



## **DSI Strategic Plan 2018-2023**

**February 4, 2018**

### **Vision Statement**

Decision Sciences Institute will be recognized globally as a scholarly professional association that creates, develops, fosters and disseminates knowledge to improve managerial decisions.

### **Mission Statement**

Decision Sciences Institute provides forums to create, disseminate and use knowledge to improve managerial decision making involving systems and people.

## Structure of DSI Board

| DSI Board Composition       |
|-----------------------------|
| President                   |
| President-Elect             |
| Immediate Past President    |
| Secretary                   |
| VP of Finance               |
| VP Americas Division        |
| VP Asia-Pacific Division    |
| VP European Division        |
| VP Global Activities        |
| VP Marketing                |
| VP Member Services          |
| VP Professional Development |
| VP Publications             |
| VP Technology               |
| Executive Director          |

# DSI Strategic Plan 2018 - 2023

The strategic plan is organized into three basic thrust areas as follows:

- A. DSI Members**
- B. DSI Programs**
- C. DSI Capabilities and Resources**

## Thrust Area A: DSI Members

This thrust area aims at growing, recruiting, retaining and engaging members.

**Goal A1:** Grow membership and retain members.

| Sr. No | Tactical Objectives   | Responsibility                | Measurable Outcomes  |
|--------|---|-------------------------------|--|
| 1      | Design, promote and communicate a member recruitment and retention plan.  | VP Member Services            | Completed plan<br>Increase in new member acquisition<br>Retention rates<br>Number of communications  |
| 2      | Further develop and enhance the "Conference Buddy" program.   | VP Member Services            | Number of mentors<br>Number of mentees<br>YOY Change in mentors and mentees  |
| 3      | Further develop the DSI website to add value to membership.   | VP Marketing<br>VP Technology | Growth in page views, visitors to site<br>Number of occurrences of problems/complaints<br>Annual progress report on website enhancements   |
| 4      | Maintain accurate databases of all attendees at national and regional meetings, with regular communications to encourage continued participation. | Home Office                   | Number of communications<br>Number of occurrences of problems/complaints<br>Accuracy in the databases (established through an audit of the database/process for creating the database) |

**Goal A2:** Identify new and enhance existing services for members.

| Sr. No | Tactical Objectives  | Responsibility                    | Measurable Outcomes   |
|--------|--|-----------------------------------|---|
| 1      | Evaluate and enhance Placement Services.                                   | Home Office                       | Number of users by category<br>YOY change in users by category<br>Improvements made |
| 2      | Identify and develop additional value-added services for member retention. | Home Office<br>VP Member Services | Member use of value added services<br>Number of new service offerings               |

**Goal A3:** Increase engagement of visible scholars.

| Sr. No | Tactical Objectives  | Responsibility   | Measurable Outcomes  |
|--------|--|--|--|
| 1      | Develop a list of visible scholars to invite to participate in DSI activities. | Board  | Number of participants   |
| 2      | Design and implement a plan to engage or re-engage visible scholars.           | VP Member Services<br>VP Publications<br>VP Professional Development | Completed plan<br>Number of people by category<br>Invited vs. accepted participation by visible scholars |

## Thrust Area B: DSI Programs

This thrust area aims at growing and improving DSI’s key program areas of research, teaching/pedagogy, and professional development.

**Goal B1:** Increase stature of DSI academic journals.

| Sr. No | Tactical Objectives   | Responsibility                     | Measurable Outcomes   |
|--------|---|------------------------------------|---|
| 1      | Develop and implement a plan to get DSJ listed in indices like UT Dallas, Financial Times etc.  | DSI Board                          | Completion of plan<br>Impact/Results from implementing plan   |
| 2      | Increase quality and reputation of the journals.  | VP Publications<br>Journal Editors | Increased impact factors, citations, journal list rankings  |
| 3      | Increase the participation of leading mid-career and senior scholars (including Fellows) in serving as editors of special journal issues. | DSI Board<br>VP Publications       | Number of participants  |
| 4      | Develop and sequence special topic issues for next five years.  | VP Publications<br>Journal Editors | Number of special issues by journal   |
| 5      | Review and enhance guidelines for reviewers to ensure high-quality and timely reviews.  | VP Publications<br>Journal Editors | Average reviewer score and average review time<br>Number of reviewer workshops during DSI annual conference |

**Goal B2:** Increase stature of the DSI conferences.

| Sr. No | Tactical Objectives   | Responsibility                                    | Measurable Outcomes   |
|--------|---|---|---|
| 1      | Revise and streamline conference planning manual.   | Home Office<br>VP Professional Development        | Completion of manual  |
| 2      | Increase the participation of leading mid-career and senior scholars (including Fellows) on annual meeting program committee and programming.   | VP Professional Development<br>Program Chair      | Number added to committee and program<br>Number of participants                   |
| 3      | Develop pool of invited workshops and panels for five-year implementation.  | VP Professional Development<br>Journal Editors    | Number added to pool<br>Number of participants in panels and workshops            |
| 4      | Review and develop new professional development sessions for advancing teaching effectiveness, explore emerging teaching pedagogies, research rigor, publication success, and career evolution. | VP Member Services<br>VP Professional Development | Number of sessions, session attendance  |
| 5      | Seek industry speakers' involvement in conference and arrange plant tours/field trips.  | VP for Professional Development<br>Program Chair  | Number of industry speakers and sessions<br>Number of plant tours and field trips |

**Goal B3:** Provide professional development opportunities beyond annual conferences and journal publications.

| Sr. No | Tactical Objectives  | Responsibility                                   | Measurable Outcomes  |
|--------|--|--|--|
| 1      | Develop online versions of the professional development workshops for members.         | VP Professional Development<br>VP Technology     | Number of online versions<br>Number of online participants |
| 2      | Identify and offer professional development opportunities in conjunction with regions. | VP Professional Development<br>VPs for Divisions | Number of professional development offerings by regions    |

## Thrust Area C: DSI Capabilities and Resources

This thrust area aims at building capabilities and resources including relationships.

**Goal C1:** Build new and enhance existing connections with DSI stakeholders.

| Sr. No | Tactical Objectives  | Responsibility                          | Measurable Outcomes  |
|--------|--|---|--|
| 1      | Identify stakeholders and prioritize ties with them.   | Board                                   | Prioritized list of stakeholders and ties  |
| 2      | Develop and design initiatives to build and enhance ties with stakeholders.  | Board                                   | Number and impact of initiatives   |
| 3      | Develop and design specific initiatives to improve information exchange within DSI community.                        | VP Technology<br>VPs for Divisions      | Number and impact of initiatives   |
| 4      | Establish a program for regional/chapter best paper award winners to present at the national meeting and vice versa. | VP Member Services<br>VPs for Divisions | Established programs<br>Number of participating regions or participating regional best paper award winners |



**Goal C2:** Increase member engagement and volunteerism.

| Sr. No | Tactical Objectives   | Responsibility                    | Measurable Outcomes   |
|--------|---|-----------------------------------|---|
| 1      | Develop guidelines for recruiting, evaluating and recognizing volunteers. | VP Member Services                | Creation of guidelines  |
| 2      | Develop and communicate volunteer opportunities and expectations.         | VP Member Services<br>Home Office | Total number of volunteers<br>Number of new volunteers per year<br>Quality of volunteer efforts |

**Goal C3:** Build and enhance the DSI brand.

| Sr. No | Tactical Objectives                                     | Responsibility              | Measurable Outcomes  |
|--------|---|-----------------------------|--|
| 1      | Conduct comprehensive brand analysis.                   | VP Marketing<br>Home Office | Brand analysis report  |
| 2      | Prioritize and implement recommendations from analysis. | Board                       | Prioritized list of recommendations<br>Number of implemented recommendations |