

2024 Policy Council Meeting

August 4, 2024

9:30-12:45 Bergen Time

CHECK-IN

What is your favorite music?

QUESTIONS OR COMMENTS

**Enter HU in chat OR enter your question
or comment**

2024 Policy Council Meeting - August 2024

0:03 Welcome and Agenda (Allyson)

0:02 Motion to approve the Nordic Chapter (Peter)

0:20 Welcome (Allyson)

0:10 Collective Strategic Planning (Rebecca)

- Step 1: Introduction to Process (0:20)
- Step 2: Identify Strategy Domains and Choices (0:55)
- Break (0:10)
- Step 3: Dot Vote Choices (0:15m)
- Step 4: Identify Current Strategy (0:15)

0:30 Debrief and Discussion (Allyson)

Adjournment

NEXT MEETING: August 28, 2024 Exploring potential new strategies.

Motion to Approve Nordic Chapter

Moved by Peter Hovmand

To approve the formation of the Nordic Chapter, subject to signing of the proposed Letter Agreement.

<http://bit.ly/SDSPCNotes>

President's Welcome (0:20)



Allyson Beall King

Washington State University

- The Society is doing well!
- But we can do even better!
- Today's Plan
 - Working on strategies to help the home office focus its efforts next year

President's Welcome



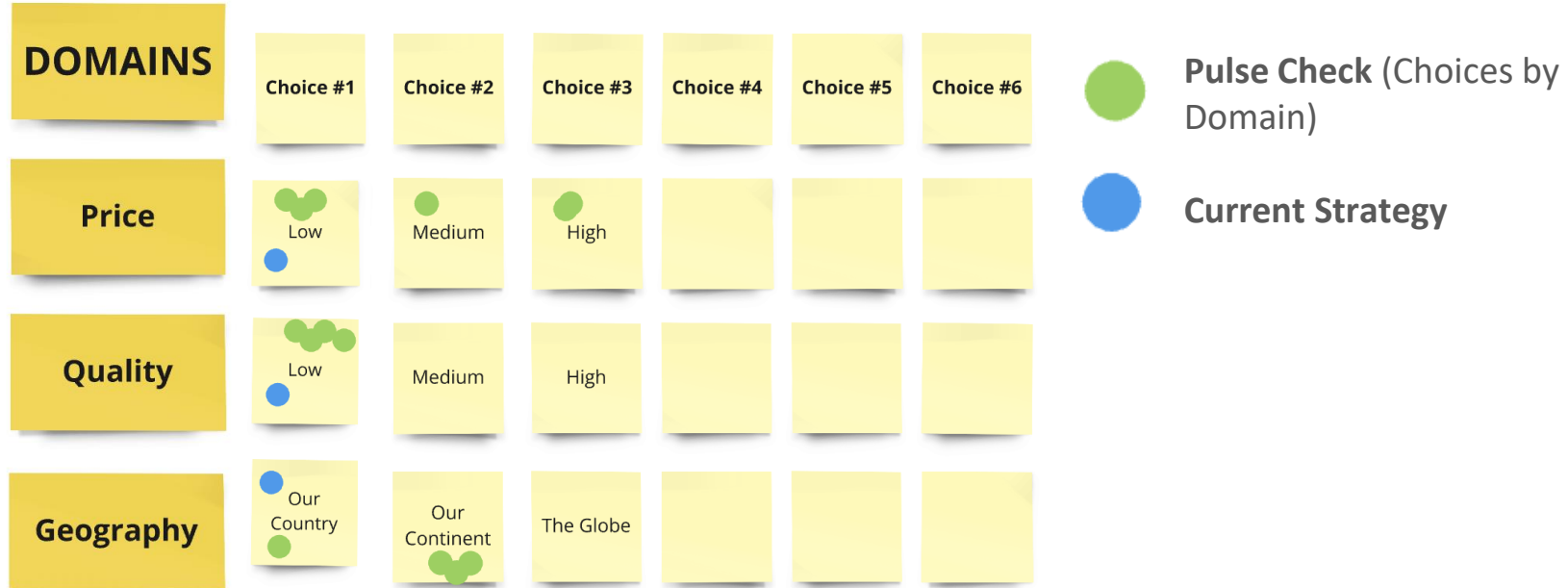
Allyson Beall King

Washington State University

- How does this connect to last year?
 - Concerns about PC effectiveness
 - What is the responsibility of the ED?
- How will we use this information?
 - Compile what we get done today
 - Share at the next PC and vote on strategies

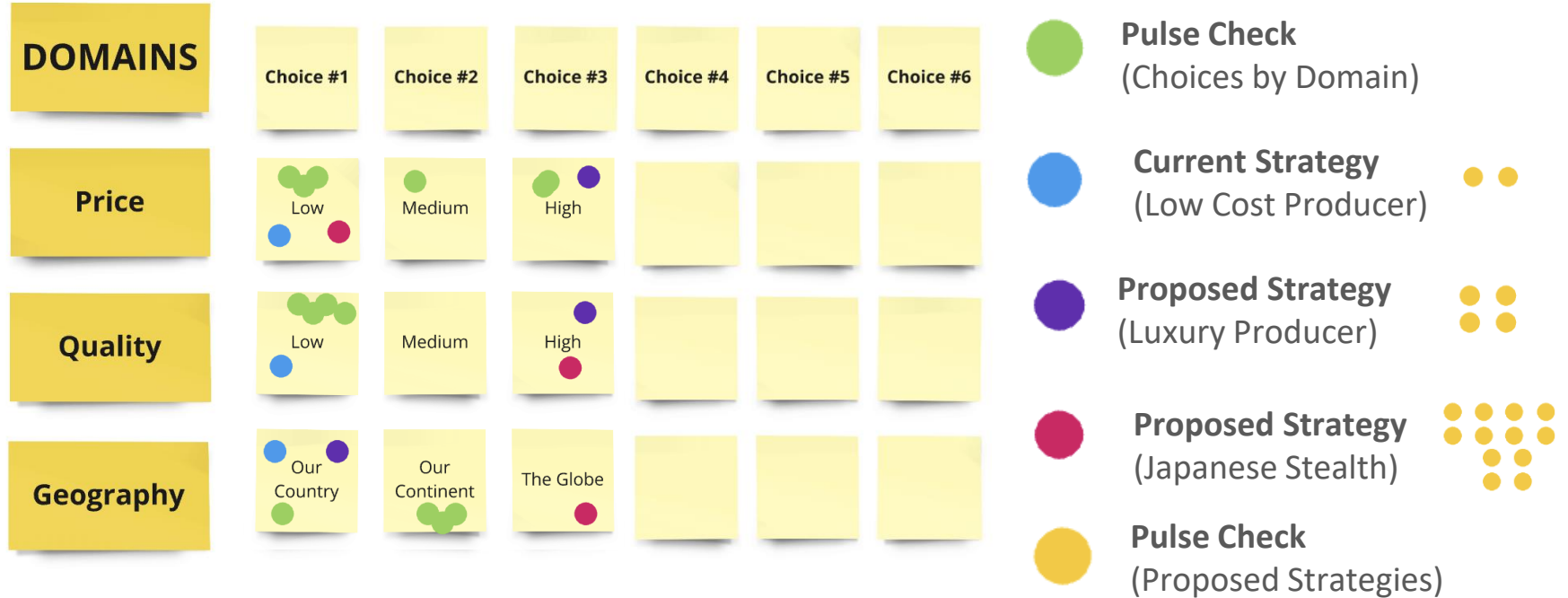
EXAMPLE: Strategy Options Matrix DAY 1

Automotive Industry



EXAMPLE: Strategy Options Matrix DAY 2

Automotive Industry



EXAMPLE: Strategy Options Matrix

Membership

| | | | | | | |
|------------------------------------|---------------------------|----------------------------|-------------------|------------------|-----|--|
| Growth Aspirations | Status Quo | Grow Slowly | Grow Quickly | | | |
| Who to Market To? | Data Analytics Folks | Systems Thinking Folks | Hardcore SD Folks | Complexity Folks | All | |
| Member Focus | Lean Toward Practitioners | Lean Toward Academics | Balanced Approach | | | |
| Price | Free | Lower | Status Quo | Higher | | |
| Marketing | Web Presence | Table at Other Conferences | Sub Conferences | | | |
| Relationships with Other Societies | Joint Membership | Joint Conferences | Invited Speakers | | | |

A Few Important Points

- Choices in each domain should ideally be **mutually exclusive**, though this can be difficult to achieve.
- Try to **expand range of choices**, goal is to consider things previously unconsidered.

STEP 1: Identify Strategy Domains and Choices

0:55



- Starting with Unseeded Domains/Choices.
- Break Into Six Random Groups
- World Cafe Process
 - Four online participants will follow someone else on phone/computer
 - Five rounds (you will miss one group)
 - VP stays round 1 and 2 then another person from round 2 stays for round 3, etc.
 - Others randomly choose their location
 - No more than Total/6 at each location - first come first serve,
- ROUND 1 (0:15)
- ROUND 2-5 (0:10)

BREAK
(10 minutes)

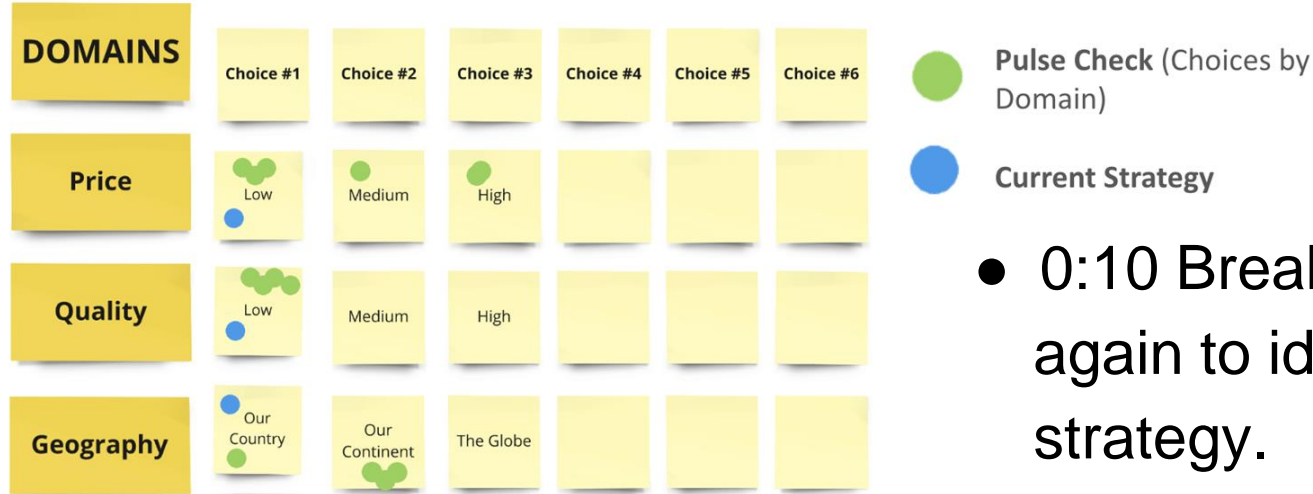
STEP 2: PULSE CHECK - Choices (0:15)

| DOMAINS | Choice #1 | Choice #2 | Choice #3 |
|-----------|---|---|--|
| Price |  Low |  Medium |  High |
| Quality |  Low | Medium | High |
| Geography |  Our Country |  Our Continent | The Globe |

- 1ish dots per domain for each person
- This is a silent, independent exercise
- If you put more than one dot on a choice, please make a mark on dot so we can determine breadth and depth of support
- Dots can be used on any choice
- Volunteer will place dots for those online

STEP 3: Identify Current Strategy (0:15)

0:15



- 0:10 Break into groups again to identify current strategy.
- 0:05 Convene together to review and confirm.

Debrief and Discussion (0:30)



Allyson Beall King

Washington State University

- Domain Choices (Divergence/Convergence)
- Current Strategy (Convergence/Divergence from Favored Choices)
- Next Steps (August 28th)
 - Develop Alternative Potential Strategies
 - Pulse Check Dot Vote to identify favored strategies

Adjournment