

# Wednesday, April 30, 2024

[Recording](#)

[Chat](#)

[Transcript](#)

## Attendees

**Voting:** Asmeret Naugle, Burcu Tan Erciyes, Eliot Rich, Jeroen Struben, Vinícius Picanço, Scott Rockart, Bob Eberlein, Hyunjung Kim, John Pastor Ansah, Lees Stuntz, Diana Fisher, Irene Headen, Bunmi Falebita, Allyson Beall King

**Non-voting:** Ignacio Martínez-Moyano, Meagan Colvin, Brad Morrison, Raquel Buzogany, Rebecca Niles

## Agenda

0:10 Welcome & Introduction (Asmeret)  
0:05 Motions (Asmeret)  
0:10 VP Meetings Update (John)  
0:10 VP Membership Update (Rebecca on behalf of Inge)  
0:10 VP Publications (Bob)  
0:45 Strategic Planning (Asmeret)  
Adjournment

## Minutes

**President**, Asmeret Bier Naugle, convened the meeting and introduced the agenda. She also reminded the PC members to be diligent on their voting and that nudges will go out to those that haven't been participating.

**Secretary**, Lees Stuntz, moved to approve the March 2025 PC minutes. Scott seconded. Motion passed.

**VP Meetings**, John Ansah, shared updated conference registration numbers and latest author notification tasks. He gave an overview of the different groups that coordinate and plan the conference. John also presented the conference long term goals. Discussion revolved around suggestions on Threads, conference locations, and hybrid presence.

On behalf of **VP Membership**, Rebecca Niles, presented historical membership numbers highlighting we have stalled around 1400 members. The retired membership option has been taken up by a small number of people in the last 2 years. Membership scholarships go mostly to people from middle or low income countries. She also shared some reasons of why people cancel their membership according to the exit surveys.

**VP Publications**, Bob Eberlein, shared the latest improvements regarding the conference: we again have an ISBN in our conference proceedings, the structure abstracts are new in 2025. Asks have been made regarding indexing but it's a heavy lift. Regarding the SDR, a new category was added last year with two managing editors (Krys Stave and Mark Heffernan) and the first article in this category has just been published. One of the SDR goals is increasing the article throughput from 30 to 100 per year. and Bob

described some of the current challenges. Finally, the Publications Committee is now looking into the next publishing contract, potentially with Wiley. In terms of finances, royalties are slowly going down, and the editorial assistance will go up slowly since it is tied to the CPI. Bob mentioned that more prudence could be used when spending the editorial support. He also shared that the committee is looking for somebody to replace Andreas as he would like to be replaced in the foreseeable future.

**President**, Asmeret, introduced the strategic discussion on Opportunities regarding the Society's Articles of Organization. PC members joined breakout rooms to discuss and reported back to the whole group.

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

Participants: Irene Headen, Ignacio Martínez-Moyano, Meagan Colvin

### **Opportunities**

- Outreach to other systems-related organizations to spread awareness of SD
- Certification of skills - crafting a message that demonstrates ROI

### **Threats**

- Other systems-related organizations having a different understanding of SD, could be mischaracterized or don't consider it important
- Organizations like Cornell who do systems thinking with a completely different focus, talk about systems thinking but use a completely different language
- Other organizations may be off put by us if they see us as an org that thinks we hold the truth
- Certification - depends on the quality and other competitors

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

Participants: Bunmi Falebita, Lees Stuntz, Scott Rockart

### **Opportunities**

- Connect to growing data (archival and real time) for building models that are parameterized from data or act as digital twins for real time and even automated decision making
- Utilization of AI techniques in how we expand our education abilities to learn modeling (creating educational material) and the power of modeling
- Increase collaborations with governments and NGOs (e.g., Nigeria government openness to systems thinking) for awareness
- Strengthen and broaden ties to the right societies in broader systems milieu

### **Threats**

- Reluctance to change due to low awareness of ST and SD
- SD and ST not as trendy as AI and analytics
- Some of our best opportunities to share lessons are politically charged
- SD and ST still perceived as complex, reducing adoption, need to make it more familiar and relatable

**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: Allyson Beall King, John Pastor Ansah, Rebecca Niles

**Opportunities**

- Make Journal Open Access happen as fast as possible to disseminate info.
- Disseminating conference videos or papers more widely. (Have to be very careful.)
- Make Summer School accessible to a wider range of people.
- Simpler intros to modeling to peak interest.

**Threats**

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

Participants: Bob Eberlein, Burcu Tan, Jeroen Struben

**Opportunities**

- Going after system scientists with expertise in a field
- Topic specific training aimed at policy makers or other stakeholders with a well developed SD model as the boundary object
- Remarket ourselves as digital twins
- Business schools using system dynamics and sustainability or another topic area (inequality, uncertainty, strategy, informatics) - perhaps a book - case studies an entry mechanism
- Younger populations

**Threats**

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**Breakout Room 5:** to encourage and develop educational programs in the behavior of systems.

Participants: Asmeret Naugle, Diana Fisher, Vinícius Picanço

**Opportunities**

- Connecting our work to AI (fast moving train)
  - Help teachers overcome barriers/pain points
  - Develop assessment questions
- Outside the US, need content in regional languages - translate and adapt to local reality
- Connecting to other organizations - build bridges to co-develop educational programs (along with other things)
- Joint efforts between disciplines to develop educational programs
- Training as a requirement (teacher training, students, organization membership etc.)

**Threats**

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