System Dynamics Society

2025
Policy Council Meeting

June 25, 2025

9 am NYT

CHECK-IN

Which System Dynamics model or project has most inspired your own work?

QUESTIONS OR COMMENTS

Enter HU in chat OR enter your question or comment

http://bit.ly/SDSpcnotes

2025 Policy Council Meeting

0:05 Welcome & Introduction (Asmeret)
0:05 Motions (Asmeret)
0:10 VP of Chapters & SIGs (MJ) - Plans and Goals
0:10 VP Publications (Bob) - Plans and Goals
0:15 Conference Update (Rebecca)
0:15 Referral Strategy (Asmeret)
0:30 Strategic Planning - Creating Relationships (Asmeret)
Adjournment

President’s Welcome

Asmeret Naugle
Sandia Laboratories

- Welcome everyone!

2025 PC Motions Summary (Asmeret)

VOICE VOTE TODAY

- Minutes

ONGOING - electronic voting (webportal.systemdynamics.org)

- Adopt the revised Dana Meadows Fund Charter

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

- **(1158) Motion to appoint Willem Auping to the Executive Committee (Allyson)**
- **(1157) Motion to approve a budget increase for two JWF awards (Eliot)**
- (1153) Motion to support ISDC 2025 decision-makers to change plans (Lees)
- (1152) Motion to approve the Environmental SIG name change (Asmeret)

Motion to Approve Policy Council Minutes

May, 2025

Moved by …

To approve the Policy Council Meeting Minutes May, 2025

VP Chapters and SIGs

Mohammad Jalali (‘MJ’)
Harvard University

- New to this role, so first priority is getting oriented; learning SIGs, connecting with their leads
- Plan to meet with SIG leads twice a year, starting with the first round at ISDC in Boston
- Identify opportunities for new SIGs based on emerging interest areas
- Assess sustainability of inactive ones

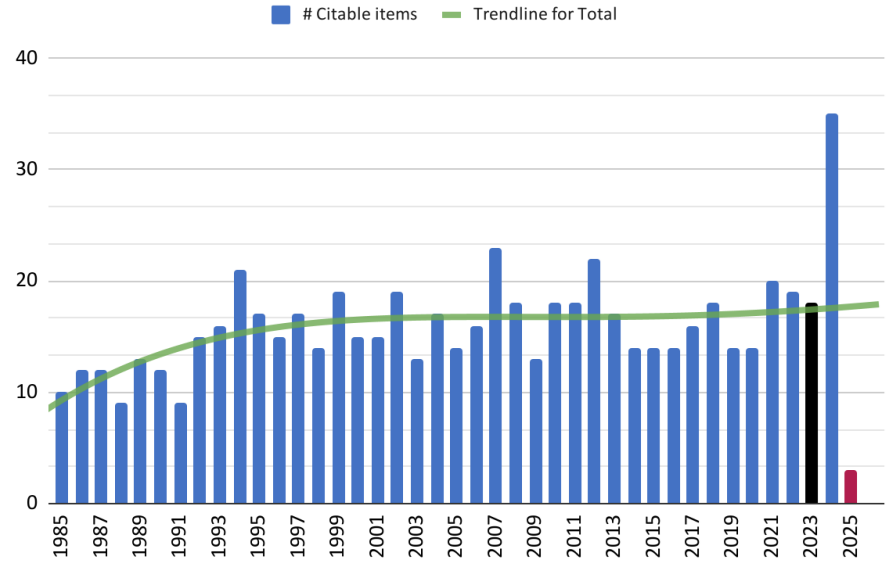
- Looking for your suggestions on what you'd like this role to focus on or how we can better support the SIGs

VP Publications Report

Bob Eberlein
isee systems

VP Publications Report

SDR Articles (y) 1985 - 2025



	2023	2024
Impact Factor (JIF)	1.7	2.5
5-year Impact Factor	3.2	2.8
Rank in Management	275/407	229/420
Rank in SOCIAL SCIENCES, MATHEMATICAL METHODS	25/67	17/68

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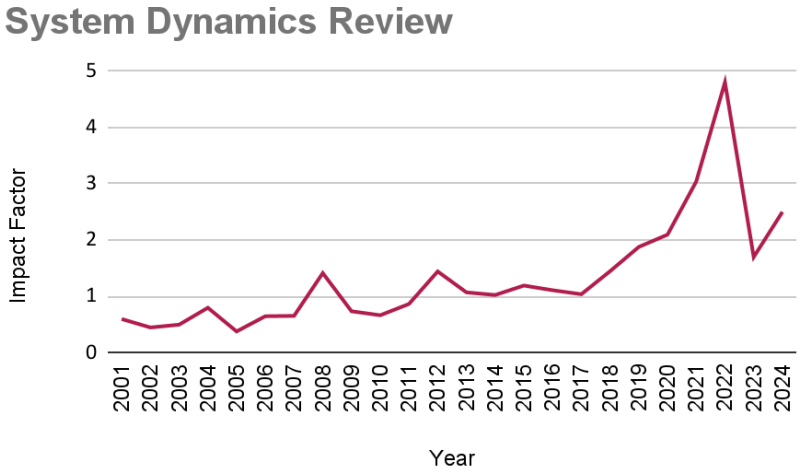
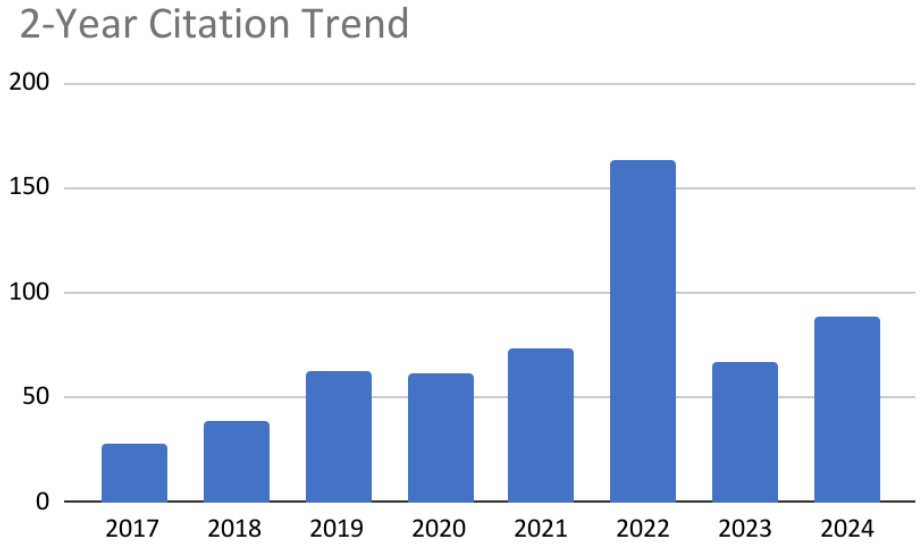
VP Publications Report





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ISDC2025 Conference Update

Rebecca Niles

System Dynamics Society

Projected Loss:

$130K ➤ $70K

- New submission period (12 submissions/4 dups ends today)
- Searching for cost savings (food, posters, shifting staff to hotel)
- Reaching out to related organizations with BOGO and extended early bird offers
- Reaching out to donors for scholarship and sponsor support
- ***Anything else?***

	Actual	Budget	Percent
Live	287	420	68%
Virtual	126	165	76%
Social	10	0	
STIA Day	4	0	
Sys. Prac. Forum	10	0	
			Difference
Registration (less est volunteer refunds)	$191,765	$289,980	-$98,215
Sponsorship	$39,000	$25,000	$14,000
Audiovisual	$17,350	$24,255	$6,905
Poster Boards	$7,000	$14,000	$7,000
Tax Exemption			
Staff Bookings			
Catering	$36,982	$60,860	$23,878
Hotel Guarantee	-$24,138	$0	-$24,138
		EST LOSS	**-$70,570**

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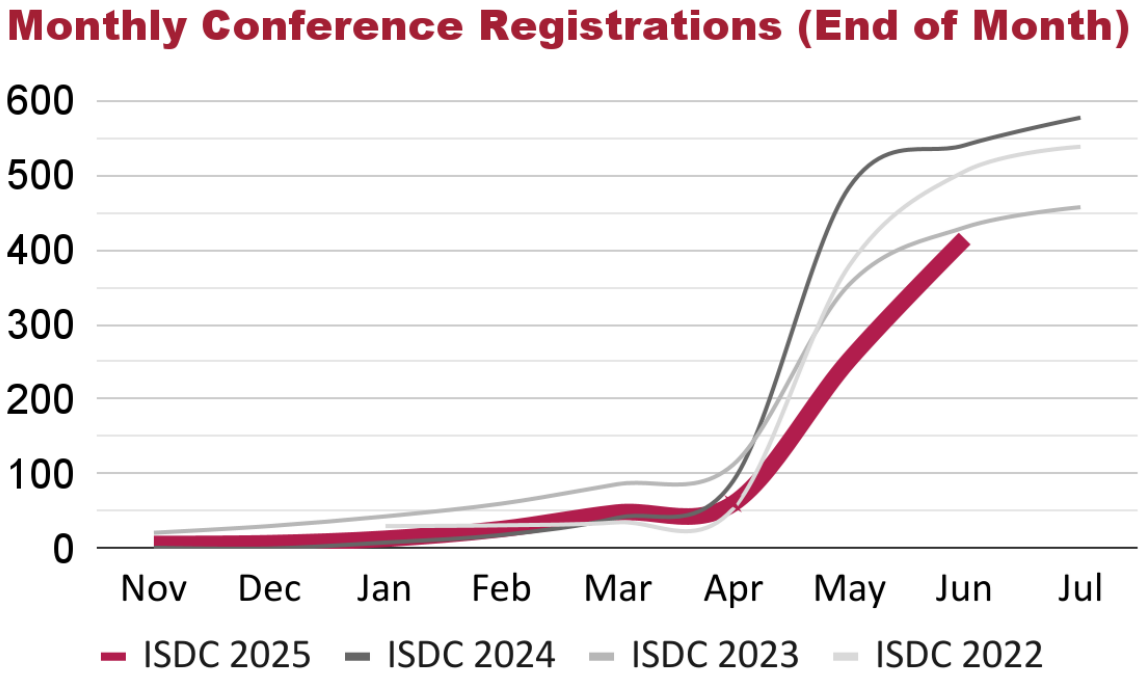
Slower registrations, but picking up



Note:
Last update
June 25, 2025

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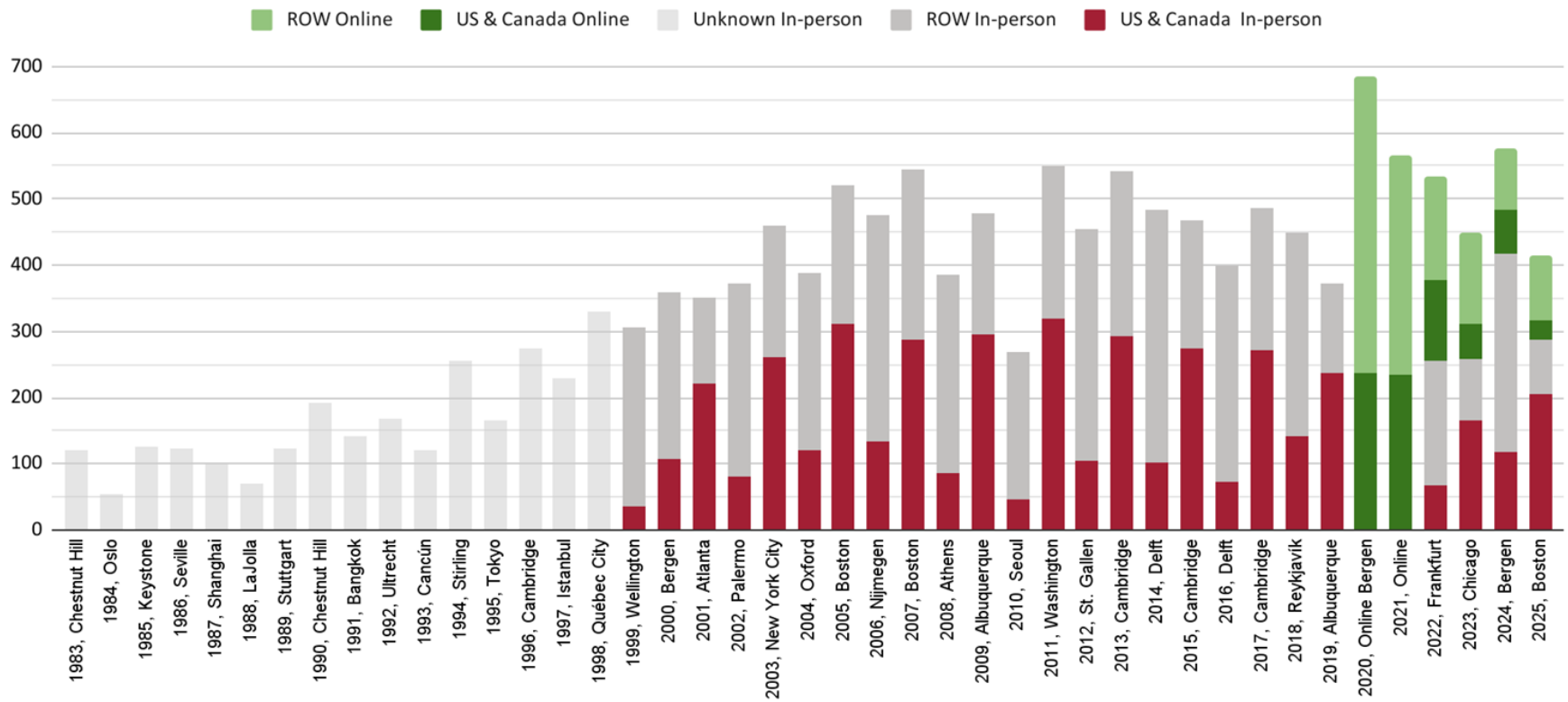
Significant drop in ROW live attendance



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WHAT YOU CAN DO

- Please book your hotels! **Anyone still planning to book at Hyatt?** **https://systemdynamics.org/conference/accommodation/**
- Consider donation to society or conference scholarships **(email coming)**
- Promote the conference:
  - Request and share a Presentation Flyer
  - Share the Conference Booklet
  - Invite your network via email
  - Check out other promotional materials
- Donate to Scholarship Fund
- Donate to Society Annual Fund
- Sponsor Conference
- ***Anything else?***

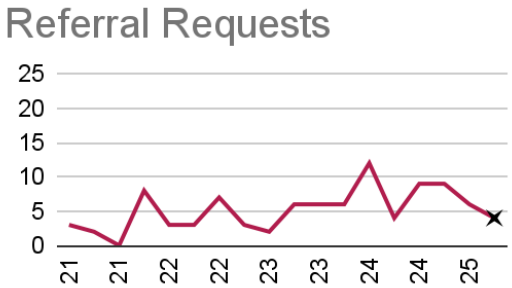
Reconsidering our Referral Strategy (President)

Asmeret Naugle
Sandia Laboratories

- Current Process
- Committee Discussion
- Proposed path forward

Current Referral Process

- Grew out of referrals for Beer Game facilitators run by Roberta
- Society maintains a talent pool list
  - Anybody can join the talent pool through Society website
- Anybody can request a referral
- Rebecca matches based on trust network from talent pool
  - Rebecca asks talent if they're interested, then sends referrals to requester
- 10% referral fee paid by talent



Referral fees bring in ~$1,000/year

Concerns About Current Referral Process

- Is this an appropriate activity for the society?
- Fairness (level playing field)
- Quality control
- Perception of responsibility for any problems
- Appropriateness of collecting the referral fee

Alternatives - Developed by the Society Staff

Matchmaking Decision Maker	**Choice**	Rebecca	Staff Member	Volunteer	Committee	Automated Based on Criteria	Client
Talent Pool	**Choice**	Anyone	Members Only	Sponsors Only			
Quality Control	**Choice**	None, have disclaimers	Self Identified Experience	Rebecca's Trust Network plus Self Identified Experience	Trust Network	Certification	
Selection Process	**Choice**	Client Selects, help with location filter	Screening Based on Experience, Geographic Requirements, Industry, Talent				
Referral Fee	**Choice**	None	10% for referral only	10% with $10,000 Cap for referral only	10% for sales and administrative work	None, Joint Venture with Society, Agreed Upon Fee	None, Society Contracts and Pays Subcontractor
Fee Payer	**Choice**	None	Member Benefit	Practitioner	Client	Both Practitioner and Client	
Talent List Access	**Choice**	Anyone (Public Listing)	Members Only	Office Only			
Matchmaking Rules	**Choice**	Tiered Access (Primary Tier: Certified members, long-term contributors, or those with vetted project history. New or less-active members (offered referrals if primary tier is unavailable).)	Rotational System	All Trusted Talent that Confirms Desire for Referral is Sent to Client	None		
Referral Number	**Choice**	All Trusted Talent (No Limit)	Top Choice Only	Limit to Three Referrals	Limit to Five Referrals	All Talent	

Committee Discussions

- Established a committee
- Committee considered the current process and potential alternatives, developed a recommendation
- Major considerations:
  - Helping the SD field by matching talent with prospective clients
  - Fairness (level playing field)
  - Quality control?
  - Perception of responsibility for any problems

Recommendation

- Discontinue the current referral process
- The society will maintain two capabilities:

1. Directory of consultants available for system dynamics work
2. Mechanism for clients to post requests for work/proposals

Recommendation

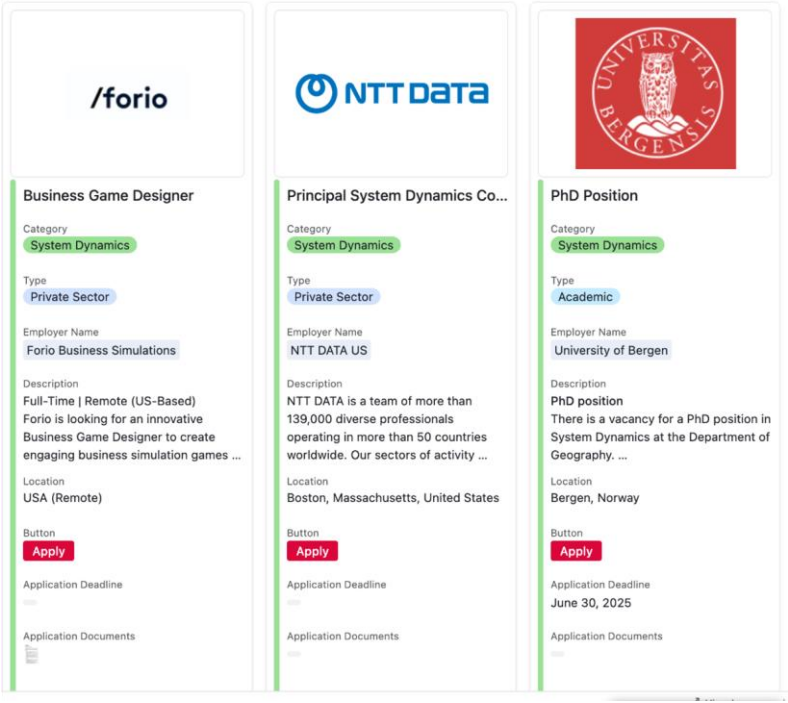
1. Directory of consultants available for system dynamics work
   - Each society member can add one entry (self or company)
     - Society will remind members at sign up and annually
     - Will require regular (quarterly or annual) reviews of entries
   - Requesters fill out a simple form to automatically receive link
   - List can be sorted and filtered
   - Website will include:
     - Disclaimer (society does not endorse)
     - Suggestions for choosing a consultant
       - e.g. check references, look at previous work…

Proposed Information in Directory:

- Name (member)
- Organization
- Website or LinkedIn profile
- Geographic location
  - Willing to travel?
- Description of organization (with word limit)
- Services offered (checkboxes)
  - System dynamics modeling
  - Systems thinking
  - Game facilitation (Beer Game, Fishbanks, etc.)
  - Training courses in SD modeling
  - Group SD model building
  - Other (free response)
- Society sponsor? (checkbox)

Recommendation

2. Mechanism for clients to post requests for work/proposals
   - Similar to career link
   - Available for members to access
   - Society will send notifications out when something is posted



Recommendation - Considerations

- With recommended structure:
  - No referral fees will be collected
  - No quality control
    - Client has responsibility to do due diligence, hire the right person
  - Should improve fairness
  - Society is not endorsing anyone

Recommendation:

- Discontinue the current referral process
- The society will maintain two capabilities:
  1. Directory of consultants available for system dynamics work
  2. Mechanism for clients to post requests for work/proposals

Discussion?

Strategic Planning (President)

Asmeret Naugle
Sandia Laboratories

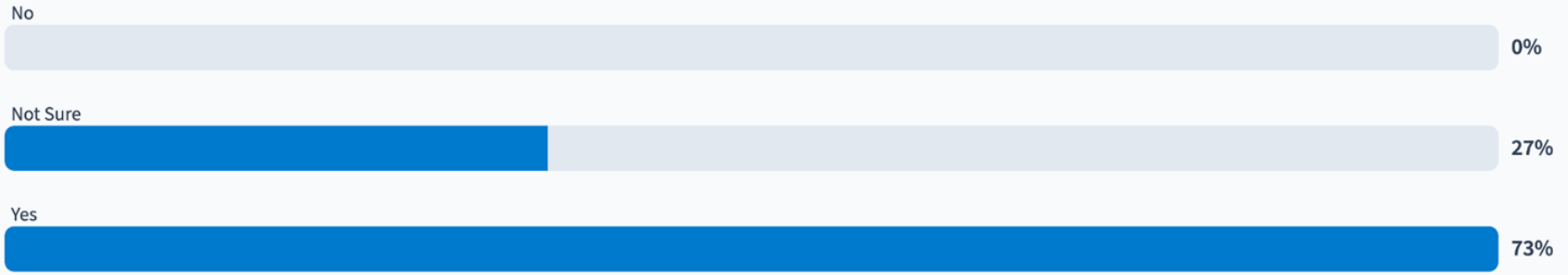
Creating Relationships

- Are there groups related to System Dynamics that we want to try to pull into our community?
- This might include, for example, recruiting, creating conference threads, conference attendance, developing relationships with sister societies…

Questions we will explore:

- Do we want to expand our focus beyond our current core?
- If we expand our focus, what would we include?

Do we want to expand our focus beyond our current core?



Creating Relationships

If we expand our focus, what would we include?

Topics to Consider

- Agent Based Modeling
- Complex Systems
- Systems Thinking w/out Causal Loops
- AI and Data Science
- Systems Engineering
- Operations Research
- Cybernetics

Which groups are missing?

For each, consider neutral, up or down vote.

Creating Relationships

If we expand our focus, what would we include?

if-we-expand-our-focus-what-would-we-results

Response	Net Votes	Upvotes	Downvotes	Trending Score
Organizational Behavior Space (eg AOM)	8	8	0	8
Agent Based Modeling	7	8	1	7
Medical Decision Making	6	6	0	6
Computational Social Science	6	6	0	6
AI & Data Science	6	8	2	6
Complex Systems	6	6	0	6
Simulation Model Users (e.g. IAM)	5	5	0	5
Modeling Communities	4	4	0	4
Domain Specific Application Domains (Users of Models)	4	4	0	4
Org behavior? Social systems? Government?	2	2	0	2
Systems Biology	2	3	1	2
Operations Research	2	5	3	2
We have tried a few of these ... incose.	0	0	0	0
Systems Engineering	0	3	3	0
Cybernetics	-3	0	3	-3
Systems Thinking w/Out Causal Loops	-3	1	4	-3

Creating Relationships

What actions should we take to integrate them?

Actions to Consider

- Conference Thread Integration
- Swap Conference Tickets or Booths
- Co-Host Hybrid Events with Aligned Orgs
- Joint Webinars and Workshops
- Create Special Interest Groups
- Cross-Publication
- Liaison or Ambassador Roles
- New VP or Committee
- Educational Bridges
- Join Membership Perks

Which methods are we missing?

For each, consider neutral, up or down vote.

What actions should we take to integrate them?

10

Join Membership Perks

0 0

Educational Bridges

0 0

New VP or Committee

0 0

Liaison or Ambassador Roles

0 0

Creating Relationships

Which specific organizations should we target?

Organizations to Target

Which organizations are we missing?

For each, consider neutral, up or down vote.

Which specific organizations should we target?

0

Nobody has responded yet.

Hang tight! Responses are coming in.

System Dynamics Society

ADJOURNMENT