

# 2024 Policy Council Meeting

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Jan 24, 2024

11:00 - 12:30 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>

# 2024 Policy Council Meeting - January

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- 0:15 Welcome & Introduction (Allyson)
- 0:10 Introduction of new PC members (Allyson)
- 0:05 Motions (Allyson)
- 0:10 Dashboard and Exec Director Report
- 0:10 VP & Committee Reports
  - 0:05 Nominations Committee (Allyson)
  - 0:05 Stewardship Committee (Roberta)
- 0:10 Timing of GBM Annual Meeting (Lees)
- 0:05 Followup: Next Steps on Logo Discussion (Allyson/Thomas)
- 0:15 Followup: Next Steps on Tim Clancy Facilitation (Allyson)
- Adjournment

# President's Welcome

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**Allyson Beall King**

Washington State University

- Welcome everyone!
- A little about me

# Welcome New Policy Council Members

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**Allyson Beall King**

Washington State University

- **Asmeret Bier Naugle\*** (Sandia National Labs), President Elect
- **Bob Eberlein\*** (iseesystems), VP Publications
- **Inge Bleijenbergh** (Radboud University), VP Membership
- **Coty Gonzalez** (Carnegie Mellon), Policy Council Member
- **Hazhir Rahmandad** (MIT Sloan), Policy Council Member

*\* continuing on the PC in new roles.*

# 2023 PC Motions Summary (Brad)

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## UPCOMING

- TBD

## IN PROCESS ONLINE

- TBD

## VOICE VOTE TODAY

- Meeting Minutes, November and December (Lees) - **modified**

## **PASSED** (**bold** items passed in or since last meeting)

- **(1106) ISDC 2027 Program Chair Appointment by Bob Eberlein (Inge Bleijenbergh) (Y:13/N:0/A:0/NV:9)**
- **(1105) ISDC 2027 Site and Organizing Chairs by Sara Metcalf (Allyson Beall King) (Y:20/N:0/A:0/NV:5)**

# Motion to Approve Policy Council Minutes

*November & December, 2023*

*Moved by Lees Stuntz*

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To approve the Policy Council Meeting Minutes November and December, 2023

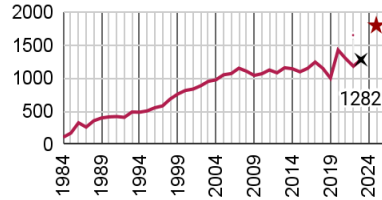
<http://bit.ly/SDSPCNotes>

# Dashboard of SDS Objectives and Key Results (WIP)

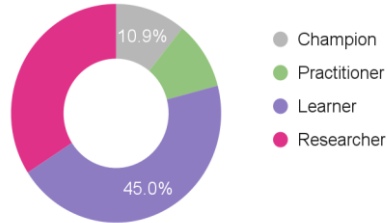
Last Update  
2024-01-23

## Membership

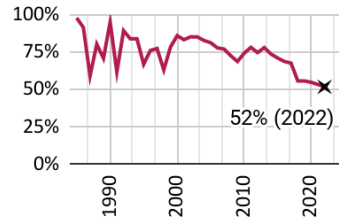
### Members (y)



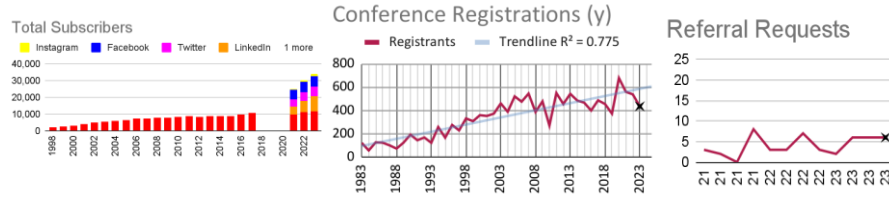
### Self ID (129 members) Jan 2024



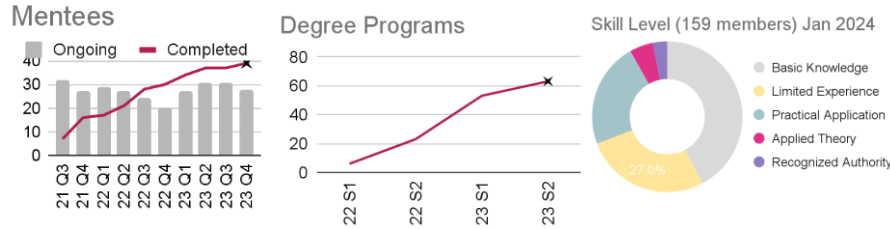
### Retention Rate (y)



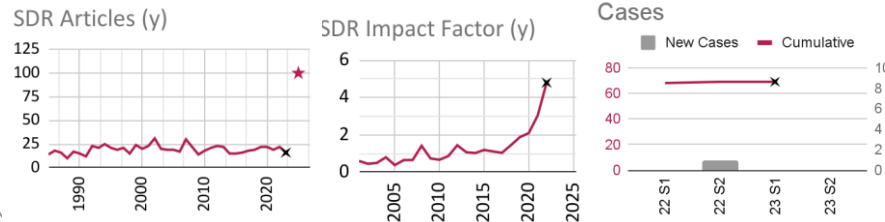
## Awareness



## Knowledge & Skills

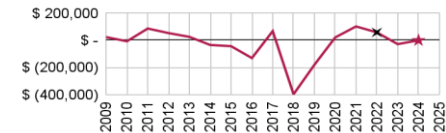


## High-quality Outputs

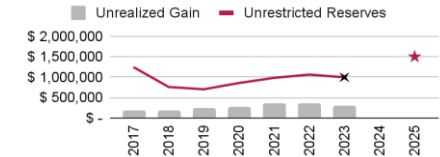


## Financial Health

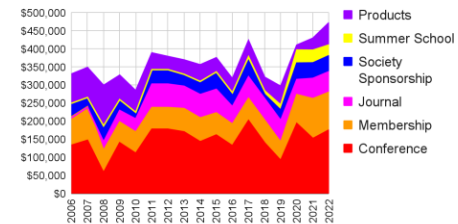
### Net Operating Income (NOI)



### Reserves



### Income After Direct Expenses



# Operational Metrics

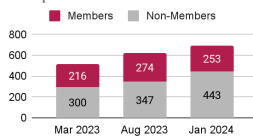
## Membershi

p

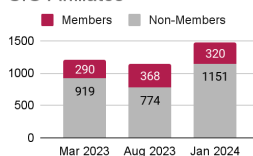
Members (m)



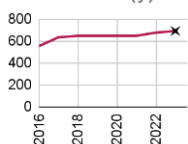
Chapter Affiliates



SIG Affiliates

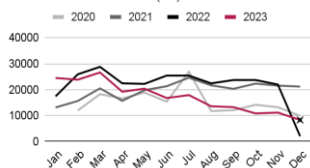


Volunteers (y)

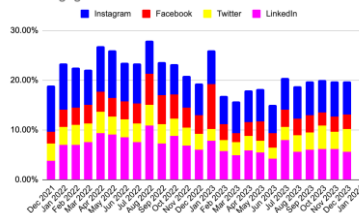


## Awareness

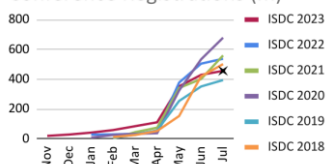
Website sessions (m)



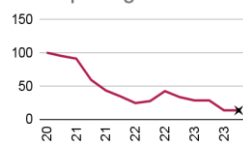
Post Engagement Rate



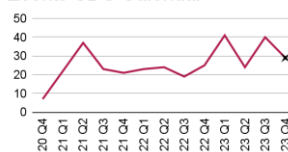
Conference Registrations (m)



Job Openings

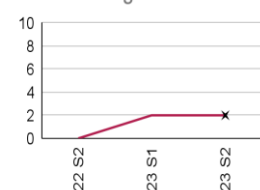


Events SDS Calendar

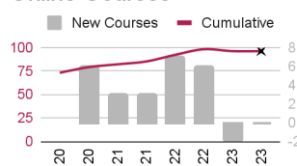


## Learning

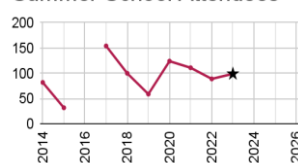
Schools Using ST/SD



Online Courses

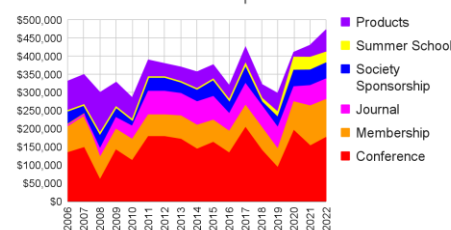


Summer School Attendees

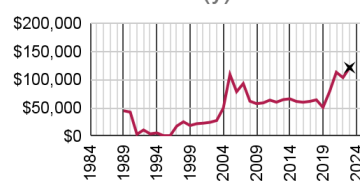


## Financials

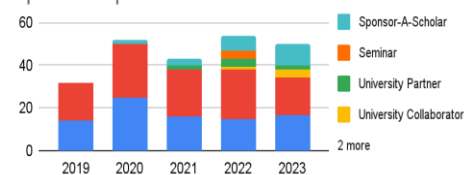
Income After Direct Expenses



Dues Revenue (y)



Sponsorships



Paydex  
score

80  
LOW RISK

Delinquency  
Predictor  
Percentile

94  
LOW RISK

Financial  
Stress  
Percentile

78  
LOW-  
MODERATE  
RISK

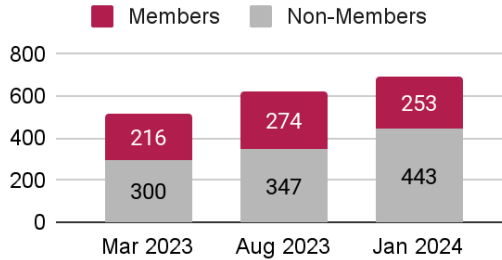
Supplier  
Evaluation  
Risk Rating

1  
LOW RISK

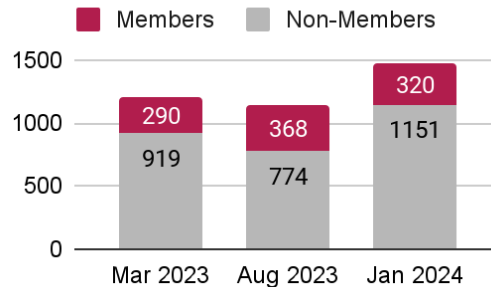


# Dashboard Deep Dive - Chapters and SIGS

## Chapter Affiliates



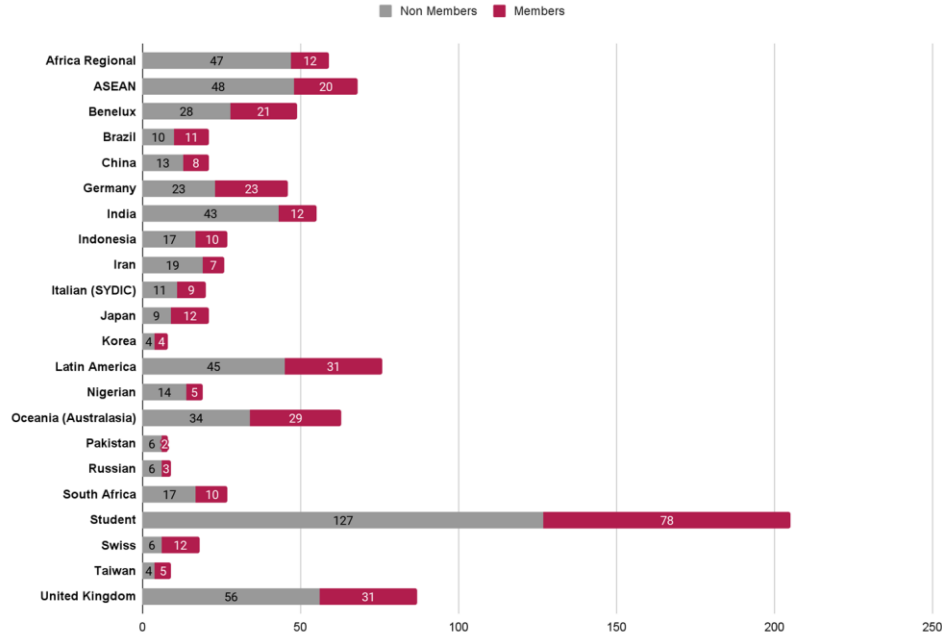
## SIG Affiliates



- We are seeing growth in Chapter and SIG affiliation *(need to confirm with Raquel on 8/23 SIG data upon return)*
- There are 1594 affiliates who are not members of the Society.
- ALL would more than DOUBLE our membership.
- Though some percentage of these may be dated affiliations.

# Dashboard Deep Dive - Chapters

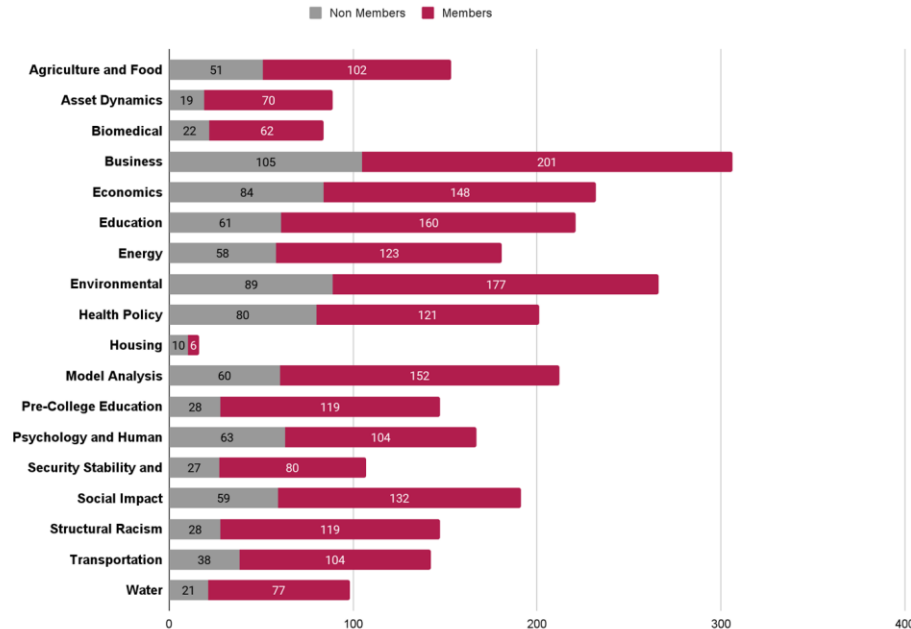
## Chapters



- Student Chapter has the largest opportunity, but the lowest ability to pay.
- UK and Latin America have the next highest opportunity...but UK speaks English so would be a strong target.

# Dashboard Deep Dive - SIGs

SIGs



- SIGs have stronger membership than Chapters, but more are affiliated with a large number.
- Business SIG would be the strongest to target, but is not currently active.
- Environmental and Economics and Health Policy SIG would also be strong targets.
- The Environmental SIG has asked for even more support - including help with putting together seminars.

# Nominating Committee Quick Update (Shayne)

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**Shayne Gary**

UNSW Sydney

- We received 30 nominations from members
- Nominating Committee is making good progress
- We have one (hopefully last) meeting next Monday 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)**

# Open Positions 2025

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**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)**

# Awards Committee Update

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**Hazhir Rahmandad**

MIT Sloan

- Committees for different awards largely in place, website up-to-date
- Early career health award replacing Lupina
- Reminder for nominations going with conference submission reminders

# Stewardship Committee Update

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**Roberta Spencer**

System Dynamics Society

**Committee Membership:** Warren Farr 2021-2027; David Andersen (Chair) 2021 – 2026; Vacant 2021 – 2025; Laura Peterson 2021 – 2024; Birgit Kopainsky 2021 – 2023 (2024-2028)

**Finances:** 2024 Available Funds--Approximately \$11,000

**2024 Goals:** We have made good progress working toward the SDS Donor Hall of Fame to recognize long term support for the Society, including an emphasis on major (>\$100K) giving.

- Trying to figure out how to formally announce the SDS Donor Hall of Fame at the 2024 Bergen Conference.

- Include a draft/working SDS Donor Hall of Fame list on the System Dynamics website in advance of the conference.

- We continue to work on the Planned Giving phase. Planned giving does not yet exist for the Society, yet it is a major source of donor income for many universities, churches, and other not-for-profit organizations.

**Contingencies:** Our Committee has not met as a whole for several months due to personal and medical issues. We continue to grapple with how and if the Society is prepared to integrate a long-term large donor campaign coupled with a planned giving program into its “normal” operations.

# General Business Meeting

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## When to have GBM



**Lees Stuntz**

Creative Learning Exchange

Proposal: One month before conference 4-5pm EDT

- Is a bylaw change necessary?

*“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)



## Follow Up: Logo Committee

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**Allyson Beall King**

Washington State University

Do we want an Ad Hoc committee to review concerns about logo?

# Follow-up: Logo discussion

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**Thomas Wittig**

VP Marketing & Communication

- A revision requires a proper, complete design review and upgrade process.
- **Decisions:**
  - Does the Policy Council want to hold or appoint an ad-hoc committee to discuss the logo revision? → Yes/No?
  - Who are the members and leaders of that that committee? → Full PC or subset? Who?
  - What is the expected deliverable of that committee? → 1) Go/No go recommendation for the redesign process. 2) Review and endorsement of the final version.
- **Deliverables:** Logo redesigned, endorsed, implemented. Logo usage and brand guide.
- **Approach:** Transparent Process, Stakeholder Engagement, Engaging graphics designer.
- **Schedule:** Start Feb - Finish June 2024, or Q3 after ISDC.
- **Budget:** Allocation request of up to 5k.
  - External graphics designer. 2-3k
  - Implementation support. (may be covered with allocating existing staff). 1.5-2k

## Follow Up: Next Steps on Tim Clancy Facilitation

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**Allyson Beall King**

Washington State University

- Culture is complicated - a story of organizational change in my school
- Dedicate time in future meetings to break outs
  - What's working well?
  - What's challenging?
  - Where's the leverage point?
  - Where will SDS be in 10 years
    - Impact of demographic changes?
- Dedicate time in Bergen to synthesize what we have learned

# Announcements

- Wiley Contract has been signed!

Adjournment