SECTION 9
MARKETING, COMMUNICATIONS, AND OUTREACH

(Last Updated
November 2016)
POLICY

The VP of Marketing, Communications, and Outreach should craft goals that would create action-oriented marketing, communications, and outreach strategies for INFORMS that:

- Increase recognition of the value of O.R. as an expertise (market awareness)
- Promote INFORMS as the umbrella organization for O.R. (brand connection) and
- Create a sense of belonging for all O.R.-type academics and practitioners (brand identity)

These goals need to be executed holistically to include executives, middle management, university faculty and students, and grade school teachers and students. They should be long-term focused, isolated from short-term planning, and designed to increase the demand for O.R. expertise.

The VP of Marketing, Communications, and Outreach is responsible for nominating the chairs of the Committees described in Section 9 of the P&P and acting as a de facto committee member as required.

PROCEDURES

The Vice President of Marketing, Communications, and Outreach is elected for a two-year term by the membership of INFORMS, normally in an INFORMS general election, according to the bylaws of the organization. Candidates for the position should have demonstrated experience in marketing, communications, and/or outreach leadership along with active participation in the functions of the Institute. The Vice President may run unopposed for a second two-year term.
Number 9.2

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NUMBER 9.3

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NUMBER 9.4  OUTREACH COMMITTEE

EFFECTIVE: JULY, 2005

POLICY

The mission of the Outreach Committee is to aid the Board of Directors in identifying and coordinating programs and activities that have an external focus with an objective of influencing non-members and increasing their awareness of Operations Research and the Management Sciences.

PROCEDURES

Membership

Committee members will include the Chairs of all committees that comprise the Outreach Group: Marketing Strategy, NSF Liaison, Professional Liaison, Public Awareness, Public Information, Speakers Program, and any other committees that may be assigned to the Outreach Group. The Vice President for Marketing and Outreach will also be a member of the committee as will the Chair of the Information Technology Committee or an appropriate representative. The Executive Director will serve as an ex officio member of the committee. In addition, if needed, the committee will include 3-5 appointed members. The President, with the approval of the Board, will appoint a Chair, and additional members if deemed appropriate and beneficial. Chairs of Outreach Group Committees serve on the Outreach Committee during their incumbency. Appointed members of the Outreach Committee normally serve three year terms.

Functions

The Outreach Committee provides a forum for the committees of the Outreach Group to exchange information on their programs and activities. In particular, inter-committee communication will help to

- avoid or identify and correct inefficient duplication
- identify and exploit opportunities for synergy, and
- identify and exploit unfilled needs.

In particular, the Outreach Committee will facilitate the generation of new ideas for outreach and develop new initiatives to improve INFORMS interaction with external consumers and beneficiaries of Operations Research and Management Science. Implementation of new initiatives will fall to existing committees, the Outreach Committee itself, or to the Board as appropriate.
NUMBER 9.4  OUTREACH COMMITTEE

EFFECTIVE: JULY, 2005

Relation to the Board

The Outreach Committee will advise the Board on Outreach issues and submit a biannual report to the Board prior to each national meeting on outreach activities not otherwise represented by individual committees of the Outreach Group.

Meetings

The Outreach Committee will meet at least once a year at the National Meeting. A quorum will consist of the Chair and a majority of the committee membership. In addition, the committee will meet as necessary by electronic mail and telephone conference calls.

RELATED DOCUMENTS:

INFORMS Policies and Procedures Manual, Section 2, General Procedures
INFORMS Policies and Procedures Manual, Section 7.1, Information Technology Committee
INFORMS Policies and Procedures Manual, Section 9.1, Public Awareness Committee
INFORMS Policies and Procedures Manual, Section 9.2, OR/MS Speakers Bureau Committee
INFORMS Policies and Procedures Manual, Section 9.3, Public Information Committee
INFORMS Policies and Procedures Manual, Section 9.4, Marketing Strategy Committee
INFORMS Policies and Procedures Manual, Section 16, Liaisons
NUMBER 9.5    NSF LIAISON

EFFECTIVE: APRIL 2011

POLICY

The purposes of the INFORMS NSF Liaison are:

- to communicate with the National Science Foundation regarding ORMS issues and interests,
- to recommend potential NSF program directors and division directors,
- to disseminate NSF funding opportunities to the ORMS community,
- to arrange for NSF representatives to participate in conference sessions and Board meetings.

PROCEDURES

Committee Membership

The NSF Liaison will serve a two-year term beginning on January 1. The Liaison may recommend up to three committee members to serve two-year terms beginning on January 1. Committee members will be appointed so that terms are staggered with the Liaison’s term. The Liaison and committee members will be appointed by the President with Board approval. The Liaison should be a current or former NSF program or division director, or an individual with experience with and knowledge of the NSF, in particular the Operations Research program.

RELATED DOCUMENTS:

INFORMS Policies and Procedures Manual, Section 2, General Procedures
**NUMBER 9.6  OR/MS TODAY COMMITTEE**

**EFFECTIVE: JULY, 2005**

**PROTOCOL**

**Name**

The committee shall be known officially as the *OR/MS Today* Committee. (“Committee”)

**Membership and Terms of Office**

The Committee shall consist of approximately three members, including a chair (or co-chairs).

The broad mission of *OR/MS Today* necessitates extensive liaison with other INFORMS committees; thus, in addition to these members, there will be several additional Committee members who will be liaisons with other INFORMS committees, including:

1. Liaison with the Publications Committee,

2. Liaison with the International Activities Committee,

3. Liaison with the Academic/Practitioner Interface Committee.

In addition, the INFORMS Executive Director will serve as an ex officio member of the Committee.

The chair(s) and non-liaison members of the Committee will serve two-year terms of office, with those terms of office beginning on January 1. The appointments will be staggered such that three to four new members are appointed each year. Liaison members will serve two-year terms if possible, but may serve shorter terms depending on their tenure on their respective liaison committee. Members of the Committee will be appointed by the Board, following recommended appointments by chairs of the respective liaison committees.

**Responsibilities**

The Committee shall represent INFORMS and the Board in all matters related both to the editorial activities and the contractual/financial activities of *OR/MS Today*.

The Committee shall be the contact between the editor of *OR/MS Today* and the Board with regard to proposed new policies, procedures, marketing initiatives, circulation issues and other issues involving strategy, operations and business functions. Any new *OR/MS Today* initiatives, as well as any contract-related issues, such as renewals, revisions and extensions, must first be submitted to the Committee. The Committee will then comment on any such proposal and submit its recommendations to the Executive Committee for presentation to the Board.
The Chair of the Committee shall be the principal contact for the editor or publisher for editorial matters; the Executive Director shall be the principal contact for business and contract-related issues.

The Committee shall regularly advise the Editor concerning the substantive content of *OR/MS Today* and how it could be made more valuable to readers. This includes recommending specific topics for development and specific candidate authors.

The various liaison members of the Committee are responsible for communicating *OR/MS Today* activities to their functional committees and for helping to coordinate those activities that affect both committees.

**Reporting**

The Committee shall coordinate all of its activities with the Executive Committee, which will be responsible for presenting the Committee’s findings, reports and recommendations to the Board at each national meeting.

**Meeting**

The Committee will meet by teleconference (or in person) as often as necessary and the chair(s) will meet with the editor of *OR/MS Today* personally, in conjunction with each national meeting.

**RELATED DOCUMENTS:**

INFORMS Policies and Procedures Manual, Section 2.1, General Committee Procedures
INFORMS Policies and Procedures Manual, Section 5.4, Finance Committee
INFORMS Policies and Procedures Manual, Section 8.1, International Activities Committee
INFORMS Policies and Procedures Manual, Section 12.2, Academic/Practitioner Interface Committee
INFORMS Policies and Procedures Manual, Section 13.1, Publications Committee
POLICY

The Job Placement Committee is established for the purpose of overseeing the job placement program, to provide applicants and employers with an effective comprehensive service, and to monitor the nature and scope of the program.

PROCEDURES

Membership

The President shall appoint, with Board approval, a chair and at least two additional members, with both university and industry/government representation, each with two-year terms. One reappointment (for a second two-year term) is permitted. The committee will also include an ex officio representative from the INFORMS office.

Relation to the Board

The Job Placement Committee reports to the Board through the designated Director at Large serving as liaison to that group. Reporting is by written reports submitted prior to national meetings.

Functions

The Job Placement Committee will work to evaluate current placement procedures and services and make recommendations for changes or improvements. Periodic surveys of applicants and employers and research into the services provided by other societies will provide a foundation for such recommendations.

Meetings

The Job Placement Committee will meet at least once between national meetings. Meetings may be held by conference call, but normally at least one meeting per year should be face-to-face, preferably in conjunction with job placement activities at a national meeting.

RELATED DOCUMENTS:

INFORMS Policies and Procedures Manual, Section 2, General Procedures
A list of services provided under this program is available from the Rhode Island INFORMS Office.
Number 9.8 Pro Bono Analytics Committee

Effective: 2016 Fall BOD Meeting

POLICY

The mission of the INFORMS Pro Bono Analytics program is to offer a platform for current and potential INFORMS members to volunteer their skills in underserved and developing communities in the U.S. and abroad. The program brings advanced analytics and operations research techniques to nonprofit organizations that may lack these skills internally and/or lack the resources to acquire these skills. The program also provides practical, real-world project experience to INFORMS members and other OR/analytics professionals, including experienced academics and practitioners as well as students and young professionals.

PROCEDURE

Membership

The Committee shall consist of a chair and at least six additional members, all of whom are members of INFORMS national. Members shall be recommended by the existing Committee and appointed by the President with the approval of the Board. In the selection of members, efforts will be made to ensure representation of the breadth of INFORMS and members-at-large, industry and academic balance, and diversity of opinion, gender, age, race and ethnicity. The normal term of membership is three years, with committee members staggered to the degree possible. Terms of service on the committee normally commence January 1. The committee chair may serve no more than two consecutive terms. The Board liaison for the committee is the Vice President for Marketing, Communications and Outreach.
Number 9.8  Pro Bono Analytics Committee

Effective: 2016 Fall BOD Meeting

Functions

The committee shall oversee the development, operation and continual improvement of the program, working closely with a staff member who implements these functional areas:

- Marketing, recruitment and selection of nonprofit client organizations;
- Marketing, recruitment and selection of volunteers to provide OR/analytics consulting;
- Reviewing project requests, disseminating requests to volunteers, vetting proposals, maintaining quality control;
- Coordination of nonprofit organizations/problems with volunteer expertise. Selection of the volunteer(s) is the decision of the nonprofit; however, the committee may facilitate the selection process.
- Oversight of client/volunteer engagements;
- Assessment of projects’ success through feedback from client organizations and volunteers;
- Maintaining quality control of the program;
- Reviewing the Pro Bono Analytics program budget for recommendation to the Board.

The committee will also oversee general management of the program, including marketing and communication of the program overall, continuing assessment of the program’s success in achieving its mission, adaptation of the program over time based on experience, continual improvement, and ensuring financial stability of the program.

Relation to the Board

The Board liaison is the Vice President of Marketing, Communications and Outreach. The committee will report at least annually to the board through the Vice President of Marketing, Communications and Outreach.

Meetings

The committee will meet as needed by telephone conference call and electronic mail. A quorum will consist of the chair and a majority of the committee membership.

RELATED DOCUMENTS
INFORMS Policies and Procedures Manual, Section 2, General Procedures
INFORMS Policies and Procedures Manual, Section 9.0, Vice President of Marketing, Communications and Outreach