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

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.

Priority A: DSI Members – Building upon a solid foundation: Recruiting, retaining and engaging members.

Goal A1: Recruit and retain members.	Actions	Responsibility	Measurable Outcomes

1	Create list of key influencers.
	  a. Deans and Department Chairs
	  b. Editors
	  c. Top scholars
		President Elect
		Executive Director
			• Completion of List

2	Collaborate with chapters to recruit new members and engage current members.	VP Marketing VP Information Management Divisional VP's Home Office	• Conversion rates (Non-member – Member) • Retention rates • Increase new member acquisition
3.	Develop a communications plan for key influencers.	President Elect Executive Director	• Creation of plan

Goal A2: Define and communicate DSI member personas	Actions	Responsibility	Measurable Outcomes

1	Persona suggestions:
	  a. Faculty
	    i. Research intensive schools (R1)
	    ii. Teaching focused schools
	    iii. Teaching-Clinical faculty
	  b. Students – New Faculty
	  c. Industry Partners
	    i. Explore feasibility of industry partners engagement
		Board	• Decision on industry member category
			• Development of personas

2	Create customized messaging to different types of members.	VP Marketing VP Member Services Home Office	• Communication plan developed

Priority B: DSI Programs -- Growing and improving DSI's brand in key program areas of research, teaching/pedagogy, and professional development.

Goal B1: Research: Leverage work done by DSI Editors to increase statue of journal.	Action	Responsibility	Measurable Outcomes
1	Increase quality and reputation of the journals.	VP Publications Journal Editors Board	• Increased impact factors, citations, journal list rankings for DSJ and DSJIE

a. Engaging top scholars to publish in DSI journals and attend DSI
b. Board and editorial team advocate for DSI journals
c. Translation of research to the real world
d. Create a pre-conference journal summit
    i. Use summit to align on purpose

	Action	Responsibility	Measurable Outcomes
2	Improve operational performance of the journals. a. Support editors' efforts to get on top lists	VP Publications Journal Editors Board	• Improved performance metrics as outlined in the Editors Manual
3	Improve marketing and promotion of the journals a. Enhanced social media marketing	VP Publications Journal Editors VP Marketing/Social Media Initiative Home Office	• Increased social media presence • Global circulation of journals (downloads)

Goal B2: Enhance Pedagogical Programming.	**Action**	**Responsibility**	**Measurable Outcomes**
1	Create online conference focusing on teaching	Home Office VP Conferences	• Completion of first successful annual conference

Goal B3: Increase stature and operational performance of the DSI conferences	**Action**	**Responsibility**	**Measurable Outcomes**
1.	Improve conference management process	Home Office VP Conferences	• Updated conference manual • Number of conference deadlines met • Reduction in conference planning lead time

- Improved attendance
- High profile keynotes
- Reduced number of 'no-shows' in sessions

Goal B4: Provide professional development opportunities beyond annual conferences and journal publications	**Action**	**Responsibilities**	**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 chapters with professional development opportunities	VP Professional Development Divisional VP's	• Number of PD offerings by Chapter
3	Assess potential collaboration with other professional organizations to develop and implement professional development opportunities	VP Professional Development	• Number of PD initiatives assessed (ongoing)

Priority C: DSI Capabilities and Resources -- Building capabilities and resources including relationships.

Goal C1: Build new and enhance existing connections with DSI members, influencers and stakeholders.	**Action**	**Responsibility**	**Measurable Outcomes**
1	Develop and implement new connections plan	Home Office VP Member Services	• Completed Plan • Number and impact of initiatives

		VP Marketing Social Media Initiative	
2.	Examine potential collaborations and partnerships with appropriate and relevant bodies to enhance DSI's brand image, competitiveness and attractiveness.	Board	• Number of potential partnerships or collaborations evaluated

Goal C2: Increase member engagement and volunteerism.	**Action**	**Responsibility**	**Measurable Outcomes**
1.	Enhance PhD Student engagement	VP Professional Development Doctoral Student Society	• Number of participants in Society
2.	Develop and communicate member volunteer opportunities and expectations.	VP Member Services VP Conferences Home Office Journal Editors	• Number of new volunteers per year • Quality of volunteer efforts

Goal C3: Explore new value-add activities (i.e. certificates).	**Tactical Objectives**	**Responsibility**	**Measurable Outcomes**
1	Survey membership	Board Home Office	• Compiled survey results

Revised and Board approved February 4, 2018
Revised February, 2020
Revised February, 2022
Revised April, 2024