$155,083	$136,402
	TOTAL EXPENDITURES	**$515,407**	**$638,316**	**$557,212**	**$568,328**
	Total 9000 Investment Allocations	$15,733	$56,446	$20,371	$19,496
	NET OPERATING INCOME	**$74,242**	**-$26,589**	**$27,004**	**$1,613**
	Total Other Revenue	-$167,531	-$2,200	$64,315	-$1,500
	Total Other Expenditures	$0		$0	
	NET OTHER REVENUE	-$167,531	-$2,200	$64,315	-$1,500
	NET REVENUE	-$93,290	-$28,789	$91,319	$113

Unrestricted Assets, Income and Expenses over time

Unrestricted Assets, Income and Expenses (USD)
2011-2023 Estimated
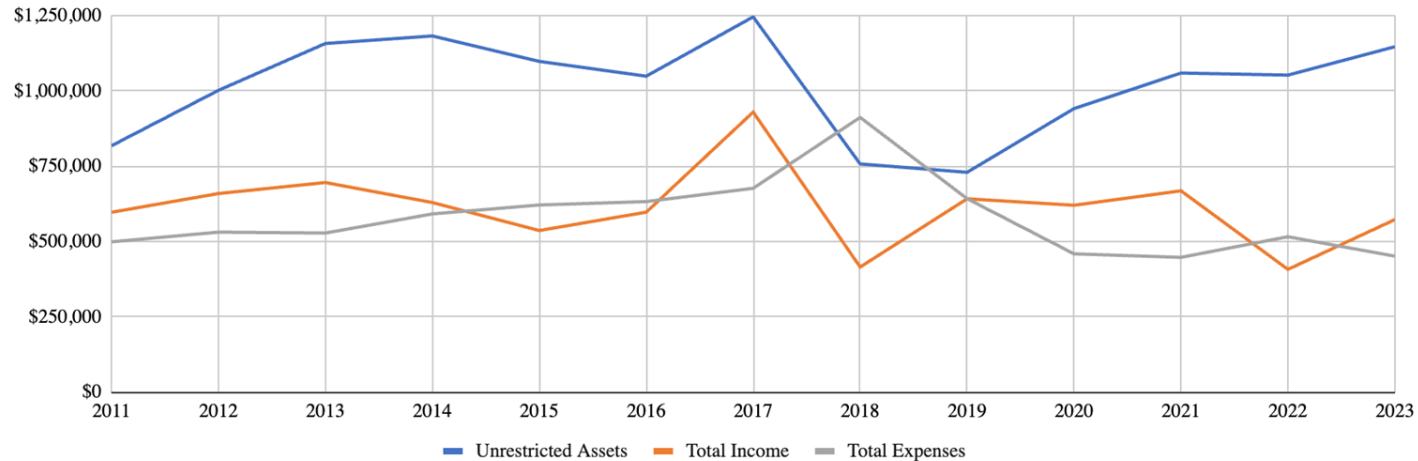
Anticipated Reserve Balances

			Unrestricted	Restricted
	Reserves Balance (EOY 2020)	$ 1,125,107	$ 854,281	$ 270,826
	+ Investment income (net) and contributions to reserves	$ 196,257	$ 98,542	$ 97,715
2021	+ Operating income (loss)	$ 24,614	$ 28,614	$ (4,000)
	Change in net assets	$ 220,871	$ 127,156	$ 93,715
	Reserves Balance (EOY 2021, reviewed)	$ 1,345,978	$ 981,437	$ 364,541

EOY FMV investments

			Unrestricted	Restricted
	Reserves Balance (EOY 2021)	$ 1,345,978	$ 981,437	$ 364,541
	+ Investment income (net) and contributions to reserves	$ (167,531)	$ (105,603)	$ (61,928)
2022	+ Operating income (loss)	$ 59,156	$ 64,156	$ (5,000)
	Change in net assets	$ (108,375)	$ (41,447)	$ (66,928)
	Reserves Balance (EOY 2022, audited)	$ 1,237,603	$ 939,990	$ 297,613

EOY FMV investments

			Unrestricted	Restricted
	Reserves Balance (EOY 2022)	$ 1,237,603	$ 939,990	$ 297,613
2023 (Q3 unaudited)	+ Investment income (net) and contributions to reserves	$ 65,359	$ 28,451	$ 36,908
	+ Operating income (loss)	$ 27,000	$ 27,000	
	Change in net assets	$ 92,359	$ 55,451	$ 36,908
	Reserves Balance (EOY 2023, projected, unaudited)	$ 1,329,962	$ 995,441	$ 334,521

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Proposed Reserve Designations 2024

PROPOSED DESIGNATIONS FOR RESERVES (2024)

	TOTAL	Unrestricted	Restricted
Capital Reserve		$ 605,540	
Proposed Designations			
Operations Cash		$85,902	
Chapter Development / Stff		$200,000	
JWF award reserve		$104,000	
Restricted			
DMA1			$ 313,521
DMA2			$ 21,000
TOTAL	$ 1,329,962	$ 995,441	$ 334,521

Finance Committee Motions

Propose an electronic vote, if acceptable.

Motion 1:

The Policy Council adopts the budget proposed by the Finance Committee for 2024.

Motion 2:

The Policy Council designates the unrestricted assets of the Society for FY 2024 as proposed by the Finance Committee

Issues Raised about Logo (Thomas)

Thomas Wittig
VP Marketing & Communication

- The current logo passed on March 17, 2023, and has been implemented. (Y:20/N:0/A:0/NV:5)
- Concerns have been expressed about the logo by members (PC members).
- We would like to discuss whether we should invest $5000 to revisit the logo design including a review and design by an outside professional.
- We will have open discussion and then develop a ballot question to ask whether we should proceed with revisiting the logo.
- A revision requires a proper, complete design review and upgrade process.

Additional Background Information

Concerns brought forward about brand and design elements:

- Colours and contrast of the logo.
- Logo resembles a phallic symbol.
- (Lack of diversity in graphics on the website.)

Additional aspects:

- Accessibility review and update of the website and brand design elements.

Process:

- Restarting the end-to-end process of a logo re-design (gradual upgrade).
- Preparation of briefing and project plan.
- Selection of graphics design expert.
- Review of the current logo.
- Data and feedback collection.
- Design proposals.
- Selection and decision. With engagement of key stakeholders (Policy Council)
- Implementation.

Note: Brand evolution is natural and common. This should not be a recurring annual exercise.

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Logo Redesign Pulse Check

Should the Society revisit the logo design?

- Yes
- No

Nominating Committee Quick Update (Shayne)

Shayne Gary
UNSW Sydney

- We received 20 nominations from members
- Nominating Committee has met and is making progress
- We have two more meetings over the next two weeks to complete the 2025 open positions
- 2025 Open positions
  - **President Elect** (2025)
  - **VP Marketing & Communications** (2025-2027)
  - **VP Meetings** (2025-2027)
  - **VP Professional Practice** (2025-2027)
  - **Secretary** (2025-2027)
  - **4 PC Members at Large** (2025-2027)

Proposed Policy Updates (Org & Bylaws Committee)

Bob Eberlein

Isee systems

- Motion 1096 passed
  - General cleanup and address change
- Motion 1097 passed
  - Populating standing committee
- Current Policies (with above changes) posted as report 1041
- Another set of recommended changes uploaded as report 1042
  - More clearly articulated timing for the nomination process
    - Move the final deadline from March 31 to April 15
  - Fallback process for completing slate when behind schedule
    - Individual nominations
    - Subcommittees appointed by the Secretary
- Recusal and conflict of interest language unchanged

Policy Council Meeting Times (Allyson)

Allyson Beall King
Washington State University

- Meeting times do not work well for everyone.
- Propose alternating meeting times each month so not always bad for the same people.
- Propose: 11am EST and 7pm EST.
- Also propose making recording easier to access post meeting - perhaps mailing to people.
- Will strive to send reports out earlier for review.
- Will consider a form for adding things to the agenda.

Adjournment