

Sunday, August 3, 2025

[Recording](#)

[Chat](#)

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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, Willem Auping, Irene Headen, Jenson Goh, Allyson Beall King, Thomas Wittig, MJ, Hazhir Rahmandad

Non-voting: Billy Schoenberg, Ignacio Martinez-Moyano, Richard Dudley, Dushyant Mahadik, Raquel Buzogany, Rebecca Niles

Agenda

0:05 Welcome & Introduction (Asmeret)
0:05 Motions (Asmeret)
0:15 Referral Strategy (Asmeret)
0:30 Society Voice and Response Committee Report (Scott)
1:15 Strategic Planning
 Goal Setting (Asmeret)
 Membership Value
0:10 Break
0:40 VP Lightning Conversations (Asmeret - John, MJ, Bob, Eliot, Diana, Jenson)
 VP asks one question they are grappling with
 VP World Cafe
 AVP Matching
Adjournment

Minutes

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

Lees moved to approve the Policy Council Meeting Minutes June, 2025. Eliot seconded. Motion passed unanimously.

Allyson appointed Nici Zimmerman (2025-2027) to the Organization and Bylaws Committee. Raafat seconded. Motion passed unanimously.

President, Asmeret, summarized the discussions on the updated referral process and opened for discussion on the proposed motion:

“Discontinue the current referral process, and replace it with two Society-managed capabilities:

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

Jenson added that a small cost to be on the referral list would increase the value of the service by the Society. Allyson agreed. Lees asked if the Society would be able to facilitate Beer Games, Asmeret requested this to be a separate question for next discussion. John asked how to take people off, solutions ranged from time-limited/fee constrained, rating, and feedback form. Irene asked for a clear distinction between strong and soft endorsement. Eliot nudged the Marketing Committee to think about more aggressively marketing the Beer Game and the Society to offer more opportunities to hold it.

Lees moved. Scott seconded. Lees moved for an adjustment "Directory of **members** available for system dynamics work". Diana seconded. Passed unanimously. Jeroen moved for another adjustment: remove "current" so the first phrase reads "Discontinue the referral process..." Jeroen moved. Bob seconded. Passed unanimously.

The final version of the motion was put up for voting:

"Discontinue the referral process, and replace it with two Society-managed capabilities:

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

Motion passed unanimously.

President-Elect, Scott, summarized the motivation for the Voice and Response Committee setup and shared an interim report on the committee's activities. He presented the institutions benchmarked. Scott shared the emerging recommendations:

- To fulfill our mission that includes providing access to the latest research, best practices, and tools the Society should expand our role in providing a platform for high quality policy-relevant work.
- Work to be included in platforming (e.g., in curated collections) should be only as a result of a rigorous SD analysis. SIGs may be critical to supporting the effort required to develop and maintain platforms.
- The Society should adopt a clear policy (likely similar to that of INFORMS and the ASA but more detailed than what is publicly available) for home office decision making and a review and approval process for any material and topics that are potentially controversial

Discussion ensued on the scope of the policy, quality, timeliness, reach, the difference between getting out work by academics (published) and non-academics (not peer reviewed), layers for what pieces go into each bucket with thresholds and different policies on what can be shared for each bucket, guiding principles and not a too complex policy, personas for sharing different types of work - also reflecting how Dana Meadows was creative in her effort to share SD work. Rebecca asked about guidelines about what she personally can share considering her Executive Director position. Jenson suggested baseline rules: respectful, encourage perspectives, filters. Participants raised the fear of alienating members, especially if we are too political. Comments encouraged the new process is an opportunity to grow, without slipping on the way; being careful to not focus too much on the US.

President, Asmeret, shared the strategy committee's draft 5-year goals:

1. Build & support local SD groups
2. Increase attendance at SD events
3. Increase number of society members
4. (Determine how to) Increase the use of SD in decision making

She asked if any metrics are missing and other on the listed draft goals. Focus was given to retention of members, the need for marketing, and differences regarding the need for a metric on decision making.

Asmeret invited participants to join VPs in a World Cafe setting with the following questions facilitated by VPs:

VP Meetings, John Ansah - location for conference after 2029, outside of US/Europe?

VP Professional Practice, Jenson - expand the pipeline of practitioners, increasing the skills for a more "fat lady"

VP Publications, Bob - what to do after the contract with Wiley ends

VP Finance, Asmeret - what should be the next goal

VP Chapters & SIGs, MJ - how to get inactive Chapters & SIGs up again or just shut down

Upon reconvening, Asmeret asked what should be on the agenda: requests were made to further discuss information about how successful Chapters operate, certification (to ensure quality), different business/sponsorship models - other revenue streams.

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