



**Executive Director Report  
Policy Council Meeting  
March 11, 1997  
by Roberta L. Spencer**

George P. Richardson  
*President-1997*

Yaman Barlas  
*President Elect*

John D. W. Morecroft  
*Past President*

Jay W. Forrester  
*Founding President*

Michael J. Radzicki  
*Secretary*

Alexander L. Pugh  
*V.P. Finance*

David C. Lane  
*V.P. Publications*

Henry B. Weil  
*V.P. Members*

James H. Hines  
*V.P. Meetings*

Jose A.D. Machuca  
*V.P. At Large*

Graham W. Winch  
*System Dynamics  
Review*

**Policy Council**

Robert L. Eberlein  
Saburo Kameyama  
David Kreutzer  
Erik R. Larsen  
*1995 - 1997*

David F. Andersen  
Yaman Barlas  
R. Geoffrey Coyle  
Michiya Morita  
*1996 - 1998*

Magne Myrtveit  
Showing Young  
Isaac Dynner  
Doa-Hoon Kim  
*1997 - 1999*

**Transition of the Home Office**

The hand-off went very smoothly due to the tremendous amount of work done in the past and during the transition by Julia Pugh. Everyone has been extremely helpful. The operations are intact and continuous, especially the sales and service to members. The physical inventory of proceedings, journals and archives has been relocated successfully in large part because of the labor of Mike Radzicki, Scott Trees and Khalid Saeed. The financial aspect of the transition is progressing well with the expert help of Jack Pugh. All existing financial information is in great shape, but because of some computer and program issues in Albany, the finances are not totally set up yet.

The physical office space is "up-and-running." The address change, new phone numbers and new e-mail address are being disseminated. They are:

Roberta L. Spencer, Executive Director  
The System Dynamics Society  
Milne 300 - Rockefeller College  
University at Albany, State University of New York  
Albany, New York 12222

Phone Number: (518) 442-3865

FAX Number: (518) 442-3398

E-mail Address: [System.Dynamics@albany.edu](mailto:System.Dynamics@albany.edu)

The new e-mail address is [System.Dynamics@albany.edu](mailto:System.Dynamics@albany.edu). There will be a 2 - 3 month overlap with the current America Online account, which will be discontinued. There are still numerous boxes to be unpacked and inventoried.

I see the position of Executive Director with two distinct parts: the first part is maintaining current and routine operations, and the second part is development and new initiatives.

**Routine Operations (Attachment I)**

*Membership services.* Continuous phone, E-mail and mail coverage are being provided. Each day the office receives approximately a dozen phone calls, 10 E-mail messages, and 5 letters regarding sales, membership and miscellaneous questions.

Non-members are referred to our office mainly by members, people at MIT, Pegasus Communications and readers of *The Fifth Discipline*. Most people have made 2 - 3 calls before reaching the System Dynamics Society office.

*Beer Distribution Game, Proceedings, Journal Sales.* There is much interest in the Beer Distribution Game, less demand for the Proceedings and back issues of the *System Dynamics Review*. Orders filled in January and February total 26.

*Other.* Bibliography disks are available, but the bibliography needs to be updated. Also, a new brochure is being designed for sales of the products and membership information.

### **Membership**

Wiley has been very helpful and responsive. 1996 Memberships totaled 572 in 44 countries. Please see Attachment II for more detailed membership information.

### **Society Finances**

As noted above, the finances are still in transition and progressing smoothly. To date in 1997, the sales have totaled \$4882.00. Large expenses include replenishing the supply of vinyl boards and videos.

### **Administrative Calendar**

A new Presidential Initiative is to create the Administrative Calendar. The rationale for this tool is for continuity of organizational memory. The Calendar will help the administration of the Society to be continuous, but also responsive to change. Please see the attached draft of the Administrative Calendar (Attachment III) and a draft of an example of how each process (Attachment III a) would be managed. Key people will need to comment on the Administrative Calendar and related processes to make it complete. The role of the Executive Director would be to help keep all the Society processes timely.

### **Planned Initiatives**

Possible new initiatives (Attachment IV) that are currently not routine operating processes include:

- Developing a Records and Archive System,
- Supplying Support to Special Interest Groups, Sponsors and Chapters,
- Develop a Link to the Annual Research Conference and
- Aid in Coordination and Development of Electronic Presence (with Bergen).

### **Current Allocation of Effort for Executive Director**

Daily time sheets are recorded as my time is separated into three cost centers at the University at Albany, the main one being the System Dynamics Society. Regarding Society work, most of my time is spent on current operations. As everything is new for me and the University, less time is spent on transition and system building. I am currently having difficulty trying to find time now for new initiatives. As tasks become more routine, and all the boxes are unpacked, the time allotment for new initiatives will grow.

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Attachment IV -

**Possible New Initiatives** (Not Routine Processes)

A. Develop Records and Archive System

B. Make Contacts and Support Special Interest Groups, Sponsors and Chapters

K-12

Consultants

Systems Thinking

C. Link to Annual Research Conference

Define Executive Directors Role

for Turkey, for Quebec

Notice of Conference in Research Journals

Manage Conference Program including:

Call for Papers

Proposed Review

Paper Selection and Program Design

Contact Sponsors and Special Interest Groups

Manage

Site Arrangements

Registration

Receiving Fees

Special Events

D. Develop Electronic Presence (with Bergen)

Attachment III a				
Process: Manage Sponsors			R=Responsibility, A=Approval/Authority, S=Support	
<b>Task</b>	<b>Routinely Done</b>	<b>Date 1997-98</b>	<b>Responsibilities and Roles</b>	
Send Thank You Letters	1-2 weeks after receipt	4/1/97 and 2 weeks after receipt	General Letters R (Roberta = R), Signature A (Jay Forrester)	
Mid-year Sponsor's Letter (with President's Letter)	May/June	5/15/97	A=President, R=Roberta	
Request Next Year's Support	September	4/1/97	A=President, R=Roberta	
Follow Up - 1	October	5/1/97	R=Roberta	
Follow Up - 2	November	6/1/97	R=Roberta	
Create /Update List/Data Base of Sponsors	January	April	R=Roberta	
Contact Wiley with Names of Sponsors	1-2 weeks after receipt	1-2 weeks after receipt	R=Roberta	

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Attachment III -

**Administrative Calendar**

(To be added to, rationalized, and scheduled to an annual calendar.)

Business Processes Tightly Linked to Administrative Calendar:

**Tax Filings**

Manage agenda and follow-up for Winter Meeting of Policy Council (Jan, Feb)

Manage agenda and follow-up for Summer Meeting of Policy Council at Research Conference

Manage agenda and follow-up for Fall (?) Meeting of Policy Council

Presidents letter (Max 2 pages), when?

Manage Nominations and Elections Procedures

Awards:

Jay W. Forrester Award Selection Procedure

New Awards Such as Best PhD dissertation??

Manage Society Sponsors

Annual Membership Billing

Annual Membership Directory

Manage Conference Site Selection (3-4 years in advance)

Update Bibliography

Executive director's report

Editor's report

Treasurer's report

Notices in journals - for what and when

Update SDR - SDS publications for sale page

May 15 Federal (no fee) and State (\$100 fee) review to be filed

By November 15 - File a list of officers and policy council members with the MA Secretary of State - a one page form that gives officers and date of annual meeting for the past year. Clerk has to be resident of MA

Work with Administration Committee to refine processes.

Who does what/when?

How often are tasks/issues updated?

file name:admincalendar

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Attachment II -

**System Dynamics Society Membership**

Membership over time: 1996 - 572  
1995 - 504  
1994 - 484  
1993 - 487  
1992 - 406  
1991 - 418

1996 Statistics on Membership

Total Membership: 572  
Regular Payment: 463  
Reduced Payment: 109

Geographic Distribution - 44 Countries Including:

Argentina 4	New Zealand 4
Australia 17	Nigeria 1
Austria 1	Norway 9
Bangladesh 1	People's Republic of China 3
Belgium 1	Peru 1
Brazil 2	Philippines 1
Canada 15	Poland 3
China 1	Portugal 3
Columbia 4	Republic of China 2
Croatia 1	Singapore 2
Denmark 4	South Africa 2
Finland 2	Spain 21
France 4	Sweden 6
Germany 14	Switzerland 15
Greece 2	Taiwan 4
India 2	Thailand 2
Indonesia 4	The Netherlands 12
Israel 2	Turkey 1
Italy 17	UK 44
Japan 31	USA 297 (in 37 states)
Korea 4	Venezuela 2
Mexico 3	Vietnam 1

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Attachment I -

**Routine Operations - Other Processes**  
(not tied to Administrative Calendar or Research Conference)

Order and Market Beer Game

Inventory and Fill Orders for back issues of Proceedings

Inventory and Fill orders for back issues of *System Dynamics Review* (Before Wiley)

Respond to general member inquiries

Manage Certification of Chapters and Special Interest Groups

Records Retention and Preservation

Archiving

Reconcile Membership Issues/Discrepancies with Wiley

Maintain Checking Account