IMPORTANT UPCOMING VOTE REQUIRED ON
DSI CONSTITUTIONAL AND BY-LAWS CHANGES

Message from the President, Carl M. Rebman, Jr,

Happy New Year! I hope you all had a very enjoyable holiday and were able to spend some time with family and obtaining some most likely much needed rest and relaxation. I am writing to you because as a new year begins so does another year of exciting events as well as new business matters that needs to be addressed.

As such, this special newsletter is meant to communicate a very important DSI business matter that could have a large impact on SWDSI. In my last newsletter I had provided you information regarding an upcoming change to the DSI Board of Directors—specifically eliminating the Regionally Elected VP Positions for all the United States/North America regions (NE, SE, MW, SW, WESTERN, MEXICO) and instead combing them into one single Americas Regional Vice President.

In the time that has elapsed the SWDSI officers prepared a response to the proposed amendment, I voiced our concerns at the DSI Regional Activities Committee, they were only taken under advisement, and DSI has gone forward with the original amendment to the Constitution and Bylaws which now requires your vote.

I feel it is my duty and responsibility to present to you all information that has been available to me so that you are able to make your own informed decision as to whether or not you feel this proposed amendment is in the best interest of SWDSI as well as DSI. As such this newsletter consists of the following items:

1. The original proposed amendment by DSI.
2. The SWDSI response to the original amendment proposal.
3. Excerpts from an email exchange between Tom Jones and Powell Robinson that discuss the concerns that SWDSI has regarding the potential impact of the changes if this amendment passes.
4. A letter from Rodger Collons, a DSI Fellow.
5. The Actual Proposed Amendment change text from the official DSI SuveyMonkey Ballot that is to be voted on.

I urge each of you to review all of the materials and come to your own conclusion as to what you think is the best direction for SWDSI and DSI, and MOST IMPORTANTLY TO CAST YOUR VOTE and to MAKE CERTAIN THAT DSI HAS SOUTHWEST AS YOUR PRIMARY REGION AFFILIATION. In order to be eligible to vote you must also be a member of Decision Sciences in addition to SWDSI, and YOUR VOTE MUST BE CAST BY THURSDAY JANUARY 17, 2013. [note you should have received your email ballot from DSI, IF YOU HAVE NOT RECEIVED YOUR BALLOT PLEASE EMAIL DSI (dsi@gsu.edu) or Carol Latta (clatta@gsu.edu).

Your vote is very important in determining the future of SWDSI as well as shaping the future of DSI. If you have any questions or comments please don’t hesitate to contact me.

Best,
Carl
email: carlr@sandiego.edu

Special points of interest:

- Be certain to vote by January 17, 2013 for your vote to be counted.
- Don’t forget to get your camera ready pdf file submitted for conference proceedings Deadline January 7, 2013.
- Online registration for SWDSI 2013 in Albuquerque is now available.
- Be certain to book your hotel reservation now for SWDSI 2013.

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Ultimately, DSI is made up of members who are then in turn separated by region. Each region has its own unique attributes and needs and deserves to be heard and represented.

SWDSI feels it is imperative that as a strong regional member of DSI that it be afforded the right of representation on the DSI Board.

SWDSI feels that the relationship with DSI in the past has been and currently is mutually beneficial.

Yet, this current proposal removes a large amount of representation and voting rights from the regions on important issues.

SWDSI is worried that if this amendment is passed then the relationship with DSI will change from collaborative to a more dictatorial approach from a Board of Directors who may make decisions without knowing or seeking regional input.

In conclusion, SWDSI is opposed to the DSI constitutional amendment in its current form and urges the DSI Board of Directors to reconsider the structure to one that is more inclusive and responsive to the needs of its regional members.
Excerpts From Communication from DSI President Powell Robinson to Tom Jones

During the summer and previous to the November Meeting in San Francisco Tom Jones had posed some questions regarding the proposed amendment to DSI President Powell Robinson. There have been slight edits only in terms of formatting and stripping of email headers. Questions from Tom are in **BLACK** and/or **BOLD**. Responses from Powell are in **BLUE** and/or **BOLD**.

The following were Tom’s comments and questions as follows.

**NOTE THAT POWELL RESPONDS TO THE FIRST FOUR ITEMS ALL AT ONCE. AFTER ITEM FOUR EACH RESPONSE BY POWELL IS LISTED BELOW THE SPECIFIC ITEM QUESTION.**

1. **Initially, so that the Vice Presidents serve two-year items staggered terms, will approximately 50% of the Vice Presidents be elected for a one-year term or a three-year term (and for two-year terms thereafter)?**
2. **What are the responsibilities and requirements of these proposed Vice President positions? Will the job performance of these VPs be reviewed by the Board of Directors, in particular the functional VPs? What actions will be taken if a person does not fulfill these responsibilities; are there any consequences or will the attitude be ‘oh well?’ Will the Board of Directors have the authority to replace a VP before the term of office is completed?**
3. **It appears that some of these proposed Vice Presidents need to have specific expertise to serve in their role. Consequently, will anyone be eligible for nomination (and election) to the functional VP positions or will the Nominating Committee screen nominees’ qualifications for a specific functional VP position? See next item for related issues.**
4. **It seems logical that some appointed coordinator/director positions (i.e., Global Development Coordinator, Information Technology Coordinator, Marketing Director, Member Services Coordinator) should be eliminated. Will these positions be eliminated?** [Please note that the terms of office for these positions are three years, not two years, to allow sufficient time to develop and implement ideas and for continuity; and a coordinator/director may be reappointed for a second/three-year term. Also, there currently is a selection process, which includes an announcement of a position’s vacancy, for identifying people who are interested, available to serve, and qualified for a coordinator/director position. In addition, I point out that there is not enough time to ensure a smooth transition from a functional VP whose term in office is ending to the newly elected functional VP, as currently exists with the appointment of a coordinator/director. (See the DSI Policies and Procedures Manual for details regarding coordinator/director positions.)

Hi Tom,

I appreciate your email. You raised several good questions. I’ll bring them up at the upcoming Board meeting. I’ll respond to a few at this time. My email is lengthy, but I hope I can help better explain the proposal and its motivation. The text may be a little rough as I had limited time this afternoon, but you raised some great points and I wanted to respond.

The intended scope of the President’s Letter was to provide an overview of the intent and structure of the Constitutional Amendment. Due to scope, there are several implementation details that have been discussed by the Board, some of which you mention below, that were not included in the President’s Letter. However, there are others that remain to be finalized. Fleshing out some of the details is an agenda item for the upcoming Board meeting.

The specifics wording for the revised Constitution, Bylaws and Policy and Procedure Manual still remains to be finalized. The constitution provides specifics relating to the Institute’s offices, term durations, staggered election terms, etc. The proposal will contain the specific rewording necessary to represent the proposed changes in the constitution. It is reasonable to allow flexibility in specifying the functional VP responsibilities such as scope of responsibility, standing committee chair assignments, coordinator assignments, etc. Hence, these will most likely not be stated in the constitution, but will be specified in the Bylaws and/or Policy & Procedures. This is consistent with how the Constitution, Bylaws and Policy and Procedures are currently handled. For example, the responsibilities of coordinators, standing committee chairs, etc are specified in the Policy and Procedures, while the Constitution indicates we can have standing committee as defined in P&P. Hence, while the proposal will outline the details, the implementation details will be done by the Board for inclusion in the Policy & Procedures Manual. (Yes, the P&P will eventually be updated.)

Bottom line, in preparation for the vote the Board will layout as much detail as possible realizing that it will need to be incorporated into the P&P Manual should the amendment pass.

5. **Will information/answers to the questions in paragraphs 1, 2, 3, and 4 be included with the ballot sent to DSI members so that they can fully understand the impact of the proposal?**

These details will be specified prior to requesting a vote by the membership.

6. **This proposal eliminates the Regionally-Elected Vice Presidents. Will each region still have representation on the committee(s) as currently structured? Who, if anyone, will assume the current responsibilities of the Regionally-Elected Vice Presidents; for example, acting as liaison between a region and the Institute, submit State of the Region Report each year, etc.?**

   Please don’t view amendment as an action against the regions. Maintaining strong regions is a cornerstone of the Institute and was considered through the deliberation at the Board level. Every Board member is a strong supporter of the Regions. (Personally I don’t feel we are leveraging the regions to their maximum potential and that we need to strengthen them. -- but this is another issue.)

   The nine Regionally-Elected VPs are replaced with 3 Divisional VPs—Americas, Asia-Pacific and Europe. They would be elected by their respective regions and represent them during Board meetings and other activities of the Institute. The Board questioned the need for 5 regionally-elected VPs from the continental US considering the US regions have common constitutions, backgrounds, interests, regional challenges/problems, and members that have often been members of multiple US regions. However, the non-US regions were less consolidated under the proposal.

   The Board will maintain strong Regional representation under the new structure. Consider that even when ignoring the Regionally-elected VPs, the Board has historically had strong regional representation. The At-Large VPs, Secretary, Treasurer, President-Elect, President, Past President typically have close ties to the regions. I anticipate that a significant portion of the functional VPs would also continue to have strong regional roots. The proposal ensures strong regional representation. It will be there!

   —CONTINUED ONE PAGE FOUR—
6. Powell’s answer continued from page 3.

Similarly, members with strong Regional affiliation would still be appointed to committees. There is no reason for this to change under the proposal. Currently over 25% DSI members have strong affiliation with one or more regions based on the ratio of DSI members attending regional and national meetings. Again, these members serve as DSI officers, committee chairs, committee members, task force members, etc. at the national level.

The Regional Activities Committee provides an interface with the Board. The three Division VPs plus the President-Elect would be members along with Officers from each region. I’ve recommended that duration of the RAC meeting be expanded to at least a half-day and consider adopting a workshop format in order to permit more in depth discussion, exchange of information across regions and for collecting input from the regions for the Board. The Board envisions that in addition to the traditional discussions with the President-Elect, the Divisional VPs will meet with the officers from their respective regions, have a meaningful discussion and convey this information during Board Meetings. I feel this will be more effective that the current rushed RAC meeting that is typically unfocused and accomplishes little.

State of Region, regional data collection, etc. could be prepared by an officer of the region. This should not be a major issue. The reports could (and should have already) be structured into a template format that would simplify data collection and reporting. A regionally elected VP doesn’t need to sit through 3 Board Meetings a year in order to submit a report. It is based on regional activities not on action at a Board meeting.

7. Will a representative of the DSI Board of Directors attend each regional meeting (which, by the way, is not always done now)?

Under either structure we need to be more proactive in making this happen. Due to time restrictions, tight travel budgets and the increasing number of regions it has been increasingly difficult to accomplish this. I’ll suggest to the Board that each Board member volunteer to attend at least one regional meeting each year. Maybe getting this commitment at the April Board meeting will help. In order that it doesn’t fall through the cracks each year, I’ll assign responsibility for making this happen to the Program & Meeting VP or the Member Services VP, if the proposal passes. This should improve our consistency in making this happen.

8. How does this proposed governance structure “enable stronger linkages between … the board and members, and between members and the home office”? Please explain.

Under the proposed structure, members will have an identified point of contact on the Board for functional issues, e.g., a VP in charge of Marketing, IT, Membership, etc. In addition, a VP would chair the standing committee related to their responsibilities and interface with the committee members. This brings the VP closer to the membership with direct link to the Board. As appropriate, the VPs would also be responsible for communicating with the membership through Decision Line or email with regard to their initiatives. The VPs will have an assigned point of contact in the Home Office for their respective responsibilities and operate as a conduit between the member, Board and the Home Office. For example, VP marketing would work with committee members to establish a marketing strategy, get it approved through the Board, and then provide a point of contact for getting it executed through the Home Office. These linkages from member to Board to Home Office are lacking in our current organizational structure. Think of it as Supply Chain Coordination. Our current broken processes are; member to the committee chair, the committee report to the Board, the Board may act on the report, the lack of Board feedback to the committee chair/members, maybe/maybe not follow up for execution by the Home Office, and finally disgruntled member/committee chair. Under the proposal this is coordinated/integrated through the functional VPs.

9. How does this proposed governance structure “maintain strong regional representation on the board”? Please explain.

Please see 6 above. The objective is not to maximize the number of Regionally-elected VPs on the Board, instead we need to improve the effectiveness of the Board to serve the membership and promote the health of the Institute. Consider that a more effectively run organization would be of greater benefit to the regions and every other member than the current scenario. If we do this right it will be a win-win for all. What did Obama say, we shouldn’t count horses and bayonets. (I hated when he said that.)

10. And my last question, I will answer. Why does it matter to “focus the governance structure of DSI in a manner that is consistent with that of sister academic societies”? It doesn’t; the governance structure of DSI needs to be focused to serve the needs of the Institute and its members.

Thank you.....Poor wording in the text on my part, but you nailed the objective of the proposal. Consideration of other association structures was considered only after the proposal development was well underway. AIS uses Divisional VPs, but in a different way than we will employ them. We considered our needs, developed a proposal, and then looked at other organizational structures for insights to see if we could fine tune it. The intent never was to mimic our sister organizations, but we weren’t above learning from them. While the proposal recommends functional VPs, it maintains our existing regions (and Board commitment to strengthen them), recognizes their importance, and maintains strong regional representation on the Board. The proposal builds upon our strengths, improves our planning and execution processes by providing points of responsibility/accountability for managing critical success factors for the institute, and will position us to be more responsive and effective as an Institution. (Note: I’m not overlooking Home Office leadership and performance that your report detailed. The home office is also under review this year. I anticipate the committee will provide several suggestions for improvement that will be acted upon. This is also an area needing attention.)
Letter from Rodger Collons (collonrd@drexel.edu), DSI Fellow, to all DSI Members regarding amendment vote

Fewer than 25% of members vote. There is time to act.
Please forward this letter to your constituents today and ask them to Vote NO today to preserve their right to elect a member from your region to represent your region on the DSI Board.

This is because a YES vote eliminates the rights of the US regions to place a representative on the Board of Directors, a right they have had for 40 years. Instead one member elected by the entire US electorate will represent our nations’ 1700 members on the Board. In contrast, Asia Pacific’s 100 members will place one representative on the board and Europe’s 50 members will place one representative on the board. The US regions serve the needs of 1700 faculty members annually and the US Annual Meeting serves the needs of 1200 or so faculty members annually. Given their contributions to the Institute, the US regions deserve 3-5 representatives on the board.

Other than a well written tell and sell article by President Robinson that was published in Decision Line, the Board has made no effort to engage the members in a meaningful dialogue about their reorganization plan. The published procedure stated that the members would be given the opportunity provide input on the reorganization in the Annual Meeting. The Annual Meeting was given only a half hour on the schedule, fewer than half of our board members attended the meeting, and the President made fewer than 10 minutes available for discussion of the reorganization plan. These facts prove that the Board violated its own process thereby rendering the vote void. Holding Town Hall Meetings can correct this fatal error during the forthcoming regional meetings to establish the size of the Divisions.

After being blown off in the Annual Meeting I decided to write the board and provide an alternative to the boards plan that preserves the integrity of the regions, acknowledges their importance, slims the board, and provides both flexibility and focus. On November 25, 2012 I made a formal written request for data required to evaluate the board’s reorganization plan and to determine if a way could be found to retain the US regions while achieving the goals of the reorganization plan. I enclosed a draft of my plan, which the blanks that needed to be filled. The President made a conscious decision not to release the data requested even though he knew that I wanted to use the data to clarify my thinking before providing my input to the board before the vote was taken. I mailed my request about a month before the ballots were placed in the mail. There was plenty of time for the Board to consider my views before the ballots were sent. The President withheld the data requested and I was not able to write a fact-based letter to the members of the board before the ballots were mailed out. Withholding important information to obtain a political advantage in balloting is unconscionable, unethical, and a violation of the board’s legal duty of full disclosure to the membership. I include the board because under agency law, the principal automatically knows information provided to an agent.

The data show that our US regions engage 1000 members annually and about 1700 faculty members in total. On average the Annual Meeting attracts about 1200 members. Thus, the regions serve about 40% more faculty members annually than the national organization. Between 50% and 80% of members who participate in regional meetings are DSI members. Some feel that 20% -50% the regions are not doing their job because so many non-members attend the regional meetings. This is sloppy thinking. These guests cost us nothing and they like us. What a deal.

As an educator, I am delighted that non-members like us enough to attend our regional meetings. That is what outreach is all about. That is how we are going to become the technological professional society for the world. To reel in new members, you must fish where they are, get their attention use the right bait and present it properly. To use a marketing analogy, we should think of our guests as warm prospects and everyone knows that warm prospects are much easier to sell than cold prospects. If you prefer a more homey analogy, consider this. Everyone knows that a preacher never turns a visitor away from his church. He uses their presence as a sign of interest and goes after them. Having identified faculty who like us, all we have to do is supply them with services they need and are willing to pay for to make them members. What a deal.

The data show that the US regions range in size from 200 to 520 and have an average size of 350 members. The International regions are much smaller. Given the fact that the regional meetings reach more faculty members than DSI reaches in the Annual Meeting, I have never understood why DSI has never leveraged up on the power of the regions and is so short sighted as to lock them out of the board room for the sake of operating efficiency. This is like closing an efficient plant that accounts for half your production to reduce costs. We should never give up organizational effectiveness to achieve short-term improvements in operational efficiency. Our regions are highly effective in keeping us in touch with our members and in bringing friends to our meetings. We must honor them if we want to keep them working on our behalf. Let’s hope the Board gets the message before it is too late and our regions flee to greener pastures.
Letter from Rodger Collons (collonrd@gmail.com), DSI Fellow to all DSI Members regarding amendment changes continued

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OPTIONS TO HONOR CURRENT MEMBERS AND PAVE THE WAY FOR THE FUTURE

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Here is an enhancement that preserves the integrity of the US regions, gives jobs to officers, and reduces the size of the board. About 92% of the board’s plan is great. It is the 8% that is the problem. It makes sense to provide focus by electing named officers to the board. It makes sense to improve operational efficiency. It makes no sense to sacrifice organizational effectiveness for the sake of operational efficiency by silencing the voices of your best producers, the US regions.

All we have to do to cure the deficiencies in the proposed design is to: (1) Elect named officers to the board who have defined tasks to give us focus. (I agree with this main thrust of the Board’s plan.) (2) Aggregate members into groups of about the same size that would elect members to represent them on the board, (Here is my difficulty with the Board’s plan. It makes no sense to take five seats on the board away from our five regions that serve 1700 faculty members and give them one representative on the board; and give our 150 international members two representatives on the board. I feel strongly that we should have Divisions of about the same size.) (3) Convert the regional activities committee into Council of Presidents to honor our regions and provide the regional presidents with increased status and direct access to the Board. (This is a name change only, but a good one.)

The proper size of the Divisions is difficult to determine. The proper size of the Divisions should flow out of Town Hall Meetings held in the regions. That said, the five US regions have an average size of about 340 members. Together, they annually serve the needs of about 1700 faculty members, which is quite a bit more than DSI serves in its Annual Meeting. They cost us nothing and provide greater personal outreach than does DSI. It therefore seems reasonable to me to form 3-5 US Divisions of between 300 and 600 members each. It also seems reasonable to aggregate the 150 international members into one voting group and place the VP of the International Division in charge of our globalization effort.

Sincerely,

Rodger Collons, A founder of DSI who worked with all of the organizers of our US regions to found them.
IN ORDER FOR YOUR BALLOT TO BE COUNTED IT MUST BE CAST BY NO LATER THAN THURSDAY, JANUARY 17, 2013.

In order to better focus the Institute and make it more responsive to the needs of the Members, the Board of Directors recommends altering the composition of DSI Officers and the Board of Directors as described below. The reasons for the recommendation are provided in the President’s Letter in the October issue of Decision Line (which was also attached to my earlier email announcing the Ballot). The specific modifications to the Constitution and Bylaws were also attached to the earlier email announcing the Ballot.

Current Structure: 24 members of the Board of Directors as detailed below:
• President
• President-Elect
• Immediate Past President
• Secretary
• Treasurer (Vice President of Finance)
• Nine (9) Vice Presidents elected by the Regional subdivisions
• Nine (9) Vice Presidents elected At-Large
• Executive Director (ex-officio)

Proposed Structure: 15 members of the Board of Directors as detailed below:
• President
• President-Elect
• Immediate Past President
• Secretary
• Treasurer (Vice President of Finance)
• Six (6) functional Vice Presidents with responsibilities for Global Activities, Marketing, Member Services, Publications, Professional Development, and Technology
• Three (3) Vice Presidents elected by the Regional divisions: Americas Division, Asia-Pacific Division, and European Division
• Executive Director (ex-officio)

The amendment would be implemented by altering both the Constitution and Bylaws as detailed in previously emailed attachment and summarized below.

• Constitutional changes: Establish six (6) functional Vice Presidents and Vice Presidents elected by the Regional Divisions to replace the current nine (9) At-Large and nine (9) Vice Presidents elected by the Regional subdivisions. All Constitutional amendments require a vote of the Members with at least a two-thirds (2/3) support of those Members voting.

• Bylaws changes: Define the names and responsibilities of the six (6) functional Vice Presidents and the number of Vice Presidents elected by the Regional divisions and the Regional subdivisions they represent. Changes to the Bylaws may be modified by the Board of Directors or by a majority vote of the Members as specified in the Constitution and Bylaws. Including these changes in the Bylaws provides flexibility to modify the Vice President functional responsibilities and composition of the Vice Presidents elected by the Regional divisions in the future without having to resort to a Constitutional amendment.

**ONE VOTE PER MEMBER ONLY**

**VOTE TO SUPPORT**

—or—

**VOTE TO NOT SUPPORT**

[note you should have received your email ballot from DSI, IF YOU HAVE NOT RECEIVED YOUR BALLOT PLEASE EMAIL DSI (dsi@gsu.edu) or Carol Latta (clatta@gsu.edu)]