



## **DSI Strategic Plan 2018-2024**

Approved February 4, 2018  
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### **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 Conferences
VP Marketing
VP Member Services
VP Professional Development
VP Publications
VP Information Management
Executive Director

# DSI Strategic Plan 2018 - 2024

The strategic plan is organized into three pillars as follows:

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

## Pillar A: DSI Members

This strategic priority aims at growing, recruiting, retaining and engaging members.

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

Sr. No	Tactical Objectives	Responsibility	Measurable Outcomes
1	Design and execute a member recruitment and retention process.	Home Office VP Member Services	Process development Increase in new member acquisition Retention rates Conversion rates (PhD – Regular)
2	Leverage the DSI website to add value to membership.	VP Marketing VP Information Management	Growth in page views, visitors and repeat visitors Annual progress report on website enhancements
3	Develop and implement a communication plan to effectively serve current and prospective members.	Home Office	Communication plan for current members Communication plan for prospective members Responsiveness to members concerns

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

Sr. No	Tactical Objectives	Responsibility	Measurable Outcomes
1	Enhance Career Services	Home Office	Completed Career Development platform Number of users by schools/applicants YOY change in users by category
2	Identify and develop additional value-added services for member retention.	Home Office VP Member Services	Member use of value added services Number of new service offerings

## Pillar B: DSI Programs

This strategic priority 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	Increase quality and reputation of the journals.	VP Publications Journal Editors	Increased impact factors, citations, journal list rankings DSJ listed in indices like UT Dallas, Financial Times, A list of R1 schools DSJIE improved ranking in indices like ABDC and ABS
2	Improve operational performance of the journals.	VP Publications Journal Editors	Improve performance metrics as outlined in the Editors Manual
3	Improve marketing and promotion of the journals	VP Publications Journal Editors	Number of editor participations at conferences Increased social media presence Global circulation of journals (downloads)

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

Sr. No	Tactical Objectives	Responsibility	Measurable Outcomes
1	Improve conference management process.	Home Office VP Conferences	Completion of conference manual Number of project deadlines met Reduction in conference planning lead time
2	Develop innovations for the annual conference.	VP Professional Development VP Member Services VP Conferences	Number of new sessions, initiatives and/or activities Number of high profile speakers Session participation

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

Sr. No	Tactical Objectives	Responsibility	Measurable Outcomes
1	Develop professional development workshops for members.	VP Professional Development VP Member Services	Number of events Number of participants
2	Identify, offer and assist regions with professional development opportunities.	VP Professional Development VPs for Divisions	Number of professional development offerings by regions
3	Assess potential collaboration with other professional organizations to develop and implement professional development opportunities.	VP Professional Development	Number of professional development initiatives assessed

## Pillar C: DSI Capabilities and Resources

This strategic priority 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	Develop and implement stakeholder management plan.	Home Office VP Member Services	Completed Plan Number and impact of initiatives

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

Sr. No	Tactical Objectives	Responsibility	Measurable Outcomes
1	Develop and communicate member volunteer opportunities and expectations.	VP Member Services VP Conferences Home Office Journal Editors	Web based volunteer recruitment system Total number of volunteers Number of new volunteers per year Quality of volunteer efforts

**Goal C3:** Enhance the DSI brand.

<b>Sr. No</b>	<b>Tactical Objectives</b>	<b>Responsibility</b>	<b>Measurable Outcomes</b>
1	Evaluate and prioritize recommendations from brand analysis.	Board	Number of recommendations implemented.