

Wednesday, October 29, 2025

[Recording](#)

[Chat](#)

[Transcript](#)

Attendees

Voting: Asmeret Naugle, Scott Rockart, Inge Bleijenbergh, Raafat Zaini, Bob Eberlein, Hazhir Rahmandad, Burcu Tan, Hyunjung Kim, Eliot Rich, Willem Auping, Vinícius Picanço Rodrigues, Lees Stuntz, Irene Headen, Diana Fisher

Non-voting: Ignácio Martínez-Moyano, Jorge Sousa, Meagan Colvin, Raquel Buzogany, Rebecca Niles

Agenda

0:05 Welcome & Introduction (Asmeret)

0:05 Motions (Asmeret)

0:50 Strategic Planning

Goal Setting (Asmeret)

0:05 DMA Scholarship Vote (Inge)

0:05 Call for New Initiatives (Eliot)

Adjournment

Minutes

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

Secretary, Lees, moved to approve the Policy Council Meeting Minutes September, 2025. Raafat seconded. Motion passed unanimously.

President, Asmeret, introduced the strategic discussion for this meeting going over a summary of the process, and the 5-year proposed goals. Participants joined breakout rooms to discuss the goals and prioritize actions to meet goals. Most participants decided to discuss goal “4. Broaden awareness of SD.”

Goal 1: Build & support local SD groups

Feedback on goal & metrics:

- Good way to pull in practice-oriented people
- Accessibility of physical meetings is important
- Provides networking opportunities, more accessible than the annual conference

Prioritized actions to meet goals:

- Create more regionally-oriented chapters

- Support 2 new local events each year by 2031
- Increase fraction of members that have a conference or meeting in their country that year (not including the annual conference) by 10% by 2031
- Increase membership in underrepresented areas (outside of the US and Europe) by 10% by 2031

Goal 2: Increase attendance at SD events

Feedback on goal & metrics:

- Liked idea

Prioritized actions to meet goals:

- Overview of current meetings and attendance
- Playbook of best practices
- Determine support that home office can provide for local meetings

- Increase conference attendance by 10% by 2030
- Increase attendance at local SD events by 30% by 2030
- Increase attendance at the SD-MIT seminar series to 100 by 2030

Goal 3: Increase number of society members

Feedback on goal & metrics:

- 1) Question of Return on investment for members, and costs
- 2) Question of inflow or outflow issues
- 3) Cost of becoming a good SD person is very similar today to the 1990s. In all other walks of life and fields (e.g. stats) there has been a lot of change leading to greater efficiency, putting us at a comparative disadvantage. This could explain the trends of stalling growth, and mostly holding on to those who have already made the investment, but not bringing in new folks. The result is we end up selling on softer skills.
- 4) Paths to lower costs: opportunities for self-learning/online learning (enable self-selection quickly to identify who has the capacity to do this well), need both tools and certification process (tools, certification, clients ecosystem) identify talent and get them into the pipeline.
- 5) University problem of classes may be separate from, and need a separate answer if any.
- 6) Best modeling had not only good formulation and framing, but great data. AI and data expansion hopefully allowing better data for more great models. We need more examples of how these changes can and are facilitating our work. Need to think about each step of the pipeline to vision of 2yes to 6 months you will get credential.

Prioritized actions to meet goals:

- 7) Lower bar to be a great SD Person.

- Increase recruitment by 10% by 2030
- Increase retention by 10% by 2030

Goal 4: Broaden awareness of SD

Feedback on goal & metrics:

Prioritized actions to meet goals:

- Create lead magnets to entice
 - A structure for marketing teasers (Podcast? Reels?) for those outside the Society (Broad public, Policy makers, Academics, Consultants, K-12 teachers). Put production money behind it (professional or doctoral students?)
- Participate in other conferences to introduce this approach to other disciplines.
- Get excellent teachers involved - sending good student work to SDS - post it on social media (LinkedIn, Substack). Use work already being done rather than creating new work.
- Convert Road Maps into a more enticing structure to engage people.
- Produce a documentary - tell a story - interviews. There was a documentary on Limits to Growth
- Awards for this kind of work.

SEE SPEAKER NOTES BELOW

- Increase number of articles in academic press by 25% by 2030
- Increase citations of SD articles in academic press by 25%
- Increase number of articles published in the SDR by 25%
- Increase number of citations of SD in the popular press by 25%
- Increase K-12/college-level teachers using SD by 10%

Irene asked about next steps. Asmeret clarified that the Strategy Committee will create a report that encompasses the full process and recommendations to be presented to the Policy Council. Hazhir mentioned that a discussion on the underlying theories to then choose the goals would be critical.

VP Membership, Inge, shared the latest version of the Dana Meadows Scholar Fund Proposal. Questions included the alternative proposals and Bob pointed out adjustments to the committee member language on the report. The report will be available on the web portal and an electronic vote will be taken.

VP Finance, Eliot, reminded PC members on the opportunity for PC members to submit a budget proposal. The form is available and the strategy committee will assess proposals.

Asmeret asked who would like to adjourn the meeting. Scott moved. Diana seconded. Motion passed.