

Wednesday, June 28, 2023

[Recording](#)
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Attendees

Voting: Brad Morrison, Allyson Beall King, Timothy Clancy, Jeroen Struben, Camilo Olaya, Shayne Gary, Raafat Zaini, Hyunjung Kim, Asmeret Naugle, Thomas Wittig, Krys Stave, Eliot Rich, Sara Metcalf, Juan Pablo Torres, Lees Stuntz, Bob Eberlein, Jenson Goh

Non-voting: Paulo Gonçalves, Billy Schoenberg, Kelechi Odoemena, Raquel Buzogany, Rebecca Niles

Agenda

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

Minutes

President Brad Morrison brought the meeting to order and introduced the agenda.

VP Marketing and Communications, Thomas Wittig, shared the latest efforts to optimize the website and improve communication on specific topics when necessary during the year. The Google Search discoverability is improving as well as conversion fine-tuning. Brand updates have also been rolled out. Discussion included the focus on conference messaging, SDR marketing, and data needs.

Learning Committee Chair, Raafat Zaini, shared that the 2023 objectives remain the same as the 2022 as the projects are long-term: Group Juggle game, Road Maps 2.0, and JWF Seminar Series. The projects are on track with defined next steps and identified obstacles. He then showed the latest metrics on enrollment and completion for the JWF Seminar Series. Discussion revolved around the course pipeline and connection to Society membership or other revenue generating activities.

Secretary, Lees Stuntz, moved to approve the May PC meeting minutes. Shayne Gary seconded. Motion passed.

VP Meetings, [Sara Metcalf](#), moved to approve 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. Seconded by Hyunjung Kim. Discussion included what instructions are chosen, the amount to be granted as honoraria, and

incentives to maintain the instructor pool. Eliot raised that there is already a regular budgeting process and Sara clarified that this was in response to auditors asking for a paper trail. Friendly amendment by Eliot to add a “may” before “be paid”, accepted by Sara. Further procedural discussions, including on SDR honoraria, will be continued at the Finance Committee. Motion passed.

Rebecca Niles, shared the latest changes to the SDS Dashboard and focused on conference registrations with historical data and anecdotal evidence about lower numbers this year. She also shared that the SDR impact factor has jumped from 3.04 to 4.8 in 2022.

On the Executive Director update, Kelechi Odoemena, detailed changes and optimization to the use of the Google Ads Grant and its impact targeting conversions.

Nominating Committee chair, Paulo Gonçalves, introduced the committee members, highlighted the nominating process, and presented the 2024 Slate of Candidates. Discussion was allowed. Bob moved to amend the slate of candidates exchanging Hyunjung Kim’s and Nitin Joglekar’s positions, Sara seconded. Hyunjung addressed the PC thanking the consideration, stating she would do her best in that role, and clarifying that she does not have extensive experience in this position. Discussion revolved about criteria for the position, the process, and relevant experience. Krys will report a description of what VP Publications is doing before the next meeting. Discussion adjourned.

Timothy Clancy suggested that it is a good time to reflect on how well the PC is working, how to gauge progress, etc. Timothy requested help to limit and shape questions as well as data requests on this conversation to be continued during the July PC meeting.

Lees moved to adjourn the meeting. Hyunjung seconded. Motion passed.