

# 2024 Policy Council Meeting

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August 28, 2024

11 am NYT

## 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

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0:03 Welcome and Agenda (Allyson)

0:02 Motions

1:25 Collective Strategic Planning (Allyson)

Update from in person and goal setting

Adjournment

# Motion to Approve Policy Council Minutes

*June and August, 2024*

*Moved by Lees Stuntz*

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To approve the Policy Council Meeting Minutes June and August, 2024

<http://bit.ly/SDSPCNotes>

# President's Welcome recap

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**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 recap

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**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

## 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

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- 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

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- 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)



## Debrief and Discussion (0:30)

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**Allyson Beall King**

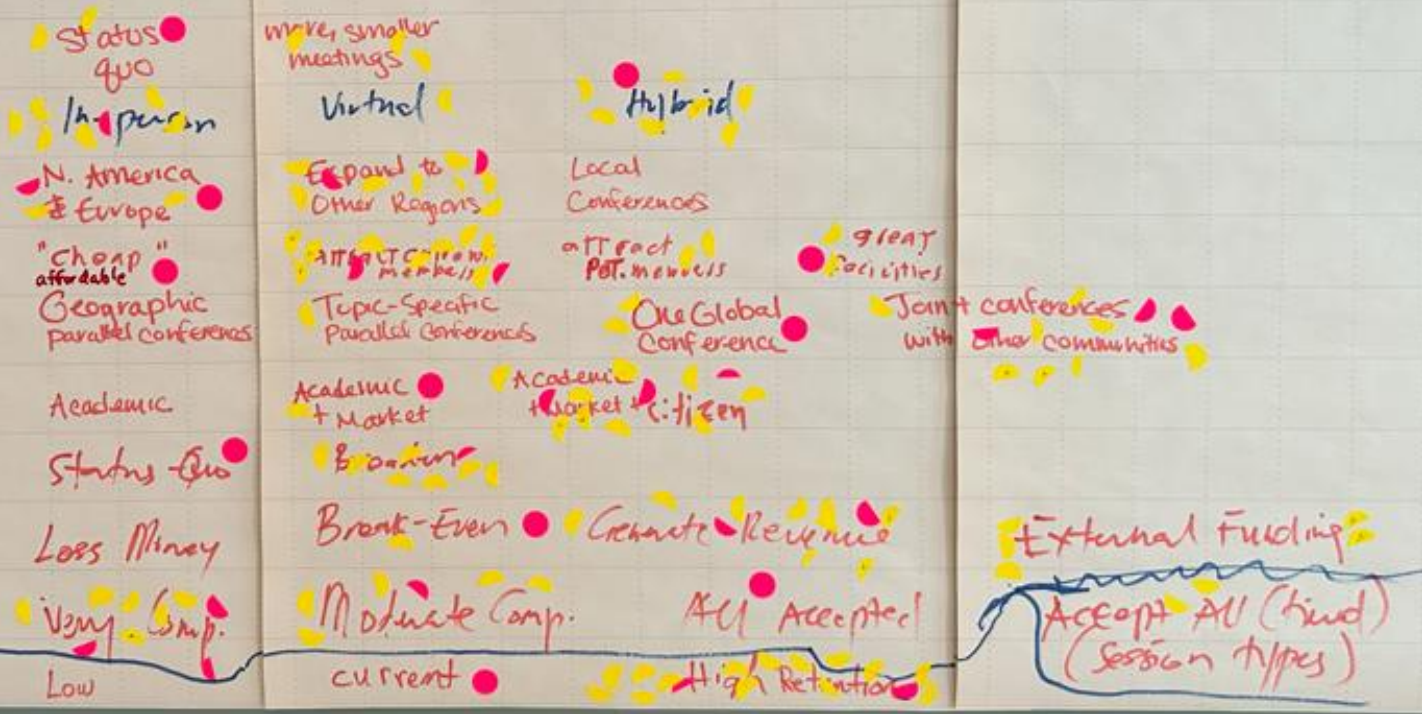
Washington State University

- 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

# CONFERENCE

## DOMAINS

- Size
- Type (format)
- location
- Type of setting
- Multiple Conferences?
- Attendees
- Attendees (Diversity)
- Financial Expectation
- Competitiveness
- Retention Rate

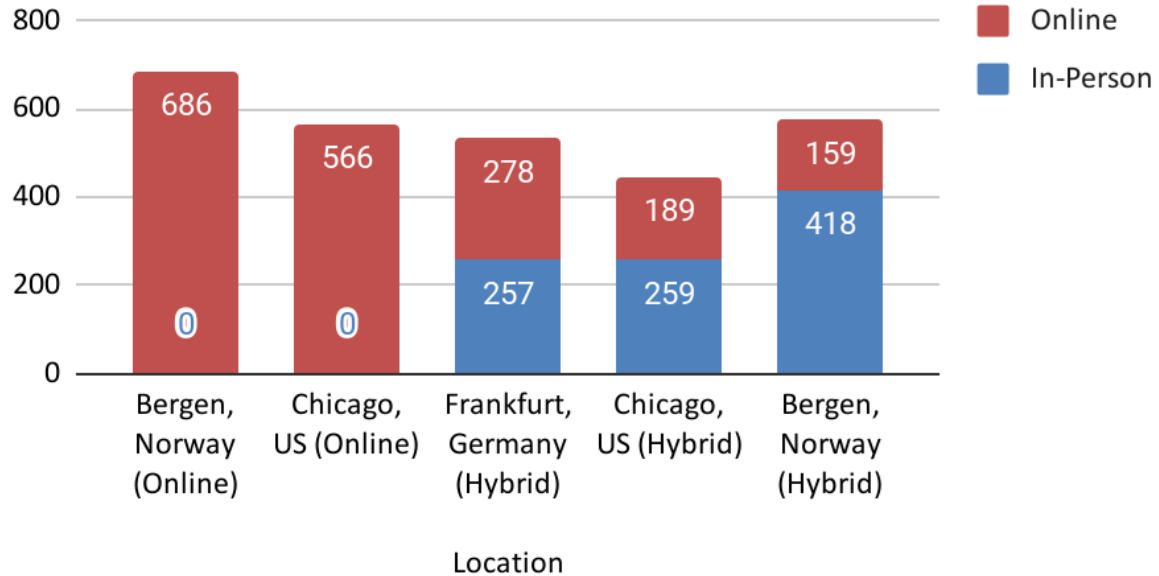


# Conference

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- Conversation about hybrid? Should we be fully in person?
- What are the true costs of hybrid and or being fully in person?
- Can we make this decision for the 2025 conference in Schaumburg?
- Types of venue?

## In-person and Online



# LEARNING

(Education?)

## DOMAINS

MEDIUM/FORMAT  
PLATFORM

LEVEL

TARGET GROUPS

TYPE

ADD-ON

THE WHAT

PEDAGOGY

HOST

RESOURCES  
PURPOSE

ONLINE  
LIVE

IN PERSON

Case studies, Projects, Workshops

ONLINE  
SELF-PACED

EDUCATIONAL MATERIALS  
(PUBLICATIONS  
BOOKS)

System  
Dynamics  
in A Box

INTRO

INTERMEDIATE

ADVANCED

ALL

PROFESSIONAL

ACADEMIC

K-12

ALL

ST  
SOFT SYSTEMS

SD  
QUANTITATIVE

HYBRID  
~~ST~~ ~~SD~~

~~DIFFERENT~~  $\Sigma$

GMB

DMDU

Decision making, user participation

CBSD

AI/ML

SYSTEMS  
SCIENCE  
METH.

SD

METHOD  
VIEWPOINT

APPLICATIONS

BOTH

LEARNER-DIRECTED  
LEARNING

MENTORING

EXPERT  $\rightarrow$  STUDENT

SELF-STUDY  
SELF-THOUGHT

IDS

COMPANIES

SCHOOLS/UNIVERSITY

Tutorials

Teaching

materials

Teaching

consultance

Modeling  
support

Summer  
School

LEARNING

Relevance

1/1 Hourly

# Learning

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- Society should not compete
  - Fill in the blanks where Universities and others have left gaps.
  - Try to do prioritize sending people to reputable sources
- Improve website access to materials (hard to find)



# PUBLICATIONS

## DOMAINS

Currency

Our Pubs

Other Pubs

Members targeting this

Audience

Ownership

Toward Open Access

Impact Factor

More Current

More Variety

Encourage

Encourage

Academic

Society

Fast

Focus on it

More Classic

Less Variety

Discourage

Discourage

Practitioner

Publisher

Slow

Ignore it

Fast turnaround

Slow turnaround

General Editor

Domains  
Breadth  
of Content

Focused  
Art/Ther

Related

Broad

Acceptance  
rate

Low

High

Rigor

Low

Medium

High

Frequency  
Publication  
formats

Journal

Book

Medicine

Proceedings

Self Publishing  
Guernsey

self

publisher

university

Types of  
article

commentary

Research

Application  
Domains

Art

Health

Engin.

Strategy

Security

Learning  
& Edu

Special  
issues

more

fewer

Types of paper

Indifferent

Methodology

Applied

Quantitativeness

Encourage

Discourage

Indifferent

Number of  
Journals

1

2

3

4

5

# Publications

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- Conference Proceedings
- More variety
- Discuss audience
- More special issues
- Change acceptance rate?
- Add second journal?



# MEMBERSHIP

## DOMAINS

Number of Members

Reduce size

Status Quo

Slow growth 2%/yr

Medium growth 5%/yr

Target 20% CAGR

Focus Members to Recruit (specialty)  
*(look at niche categories)*

Exclude 75% of S&P

Complex Systems

Agent Based Modeling

Data Science

Social Science

Systems Thinking

AI

Decision Analysis / Decision Making

Design Science

Focus Members to Recruit (Geography)

Don't Focus on Region

Status Quo

Target Low-Medium Fruit

Focus on Under-represented regions

Focus Members to Recruit (Career type)  
*NON-EXCLUSIVE*

K-12 education

Academic

Non-Academic

Consultants

Policy Makers

Government

Big Leaders / Managers

Operations / Careers / Consulting / Support

K-12 Students

University Students

Global CITE 200

CLIMATE ACTIVISTS

NONE

Price of Membership

Status Quo

Tiered by Geography

Tiered by Income

Tiered Pricing by Career Type

Tiered by Membership

Membership Type  
*NON-EXCLUSIVE*

Interested Audience

Friends of Society

Affiliate Society member

Vendors

Boysen / Clients / sponsors

Recognition levels not set

Current Status Quo Full membership & benefits

Geographic membership

Student membership

Fellow / Honorary / Extra / Emeritus / Lifetime

Application Domain focus  
*NON-EXCLUSIVE*

Health

Environment

Strategy & Orga

Economics

Governance & Security

Methods

Education & Learning

International Relations & Politics

Computer SCI

Psychology & Law

ALL

MEMBER BENEFITS

Education

Service

Social Interaction

Technical

Peer Recognition

Certification

Discounts

# Membership

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- Types of membership
- Recruit from practitioner communities
- Intermediate value proposition
  - Friend of the society
- Reach out to chapters about needs for resources
- New chapter for people who use other methods?

# CHAPTERS + SIGS

## DOMAINS

## DIMENSIONS

## TARGET AUDIENCE

## GROWTH ATTITUDE

## SOCIETY CARPING

## ACTIVITIES

## REVENUE SOURCES

Geography

Discipline

Institutions

ALL

Academic

Practitioner

Other Societies

ALL

short

stay

Grow → slowly Grow fast

fixed to SDS targets (membership)

Required Membership

Membership not Required

Conferences

Webinars & short events

Membership

Education

Targeted at broader SD membership

ALL

Society

Activity fees

External sponsors

Grants

## COVERAGE

STATUS quo

EXPANSION (GROWTH)

EXPANSION (TURNS)

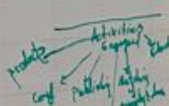
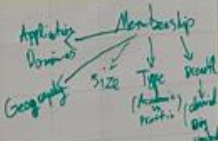
## CHAPTER/SIGS RELATIONSHIP w/ OTHER SOCIETIES

ENCOURAGE RELATIONSHIPS

-Fields

-Geography

-Academic discipline



# Chapters and SIGS

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- Go for all audiences
- Continue slow growth
- Continue SDS membership not required for Chapter members
  - More benefits if “friends of the SDS”?
- Expand geographically and topically

# FINANCE

## DOMAINS

SOURCES OF  
REVENUE  
(OPERATING)

INVESTMENTS

ENDOWMENTS

FINANCIAL STRUCTURE

Overhead / Taxation

CONFERENCES

Donations

CONSERVATIVE

New  
Reserves

INDEPENDENT

Low  
Overhead

MEMBER  
DUES  
NEW  
MEMBER  
ACQUISITION  
CAMPAIGN

AGGRESSIVE

Focusing  
Endowments

Reserves  
Expenditure

PARTNERSHIP

High  
Leverage  
on

SPONSOR-  
SHIPS

MERGE

PRODUCTS

BRANDED  
GAMES

5/4  
MAJOR INV.  
in STRATEGIC INDUSTRIES

Contingent  
Overhead

SERVICES

GRANTS CERTIFICATE JOURNAL

# Finance

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- Status quo or more aggressive investment in reserves?
  - Taking this up in Investment Committee
- Develop slush fund for ED for projects
- Strong support for being independant
- Tolerate higher overhead if higher leverage

Adjournment