Wednesday, June 25, 2025

Attendees

Voting: Asmeret Naugle, Eliot Rich, Bob Eberlein, Scott Rockart, Jeroen Struben, Mohammad Jalali, Diana Fisher, Irene Headen, John Pastor Ansah, Vinícius Picanço Rodrigues, Burcu Tan, Raafat Zaini, Lees Stuntz, Bunmi Falebita, Willem Auping

Non-voting: Brad Morrison, Meagan Colvin, Fernando Redivo, Raquel Buzogany, Rebecca Niles

Agenda

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

Minutes

President, Asmeret Bier Naugle, convened the meeting and introduced the agenda.

Scott moved to approve the March 2025 PC minutes. Burcu seconded. Motion passed.

VP Chapters & SIGs, MJ, noted that he is new to the role and is currently working to better understand the Chapter and SIG landscape. He expressed interest in convening a meeting with current leadership during the conference. Attendees discussed key objectives and challenges, identified which groups are currently active, and considered potential funding opportunities. Irene requested to be included in future discussions. Asmeret recommended that MJ appoint Associate Vice Presidents (AVPs) to support the work.

VP Publications, Bob, shared recent updates regarding the journal's impact factor and the limited number of articles being published. He suggested that the Society may need to consider publishing the *System Dynamics Review* independently. The discussion covered the current budget, strategies for incorporating conference papers into the journal, visibility on journal lists, organizing conference sessions focused on the SDR, supporting practitioner contributions, and the challenges of pairing practitioners with students to co-author publications.

Executive Director, Rebecca, provided a conference update, highlighting recent efforts to boost registration, the status of hotel bookings, and ongoing donor outreach. Current data indicates a significant decline in in-person attendance from non-U.S. participants. The discussion addressed student confusion around the conference theme, gaps in communication with non-designated presenters, and the financial performance of recent conferences. Asmeret expressed appreciation for the office's work on the conference, regardless of final registration numbers.

President, Asmeret, led a discussion on rethinking the Society's referral process. She reviewed the current approach and raised several open questions and concerns. The committee proposed a two-part mechanism: one allowing members to opt into a list of professionals available for work, and another providing a form for clients to submit requests for proposals. The discussion included the need for clear guidance on completing requests, the role of the Beer Game as an entry point to the field, whether to charge a fee, and the potential for a donation prompt. A vote on the proposal will take place at the next meeting.

President, Asmeret, introduced the topic of building relationships with other System Dynamics–related groups. The discussion started with defining the Society's core audience and exploring avenues for expansion. An initial anonymous poll indicated that over 70% of participants supported the idea of expanding the Society's reach. Asmeret then posed a follow-up question regarding what groups/methods such an expansion should include. Conversation to be continued.

Asmeret asked who would like to adjourn the meeting. Eliot moved. Raafat seconded. Motion passed.