



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

Approved February 4, 2018

Revised February, 2020

### **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 - 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 Increase in new member acquisition Retention rates Number of communications
2	Maintain and enhance the "Conference Buddy" program.	VP Member Services	Number of mentors Number of mentees YOY Change in mentors and mentees
3	Further develop the DSI website to add value to membership.	VP Marketing VP Information Management	Growth in page views, visitors to site Number of occurrences of problems/complaints 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 Number of occurrences of problems/complaints 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 YOY change in users by category Improvements made
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

**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 VP Publications VP Professional Development	Completed plan Number of people by category 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 Impact/Results from implementing plan
2	Increase quality and reputation of the journals.	VP Publications 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 VP Publications	Number of participants
4	Develop and sequence special topic issues for next five years.	VP Publications Journal Editors	Number of special issues by journal
5	Review and enhance guidelines for reviewers to ensure high-quality and timely reviews.	VP Publications Journal Editors	Average reviewer score and average review time 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 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 Program Chair	Number added to committee and program Number of participants
3	Develop pool of invited workshops and panels for five-year implementation.	VP Professional Development Journal Editors	Number added to pool 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 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 Program Chair	Number of industry speakers and sessions Number of plant tours and field trips

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

<b>Sr. No</b>	<b>Tactical Objectives</b>	<b>Responsibility</b>	<b>Measurable Outcomes</b>
1	Develop professional development workshops for members.	VP Professional Development VP Conferences	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	Collaborate with other professional organizations to develop and implement professional development opportunities.	VP Professional Development	Number of professional development initiatives implemented

## 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 Information Management 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 VPs for Divisions	Established programs 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 VP Conferences	Creation of guidelines
2	Develop and communicate member volunteer opportunities and expectations. Define volunteer positions.	VP Member Services VP Conferences Home Office Journal Editors	Total number of volunteers Number of new volunteers per year 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 Home Office	Brand analysis report
2	Prioritize and implement recommendations from analysis.	Board	Prioritized list of recommendations Number of implemented recommendations