



2025

Policy Council Meeting

February 26, 2025

10:30 am NYT

CHECK-IN

Where would you most like to travel
for the ISDC?

QUESTIONS OR COMMENTS

Enter HU in chat OR enter your question
or comment

<http://bit.ly/SDSpcnotes>

2025 Policy Council Meeting

- 0:10 Welcome & Introduction (Asmeret)
- 0:05 Motions (Asmeret)
- 0:10 Seminar Series (Rebecca)
- 0:10 Slate of Candidates (Asmeret)
- 0:10 Conflict of Interest (Lees)
- 0:05 PC Meeting Schedule Flexibility (Asmeret)
- 0:15 VP Membership Update (Inge)
- 0:05 Institutional Neutrality (Scott)
- 0:20 Strategic Planning (Asmeret)
- Adjournment

President's Welcome



- Welcome everyone!
- Refresher on voting process

Asmeret Naugle

Sandia Laboratories

Voting Process: Robert's Rules of Order

- **Motion is Made** – A member proposes an action.
- **Motion is Seconded** – Another member supports discussion.
- **Discussion** – Members debate the motion.
- **Amendments (if any)** – A member proposes a change. If seconded, the amendment is discussed and voted on *before* returning to the main motion (which may now be modified).
- **Repeat Amendments if Needed** – Multiple amendments can be considered sequentially, but only one can be debated at a time.
- **Call for Vote** – Chairperson calls the question on the final motion (amended or original).
- **Voting Occurs** – Methods may include voice, show of hands, roll call, or ballot.
- **Result Announced** – Chair states the outcome and next steps.
- **Electronic Voting** - people can request and vote on an electronic vote

SDS Voting Rules - Votes Required

- **Votes needed to change:**
 - Articles of Organization: $\frac{2}{3}$ of members “qualified to vote and voting”
 - Bylaws: $\frac{1}{4}$ of members “qualified to vote and voting” responding with $\frac{2}{3}$ vote
 - Policies: $\frac{3}{5}$ of voting members of PC
- **Minimum vote for:**
 - **Vacancies in Policy Council**: $\frac{1}{2}$ of voting members of PC present at Meeting
 - **Committees to take binding action**: $\frac{2}{3}$ vote of all committee members
 - **Add Chapters or SIG**: $\frac{1}{2}$ of voting members of PC
 - **# of people on PC**: $\frac{1}{2}$ of voting members of PC
 - **Remove person from PC**: $\frac{2}{3}$ of voting PC members or $\frac{1}{2}$ of members
 - **Remove officer, employee, or agent**: $\frac{1}{2}$ of voting members of PC
 - **Remove Finance/Audit/Stewardship Committee member**: $\frac{2}{3}$ vote of members

2025 PC Motions Summary (Asmeret)

VOICE VOTE TODAY

- Minutes
- Slate of Candidates

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

- **(1144) Motion to appoint members to the Strategy Committee**

Motion to Approve Policy Council Minutes

January, 2025

Moved by Lees Stuntz

To approve the Policy Council Meeting Minutes January, 2025

Seminar Series



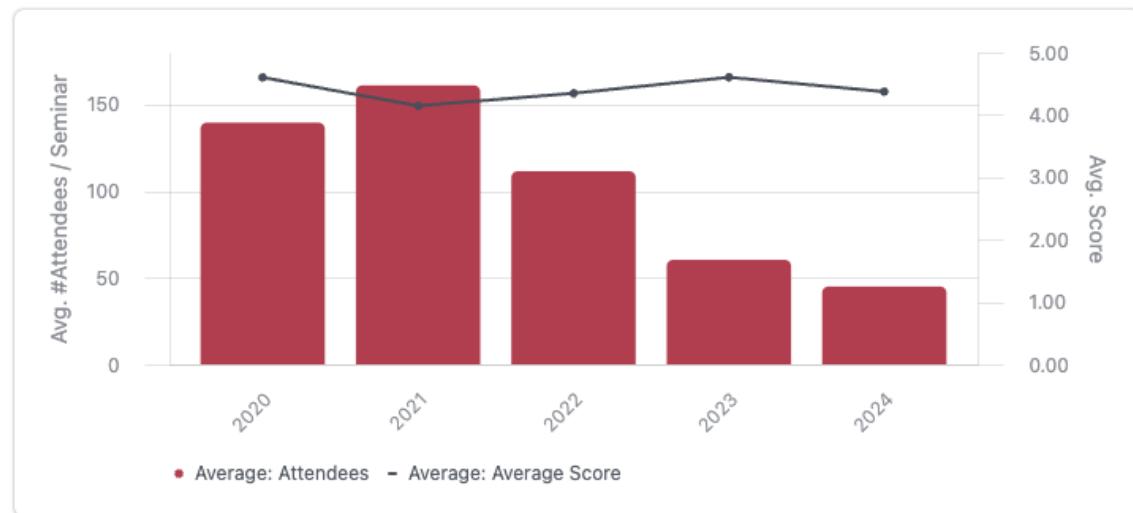
Rebecca Niles
System Dynamics Society

- We are noticing:
 - Declining interest in our seminar series
 - Free seminars get twice the attendance
 - MIT Chapter has a very strong emerging seminar series
- We have been considering developing a Steering Committee for the Seminar Series.
- We propose a collaboration with MIT and the new MIT Chapter.

Declining Participation Despite Sustained Scores

Delivered Seminars	69
Attendees	6,031
Avg Attendees/Webinar	89
Ticket Sales (Paying Non-Members)	\$6,890

Yearly Average: Attendees and Score



(October 2020 - Present)

[Link to Full Dashboard](#)

Free seminars get twice the attendance levels

Average Attendance by Ticket Type and Year



Tickets Type, Year	2020	2021	2022	2023	2024	2025	Average
Free for All	147	258	136	90	74	163	130
Free for Members	136	118	87	46	29	22	66
Average	140	161	112	60	45	57	89

(October 2020 - Present)

[Link to Full Dashboard](#)

Top 10 Seminars by Attendance

Seminar Title	Attendees ↓	Tickets Type	Presenters	Year
SPONSORED Romeo and Juliet: A first model and an introductory session	560	Free for All	Nici Zimmermann	2021
SPONSORED An Introduction to modeling: The apartment industry	250	Free for All	Len Malczinski	2021
Modeling Covid-19: A Panel Discussion	210	Free for All	Jeroen Struben, Jack Homer, Mohammad Jalali	2020
Group Model Building online: Experiences and Insights	190	Free for Members	Birgit Kopainsky	2021
Online Hacks for the Systems Thinking Playbook Games: A Collaboration	171	Free for Members	Dr. Linda Booth Sweeney	2020
SPONSORED New Horizons of Systems Science	165	Free for All	Michael Watson, Javier Calvo-Amodio	2022
FREE Virtual Book Tour: Multisolving - Creating Systems Thinking Games	163	Free for All	Elizabeth Sawin	2025
FREE How to publish in System Dynamics Review, the academic journal	160	Free for All	Andreas Größler	2022
Applied System Dynamics for Students and Beginners	158	Free for Members	Nalini Pillay, Andries Botha	2021
FREE Top 10 Tips to Engage People with a System Dynamics Model	153	Free for All	Andrew (Drew) Jones	2021

Highest attendance was during Covid with one exception.

Top 10 Seminars by Score

Seminar Title	Average Score ↓	Tickets Type	Presenters	Year
Exploring Careers in System Dynamics	5.00	Free for Members	Sharon Els Eduard Romanenko Georg Pallaske Shane Carnohan	2023
Workshop: Visualize and analyze complex challenges t...	5.00	Free for Members	Kai Neumann	2024
#6 Dynamic Business Models for Integrated Reporting ...	5.00	Free for Members	Kim Warren	2024
Making Systems Mapping Accessible	5.00	Free for Members	David Peter Stroh	2024
Systems Dynamics in Career Adaptability	5.00	Free for Members	Hubert Korzilius Lonneke Frie	2024
#7 Strategic HR Planning with Dynamic Business Models	5.00	Free for Members	Kim Warren	2024
FREE Systems Thinking Through Storytelling	4.88	Free for All	Dr. Linda Booth Sweeney Philip Ramsey	2023
FREE Virtual Book Tour: Multisolving - Creating System...	4.80	Free for All	Elizabeth Sawin	2025
FREE How Did En-ROADS Get 755,000 users? Lessons ...	4.78	Free for All	Andrew (Drew) Jones	2024
Planning and Managing Organization Improvement Pro...	4.75	Free for Members	Kim Warren	2023

Top scored seminars are more recent. Tend to be less technical work.

Seminar Series Revenue

	Membership	Membership & Estimated Other Sales
2025	\$0	\$180
2024	\$915	\$2,193
2023	\$525	\$3,475
2022	\$3,880	\$9,023
2021	\$7,090	\$17,766
2020	\$6,405	\$7,455
TOTAL	\$18,815	\$40,092

Revenues have declined such that they are fairly insignificant. Though it could be a reason people **CONTINUE their membership.**

Proposed Joint Seminar Series with MIT

- Marketed as a Joint MIT Sloan/System Dynamics Society Seminar Series
- Free monthly or bi-monthly seminars of the best work in the field.
- Ongoing speaker nomination process open to all
- Start with Ad Hoc Committee shift to Standing Committee in 2026 to select speakers
 - Preliminary Ad Hoc Committee (Chaired by MIT, President, VP Membership, VP Marketing, VP Publications)
 - Additional members selected by Nominating Committee and approved by the PC
 - Ad Hoc Committee will define and propose Standing Committee
- Co-marketing of the events for wider reach

Proposed Joint Seminar Series with MIT

BENEFITS	DOWNSIDES
<ul style="list-style-type: none">○ Access and attraction to world class presenters○ Attractiveness to a wider audience including Executives○ Does not preclude other seminars, including those joint with others.	<ul style="list-style-type: none">○ Loss of seminar revenue and potential loss of membership revenue.○ Potential loss in other sales that happened with the seminar series sale.○ Reduction in value of membership.

Any guidance for Ad Hoc Committee?

Slate of Candidates (Nominating Committee)



- Process

Asmeret Naugle

Sandia Laboratories

2026 Slate of Candidates from Nominating Committee

- **President Elect** Jeroen Struben | Emylon Business School, France (2026)
- **VP Chapters & SIGs** Mohammad (“MJ”) S. Jalali | Harvard University, USA (2026)
- **VP Pre-College Education** Diana Fisher | Portland State University, USA (2026)
- **PC Members at Large** (2026-2028)
 - Ke (Koko) Zhou | University College London, UK
 - Min-Ren Yan | National Chengchi University, Taiwan
 - Scott Johnson | Ventana Systems, USA
 - Steve Smith | Blue Origin, USA

Motion to Appoint...

Moved by Asmeret Naugle

Mohammad (“MJ”) S. Jalali as VP Chapters & SIGs for the partial term 2025.

Secretary - 2025 Potential Conflicts of Interest Review



Lees Stuntz
Creative Learning Exchange

- PROCESS:
 - Fill out conflict of interest form
 - Potential conflicts sent to PC Members
 - PC meeting
 - [Anonymous Poll](#) to decide which to discuss
 - Q&A for those to discuss
 - Individuals discussed leave main room
 - Discussion ensues about potential conflicts
 - Plan of action developed
 - Individuals return to main room
- DISCLOSURES:
 - All but 3 submitted
 - 10 potential conflicts

Which disclosures to hold?

2025 Potential Conflicts of Interest Disclosures

Entry	Position	Related Entity	Explanation
Bob Eberlein	VP Publications, Finance Committee, Summer School, SPOC	isee systems, inc.	We provide consulting services in the area of dynamics modeling and could compete with the Society if it was pursuing an engagement with the same organization. We could also pursue engagements in competition with other entities that have made an agreement to pay a finders fee to the Society.
Lees Stuntz	Secretary, Organization and Bylaws Committee, Executive Committee	Creative Learning Exchange	Since the CLE operates in the domain of system dynamics in K-12, working with the SDS has always been a priority as we go forth together with similar missions. Since I have been Executive Director of the CLE for 34 years, I have spearheaded much of our collaboration with the Society. I will always recuse myself from any SDS vote that makes decisions about this collaboration. There has never been a case of conflict in the first 34 years of the CLE.
Jenson Goh	Vice President, Professional Practice and President, Asia Pacific Coordinating Policy Council	Coddiwompling. Singapore Institute of Technology. Turiba University.	Some of the works that are being done or planned to be done in Professional Practice especially in improving the skills and competencies of professional practitioners may have potential financial or non-financial gain or benefits to my consulting business and my position in the Singapore Institute of Technology.

2025 Potential Conflicts of Interest Disclosures

Entry	Position	Related Entity	Explanation
Vinicio Picanco Rodrigues	Policy Council Member	The Good Food Institute (Board Member in Brazil); MIT Emerging Market Economies Logistics Lab (Affiliate Researcher); Own consulting firm (with a partner) offering services that touches upon systems thinking, system dynamics and complex systems modeling.	As a result of the Society's information I will be exposed to, the organizations listed above could potentially gain indirect benefits.
Irene Headen	Policy Council Member	Drexel University Dornsife School of Public Health	Employment at Drexel University Dornsife School of Public Health Advisory Panel member for the Dismantling Structural Racism to Promote Equitable Maternal Health Outcomes (DREAM) Study (PI: Kershaw; Funded by the AHA P3 EQUATE project) Advisory Council, American Heart Association Health Equity Research Network Pregnancy and Postpartum/Postnatal (P3) Enhancing Access and QUAlity To Achieve Equitable Maternal and Infant Health (EQUATE) Coordinating Center at University of Alabama Birmingham Co-chair, Community Investment Implementation Team, The Organized Voices for Action, Philadelphia Department of Public Health

2025 Potential Conflicts of Interest Disclosures

Entry	Position	Related Entity	Explanation
Rebecca Niles	Executive Director	Iceberg Partners	<p>Through Iceberg Partners, I do consulting on the side which is allowed as part of my contract. My primary contracts are long term relationships from prior to this position and include twice annually running simulations with Forio at Wharton and annually running ReThink Health simulations at Tuck and Kellogg.</p> <p>Small engagements come my way periodically through word of mouth and from these relationships as well as relationships with Climate Interactive. I am currently advising the TN Department of Human Services who contacted me via a head hunter. While not a voting member of the Society, I do have control of the Referral Service. Any projects that come in through the referral service are either done by me for the benefit of the Society (Beer Game and Group Juggle simulations) or referred out to a variety of other people using some criteria. There is a record in a database of all of the inquiries and their disposition that can be reviewed.</p>
Diana M. Fisher	VP Pre-college Education, ISDC Thread Co-Chair for Teaching and Learning	Owner of CC Modeling Systems, LLC consulting firm for SD in Precollege Education, Owner and instructor of 3 online introductory SD courses for high school/undergrad math and science teachers, Board member of American Association of University Women Lake Oswego branch	<p>As SDS VP Precollege Education my CC Modeling Systems, LLC website is listed as one of 6 websites where precollege educators might go to get additional information about resources available to precollege teachers interested in using SD in their math or science curriculum.</p> <p>Moreover, my 3 online introduction to SD courses are listed in the airtable of the SDS website for SD courses available to members/non-members.</p>

2025 Potential Conflicts of Interest Disclosures

Entry	Position	Related Entity	Explanation
Raafat Zaini	PC member	James Madison University	I am not sure what to write. I am speculating that maybe JMU's reputation might improve because of my role as a PC member or since I am teaching at the society's summer school. I hope this makes sense.
Christine Tang	Conference Program Assistant, Diversity Committee which is part of the Membership Committee, Water SIG leader	New Mexico Water Resources Research Institute (NM WRRI), New Mexico State University	The Water SIG is run by NM WRRI staff. Our interests align with the mission of SDS; however, I sometimes wonder if this unfairly benefits NM WRRI more than other organizations focused in water. I do not deny requests to promote information, events, etc.
Willem L. Auping	Member at large of the Policy Council, Member of the strategy committee	Assistant Professor at the TU Delft; Treasurer of the Mlambe foundation; Partial owner of [a consulting company]	I receive dividends from the [consulting company]. This has no influence on my work for the SDS

Mitigation plan for Rebecca's conflict of interest disclosure

Recognizing the continuous conversation that is going on between Rebecca and Executive Committee and to make sure that the Executive Committee can support Rebecca in the case that COI concerns are raised, Rebecca will give a more detailed report on her outside activities annually to the Executive Committee, and whenever there are major changes in her outside activities.

ADJOURNMENT