

# Policy Council Meeting

October 29, 2025

10:30 am NYT

## CHECK-IN

If you had the time to model any  
real-world issue, what would it be  
and why?

## QUESTIONS OR COMMENTS

Enter HU in chat OR enter your question  
or comment

<http://bit.ly/SDSpcnotes>

# President Welcome

---

- Welcome everyone!



**Asmeret Naugle**

Sandia Laboratories

# 2025 Policy Council Meeting

---

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

# 2025 PC Motions Summary (Asmeret)

## **VOICE VOTE TODAY**

- Minutes

## **ONGOING** - electronic voting ([webportal.systemdynamics.org](http://webportal.systemdynamics.org))

- DMA Scholarship

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

- (1164) Motion to update the referral process (Lees)
- (1163) Motion to appoint Nici Zimmerman to the Organizations & Bylaws Comm (Allyson)
- (1161) Motion to accept VP Finance report for FY 2024 (Eliot)
- (1159) Motion to adopt the revised Dana Meadows Fund Charter (Bob)

# **Motion to Approve Policy Council Minutes**

*September, 2025*

*Moved by Lees Stuntz*

---

To approve the Policy Council Meeting Minutes September, 2025

# Strategic Planning (President)

---



- 2025 (so far) strategic planning summary
- Strategy committee's proposed 5-year goals
- Discussion

**Asmeret Naugle**

Sandia Laboratories

# SWOT Highlights

## Strengths

- Strong body of **knowledge and expertise**
- Useful **teaching** strategies
- Have people who are good at **working across silos**
- Strong **social media** outreach
- Impact through our **conference** and **journal**
- Curated content

## Opportunities

- Outreach to organizations and researchers with aligned goals
- **Certification** of skills
- **Integration with AI** and data science
- **Collaborations** with governments and NGOs
- Training for policy makers and stakeholders
- Develop content in **other languages**

## Weaknesses

- **Communication is mostly with ourselves**
- Relevance is hard to explain
- **Competition** with more popular techniques
- Not in popular/mainstream science conversations
- **Lack of unity** in the society/field
- Dispersed domains
- Curation of material is difficult,
- Lack of large-scale education, certification

## Threats

- **Resistance to change** and innovation
- **Competition** with more popular methods
- Some of our best examples are **politically charged**
- **Lack of funding**
- Age structure of field - many **retirements**
- **Lack of unity** in methodology & shared identity
- **University programs** disappearing or shrinking

# Summary: Creating Relationships

Do we want to expand our current core?

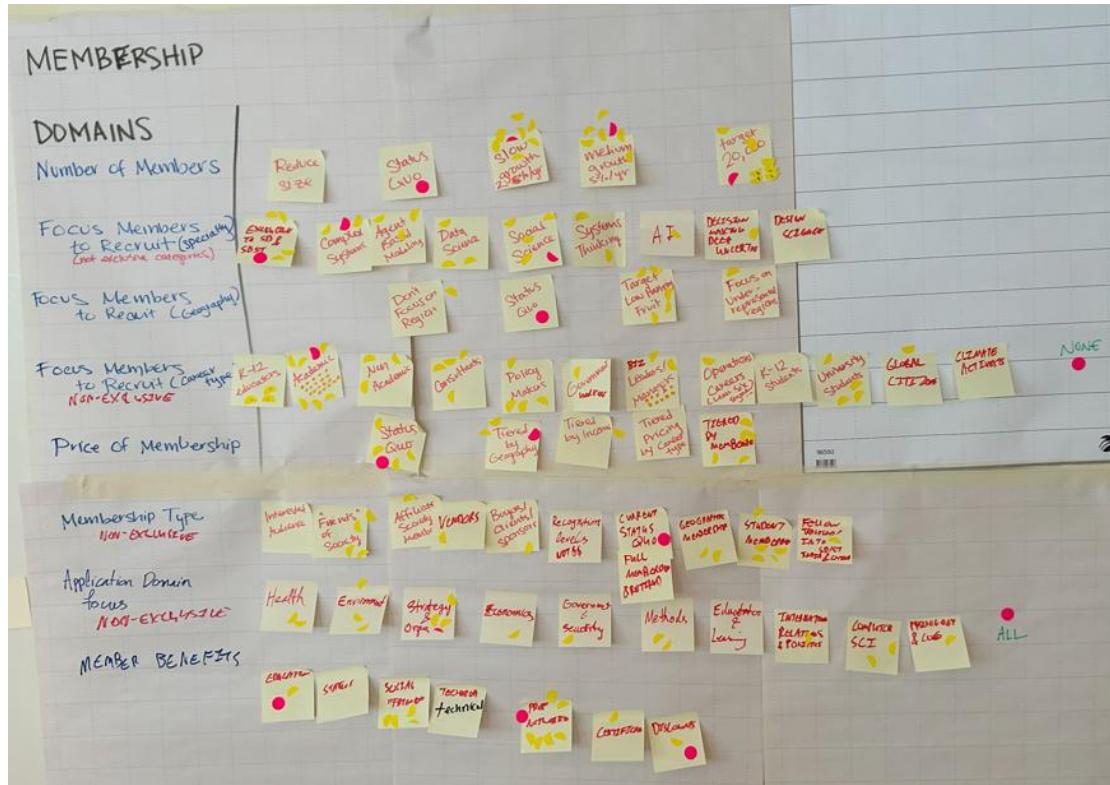
- No 0%
- Not sure 27%
- Yes 73%

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

# 2024 Strategy Maps - Membership Example



## PREVIOUS CONVERSATION

- Types of membership
- Recruit from practitioner communities
- Intermediate value proposition
  - Friend of the society
- Reach out to chapters about needs for resources
- New chapter for people who use other methods?

## NEW CONVERSATION?

- Retention
- Membership Value
- Converting Chapters and SIGs to members

# 2025 Strategy Committee

---

## Process

Monthly meetings to discuss:

1. 5-year goals
  - a. Collected options from brainstorming, PC discussions, all known strategy documents
  - b. Downselected to current set
2. Metrics
3. Potential initial steps to progress toward goals

## Committee members

Asmeret Naugle

Allyson Beall

Scott Rockart

Ignacio Martinez-Moyano

Jenson Goh

Willem Auping

## Strategy Committee's Proposed 5-Year Goals

---

1. Build & support local SD groups (2)
2. Increase attendance at SD events (2)
3. Increase number of society members (2)
- 4. Broaden awareness of SD (9)**

# Strategy Committee's Proposed 5-Year Goals

---

## 1. Build & support local SD groups

Path Forward: Research how to do this effectively and develop a plan, collect data on how successful chapters are run, find local champions

Possible metrics:

- 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

# Strategy Committee's Proposed 5-Year Goals

---

## 2. Increase attendance at SD events

Path Forward: Research how to do this effectively and develop a plan, consider recruiting adjacent fields, invite good work, consider connecting a special issue of SDR

Possible metrics:

- 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

# Strategy Committee's Proposed 5-Year Goals

---

## 3. Increase number of society members

Path Forward: Consider value proposition of membership, consider dynamics related to diversity, build social networks, consider business-inspired techniques (loyalty programs, incentives...)

Possible metrics:

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

# Strategy Committee's Proposed 5-Year Goals

---

## 4. Broaden awareness of System Dynamics

Path Forward: Research how to do this effectively and develop a plan.

Possible metrics:

- Increase number of SD articles in the academic press by 25% by 2030
- Increase number of citations of SD articles in the academic press by 25% by 2030
- Increase number of articles published in the System Dynamics Review by 25% by 2030
- Increase number of citations of SD in the popular press (possible tracked through google alerts) by 25% by 2030
- Increase K-12/college-level teachers using SD by 10% by 2030

## Please share your level of support for the proposed strategic goals...

Fully support - will actively engage to further these goals

71%

Supportive - will help to support these goals if asked

29%

Neutral

0%

Reluctant to support - will not actively engage to advance these goals

0%

Will actively work to oppose efforts to achieve these goals.

0%

Undecided - need to learn more

0%



## Which would you like to do now...

0

Revisit the prioritized goals.

0%

Identify activities of focus to advance goals.

0%



# Breakout groups: Feedback and prioritization of actions

---

## Feedback on goal & metrics

## Prioritized actions to meet goals

1. Build & support local SD groups (2)
2. Increase attendance at SD events (2)
3. Increase number of society members  
(2)
4. Broaden awareness of SD (9)

# 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:

- Need strong message about something people care about.
- 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?)
  - 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
- Participate in other conferences to introduce this approach to other disciplines.
- 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%

# Dana Meadows Scholar Fund Proposal

---



**Inge Bleijenbergh**  
Radboud University

- US\$30K in funds, awarded every two years.
- Priority will be given to student from low-income country and needs based.
- To finance education in System Dynamics, e.g., tuition fees. Travel, accommodation, and basic living expenses covered by student. Plus ISDC registration.
- Examples of lowest-cost established programs
  - Dual Master in System Dynamics & Business Administration Bergen Nijmegen (US\$32 - 39K for two years) or
  - University of Bergen System Dynamics Masters Program(US\$ 37K for two years).

# Proposal Updates

- Eligibility criteria updated
- Needs based character more emphasized.
- Agreement that any committee member affiliated with an applicant's university should recuse themselves from both the discussion and the vote.
- Students proposed course of study evaluated, course of study assessed along a continuum of System Dynamics content and weighed accordingly.

# **Electronic Motion to...**

*Moved by Inge Bleijenbergh*

---

To approve the Dana Meadows Scholarship Proposal as formulated in the updated proposal, with a start date of 2026.

# Submit Your Budget Proposal

## New Budget Proposal Submission Process

---



**Eliot Rich**  
UNiversity of Albany

- **Proposed By:** Finance Committee
- **Project Types:** Large, long term (3 years) strategic projects with priority given to those that directly serve SDS strategic goals
- **Who Can Submit:** Policy Council & Executive Director
- **Submission Deadline:** October 31 for next year's budget with rolling submissions allowed
- **Budget:** Total amount across projects is \$25-50K, depending on available surplus. We also encourage funding for multi-year projects.
- **Decision Makers:** Strategy Committee (Asmeret, Allyson, Scott, Ignacio, Jenson, Willem)
- **Submission Form:** Draft Form available now

# ADJOURNMENT