

## Wednesday, February 28, 2024

[Recording](#)

[Chat](#)

No transcript. Forgot to record to cloud

### Attendees

**Voting:** 1) Allyson Beall King 2) Bob Eberlein 3) Diana Fisher 4) Brad Morrison 5) Asmeret Bier Naugle 6) Martin Kunc 7) Peter Hovmand 8) Thomas Wittig, 9) Lees Stuntz 10) Timothy Clancy 11) Hazhir Rahmandad 12) Jenson Goh 13) Raafat Zaini 14) Saras Chung, 15) Inge Bleijenbergh

**Non-voting:** 1) Meagan Colvin 2) Christine Tang (CT)

### Agenda

0:05 Welcome and Agenda (Allyson)

0:05 Motions (Allyson)

0:10 Dashboard and Exec Director Report (Meagan)

0:20 VP & Committee Reports

0:10 SPOC (Bob Eberlein)

0:10 Nominations Committee (Brad)

0:30 Where Do We Want to Be in Ten Years (Allyson)

- What is working well?
- What is not working well?
- Where is the leverage point?
- Next Time?

Adjournment

### Minutes

**President** Allyson Beall King brought the meeting to order, introduced the agenda, and solicited members for important items they would like on the next meeting agenda.

**Allyson** summarized the motions that passed since the last meeting and motions to be voted on.

**Secretary** Lees Stuntz moved to approve the January 2024 Policy Council Meeting Minutes. Diana Fisher seconded. Motion passed unanimously..

**Allyson** nominated Jeroen Struben to be an At-Large member of the Executive Committee. And explained that Kawika Pierson was also offered a position on the Executive Committee but is not able accept due to scheduling conflicts for the meetings. Lees seconded. Motion passed unanimously.

**Director of Outreach** Meagan Colvin presented the SDS Objectives and Key Results dashboard and provided a deeper dive into the sponsorship data, explained that we are on target for conference and society sponsorships, and shared the [Sponsorship Tracking sheet](#). Discussion ensued on the sponsorship goal amounts and rationale for those amounts.

**VP of Publications and Acting SPOC Chair** Bob Eberlein explained who is on the Society Program Oversight Committee; pointed PC members to the WebPortal for the last report details; and reported on the new ISBN for the conference proceedings and the conference submission, review and sessionizing processes that involve keywords. Discussion ensued on the benefits of Thread Chair coordination on sessions, which would be eliminated by the algorithm used in the new process. Benefits of Thread Chair coordination include networking, transferring knowledge between thread chairs, and providing a pathway to becoming a Program Chair. The new sessionization process may advise the Society on the potential threads for future conferences. Discussion ensued on the algorithm's proposed 2023 conference program versus the actual program, workload for program chairs on naming the sessions, and concern over the diminished thread chair role affecting thread sustainability. It was agreed that this methodology would be tested out this year and reviewed after the conference for viability.

**Past President** Brad Morrison, on behalf of the **Nominating Committee** (since Shayne was not able to attend due to the time difference), presented on the nominating process and explained that the attempt to diversify was thwarted by various limitations, notably potential nominees withdrawing due to the time commitment for the position. The proposed slate of candidates was shown. Discussion ensued on the diversity of the nominees, composition of the nominating committee members, and workload and benefits of volunteering, need for an on-boarding process, and the associate vice president to vice president pipeline.

**Brad motioned** to approve the proposed slate of candidates to take office from January 1, 2025. None opposed. Motion passed .

**President Elect (2025):** Scott Rockart

**VP Marketing & Communications (2025-2027):** Thomas Wittig

**VP Meetings (2025-2027):** John Ansah

**VP Professional Practice (2025-2027):** Jenson Goh

**Secretary (2025-2027):** Lees Stuntz

**4 PC Members at Large (2025-2027):** Burcu Tan Erciyes, Vinicius Picanço Rodrigues, Oluwabunmi (Bunmi) Falebita, Irene Headen

Lees asked about the interim VP of Meetings for 2024. Brad shared that John Ansah, nominated for VP of Meetings 2025-2027, will be asked to start early.

The group then split into breakout groups of 4 members/group to discuss where we want to be in 10 years, focusing on

- What is working well?
- What is not working well?
- What is the leverage point?

Asmeret shared on behalf of her group (which included CT, Meagan, and Thomas) that the discussion revolved around education, early career and student member retention, attractiveness of system dynamics, how to build hype, and need for fun.

In their breakout room, Inge, Hazhir, Tim and Martin discussed the positives of the SDS learning community and thriving journal, and areas in need of improvement—conference attendee turnover, younger generation involvement, valuing the different school of thought in the society, knowledge transfer, connecting with neighboring communities, on-boarding, further enhancing education.

**Allyson** asked who would like to adjourn the meeting. Brad moved. Lees seconded. Motion passed.

### [Additional Notes from Breakout Rooms](#)

Asmeret, Thomas, Meagan and CT

- \* Strong conference with a lot of repeat attendees
- \* Thriving society
  - \* Not dying away

- \* Good chance at this - Big complex problems to solve, not many other approaches to cope with them
- \* In every educational institution, a course teaching people SD and ST
  - \* Incorporate into almost everyone's toolbox (like statistics)
- \* More hype around SD (like we see with AI)
  - \* Good marketing - reframing to topics that sound more attractive and applicable to different areas
- \* Pop science books on SD
- \* Remain relevant in the world of AI, data science, etc.
- \* Cultivate our tribal knowledge
- \* People stay in the society long term
- \* Mentoring for professional development throughout career
- \* Creating new leaders in the field
- \* More demand for SD
  - \* Equip people going into specific roles with better SD skills
- \* More fun stuff
  - \* Socializing, parties, games, etc.
  - \* For the society, and also for the PC

### Inge, Martin, Hazhir and Timothy

What's going well with the Society?

- It is a repository of practice and research in the field of SD.
- The community is positive and tries to help others and welcome newcomers with a strong core group
- Journal is on a rise with better impact score and quality articles
- Public lectures provide a great way to impact and get a larger audience
- There is a strong core to SD which can generate value both in research and practice

What can be improved with the Society?

- High turnover rate in the conference and understanding where that comes from
- More room for early career members and engaged younger folks
- Impression of reduction in high impact practical projects
- Greater recognition and reconciliation of the schools of thought, not to diminish quality in any school or try to artificially elevate any one school, but to discuss the differences and perceptions between schools
- Knowledge about decision making gets lost with changes in leadership
- The significant learning curve for doing good SD, which makes projects expensive and returns on investment lower for smaller projects and clients

What are the leverage points?

- Bridging with neighboring modeling communities who do high impact and high quality work through inviting them to our conference and having joint events
- Leveraging the public lecture platform for expanding audience and members
- Bringing in stronger younger scholars will enhance the sustainability of the community in terms of longer commitment.
- Enhancing onboarding of new members
- Recognise that we are part of the systems community and joining different conferences in neighboring areas
- There are opportunities to leverage new tools from AI and other domains to revitalize our methodological toolbox
- Enhanced educational/training methods and courses to simplify SD learning and cut the learning curve