

2025

Policy Council Meeting

January 29, 2025

10:30 am NYT

CHECK-IN

What is your favorite book?

QUESTIONS OR COMMENTS

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

2025 Policy Council Meeting

0:10 Welcome & Introduction (Asmeret)

0:10 Introducing new PC members (Asmeret)

0:05 Motions (Asmeret)

0:10 Slate of Candidates (Allyson)

0:05 PC Meeting Time (Asmeret)

0:10 Conflict of Interest (Lees)

0:30 Strategic Planning (Asmeret)

Adjournment

President's Welcome



Asmeret Naugle

Sandia Laboratories

- Welcome everyone!
- Introduction
- My goals for the year:
 - Continue strategic planning
 - Work on shared direction to help the office and VPs
 - Work on clarifying roles and responsibilities
 - Support VPs and other activities

New PC Members



Scott Rockart

President-Elect

Duke's Fuqua School of Business



Jenson Goh

VP Professional Practice

*Coddiwompling & Singapore
Institute of Technology*



Bunmi Falebita

Member at Large

*Nigerian Institute of Social and
Economic Research*

New PC Members



Burcu Tan Erciyes

Member at Large

University of New Mexico



Irene Headen

Member at Large

*Drexel Dornsife School of Public
Health*



Vinícius Picanço Rodrigues

Member at Large

Insper & University of Strathclyde

2025 PC Motions Summary (Asmeret)

VOICE VOTE TODAY

- Minutes
- Strategy committee appointments

PASSED (bold items passed in or since last meeting)

- **(1134) Motion to appoint Florian Kapmeier to the Awards Committee (Allyson)**
- (1131) Motion to approve the formation of the Nordic Chapter (Peter)
- (1130) Motion to approve the formation of the MIT Chapter (Peter)
- (1129) Motion to approve the formation of the French Chapter (Peter)

Motion to Approve Policy Council Minutes

December, 2024

Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes December, 2024

<http://bit.ly/SDSPCNotes>

Motion to Appoint...

Moved by Allyson Beall King

Ignacio Martinez-Moyano (partial term 2025, and 2026-2028) and Willem Auping (2025-2027) to the Strategy Committee.

Slate of Candidates (Nominating Committee)

- Process



Allyson Beall King

Washington State University

2025 Policy Council (President)



Asmeret Naugle

Sandia Laboratories

- Meeting Times
- Communication Outside of Meetings
- Meeting Frequency

PC Meeting Times

- 18 PC members submitted their availability:

| ○ Time | Available | NOT |
|-------------------|-----------|----------------|
| 9 am President | 12 people | 1 VP and Past- |
| 10:30 am | 14 people | 1 VP |
| 4pm | 13 people | 3 VPs |
- Alternating times: 16 in favor
- We will alternate between the 3 times

PC Communication Outside of Meetings

- Use **Slack** for conversations outside of meeting times
 - Link to join SDS workspace:
https://join.slack.com/t/systemdynamicsociety/shared_invite/zt-2y9pim7zn-_bowf5q5SzodoxTMbRS2Xw
 - Link to join #policy-council
<https://systemdynamicsociety.slack.com/archives/CSLFRD0NR>

PC Meeting Frequency

- Policy IV. Section 1. “[The Policy Council] shall meet for electronic discussions monthly and in person during the annual conference when practical”.
- Policy update for **flexibility**
- Improve meeting **efficiency**: cancel meetings if there are no urgent topics to avoid unnecessary use of PC’s time
- Discussion only, no voting required for today’s agenda

Secretary



Lees Stuntz

Creative Learning Exchange

- Potential Conflicts of Interest
 - Disclosures
 - All but 1 submitted
 - None
 - What is a conflict of interest?
 - Why should I disclose a potential conflict?
 - What is the process?
 - Let's resubmit? We will discuss this at the February meeting.

Conflicts of Interest

A conflict of interest occurs when a board member personally benefits directly or indirectly from a nonprofit's policy or action.

The conflict of interest form is to protect both the Society and the individual filling it out from any perceived conflict of interest between the individual and the Society.

The goal is to be clear that everyone on the PC is making decisions in the best interest of the Society. This is to avoid any possibility or perception of corruption.

We need all PC members to submit this form (again) with disclosure of *anything* you can think of that could be perceived as a conflict of interest. It is important to be proactive!

Conflicts of Interest

This does not mean that a board must avoid all conflicts of interest!

It's not a bad thing per se :)

But you must disclose them.

Conflicts of Interest- Categories to Consider

- Direct financial gain or benefit to the member
- Indirect financial gain or benefit to the member
- Non-financial gain or benefit to the member
- Conflict of loyalty

Conflicts of Interest- Examples

- Funding decisions: voting or sitting on a committee (e.g. a scholarship committee or the STFF) that might result in giving funds to the committee member or their organization
- Hiring decisions: Hiring or advocating that the SDS hire a close friend or family member without disclosure
- Personal gain: voting on a decision that could benefit personal business or financial interests
- Organizational gain: voting on a decision that could provide financial, reputation, or other benefits to the person's employer or other organizations they are involved with
- Competing non-profits: serving on another Board that directly competes for funding or resources
- Business ties: Company is a major vendor or is bidding on a contract with the SDS
- Resource use: Using SDS resources for personal or business benefit

Conflicts of Interest

Duty to Disclose: an interested person must disclose the existence of the conflict of interest and **be given the opportunity** to disclose all material facts.

- Disclosing the potential conflict...
 - protects you from potential legal liability
 - ensures your credibility and builds stakeholder trust towards the Society
 - prevents legal or financial risks for the Society

Conflicts of Interest

A **mitigation plan** could look like:

The PC member will recuse themselves from any discussion (unless requested to join specifically to represent the outside interest) or vote for which the outcome might benefit them or their organizations personally or financially. The PC member will not use society resources for non-society (personal or organizational) gain.

Conflicts of Interest

Process:

- Fill out conflict of interest form
- In the PC meeting, individuals give a short explanation (with Q&A)
- Individuals leave the main room
- Discussion: is it an actual potential conflict?
- Plan of action
- Individuals return to the main room

Let's resubmit?

<https://bit.ly/SDSPCConfInterest>



We did not have any potential conflicts disclosed, but in light of all presented here, would you be so kind as to reconsider?

Fill out the form again and we will keep only the latest submission for discussion in the February PC meeting.

Strategic Planning (President-Elect)



Asmeret Naugle

Sandia Laboratories

- PC breakout rooms
 - Strengths and Weaknesses
 - Regarding the different topics on the articles of organization
 - Record your notes in the shared slides
 - Report out on your top 1-2 strengths & weaknesses (6min)

Articles of Organization

The objectives of the Society shall be:

1. to identify, extend and unify knowledge contributing to the understanding of feedback control systems
2. to promote the design of structures and policies to improve the behavior of such systems
3. to promote the development of the field of system dynamics and the free interchange of information about systems as they are found in all fields of endeavor
4. to promote the dissemination of information on such topics to the general public, and
5. to encourage and develop educational programs in the behavior of systems.

Breakout Room 1: to identify, extend and unify knowledge contributing to the understanding of feedback control systems

Participants: Allyson Beall King, Burcu Tan, Meagan Colvin

Strengths

- We are really good at this
- Great body of knowledge, expertise
- Simulation games are a good way to teach
- Have individuals who are good at working across silos
- Professionalized social media outreach

Weaknesses

- We are mostly talking to ourselves
- Hard to explain to others, hard to communicate what SD is
- Makes it hard to explain its relevance to companies, how it could benefit them
- Name of the field (system dynamics does not have the same “hook” as something like wholistic problem solving)

Breakout Room 2: to promote the design of structures and policies to improve the behavior of such [feedback control] systems

Participants: Asmeret, Vinicius, Bob

Strengths

- Society has tried to promote feedback control
- Conference and journal to spread the word, provide tools
- Convincing other academics to try SD
- SD can do things that more popular techniques (like AI) can't do

Weaknesses

- Haven't actually gotten direct implementation
- Becoming harder to go beyond the conference and journal to spread the word
- Hard to engage with policy makers, companies, etc.
- Competing with more popular techniques (data science, AI)
- Tools are not quite making it easy
- SD has not been in the “pop science” or mainstream scientific conversation

Breakout Room 3: to promote the development of the field of system dynamics and the free interchange of information about systems as they are found in all fields of endeavor

Participants: Scott Rockart, Lees Stuntz, Jeroen Struben

Strengths

- Wonderful diversity and breadth of work

Weaknesses

- Difficulty we have unifying within the Society
- Difficult of getting attention when spread across domains.

Breakout Room 4: to encourage and develop educational programs in the behavior of systems

Participants: Raafat Zaini, Irene Headen, Rebecca Niles

Strengths

- Society has a lot of **access to expertise** in teaching.
- Society has access to a lot of great content from experts.
- Society is doing good **curation** of content available - sharing it.

Weaknesses

- Really good information is **trapped in the Conference Recordings** - have to be directed to it.
- A lot of material is **not really peer reviewed** - material may not put people on the right path.
- **Curation of materials** is a heavy lift and Society has limited resources.
- Lack of structured approach to teaching at the grand scale - we are reaching SMALL Numbers.
- Materials are not **polished** enough to achieve a **large scale**.
- No pathway for **certification**.
- Do not know **who we want materials to target**.
- No access to people with skills content creation and in learning sciences.

Breakout Room 5: to promote the dissemination of information on such topics to the general public

Participants: Diana Fisher, Brad Morrison, Ignacio Martinez-Moyano, Willem Auping

Strengths

- Dissemination of SD in education concepts (global, free, online 5 hour symposium, March 22nd).
- Available materials on the website

Weaknesses

- Availability of (older) SDR articles is limited for non-members & non-academics
- General information about SD (intro to SD) is lacking on the website

Debrief

From 2015 SWOT Analysis:

Strengths

1. Strong, well-defined method
2. Can handle big, dynamic complexity
3. Applicable to wide range of issues and fields
4. Strong, accumulated knowledge
5. Wide range of great successes
6. Strong core of skilled practitioners
7. Good K-12 material and interest

Weaknesses

1. Hard to learn
2. Limited places to learn
3. Hard to communicate
4. Contribution not visible
5. Too few good practitioners
6. Hard to build experience
7. Lack of diversity and dissent

ADJOURNMENT