SECTION 9

MARKETING, COMMUNICATIONS, AND OUTREACH
NUMBER 9.1 VICE PRESIDENT OF MARKETING, COMMUNICATIONS, AND OUTREACH

Effective: August 2018

POLICY

The Vice President of Marketing, Communications, and Outreach (VPMCO) serves as the INFORMS Board’s primary liaison with the Director of Public Affairs & Marketing, and as a liaison to the National Science Foundation (NSF) and other government entities as appropriate.

He or she is responsible for supporting the strategic direction in these areas in conjunction with the Director of Public Affairs & Marketing.

The Director, and other staff in Public Affairs & Marketing department, is charged with developing and implementing short and long-term marketing, communications and advocacy programs and other related activities that help achieve INFORMS’ strategic, financial, operational and reputational goals and objectives.

The VPMCO serves as an advocate for INFORMS and as a trusted O.R. and Analytics subject matter expert. He or she should be able to be called upon to speak about INFORMS and technical subject matters with external audiences, including decision-makers in government and other organizations and businesses.

The VPMCO will also coordinate with the Director of Public Affairs & Marketing on communications with the government regarding O.R. and Analytics issues and interests; communications with the O.R. and Analytics community about relevant government information; and to arrange for NSF or other government representatives to participate in conference sessions and Board meetings.

The VPMCO 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 serving as an O.R. and Analytics subject matter expert for both technical and non-technical audiences, including executive-level decision makers, along with active participation in other INFORMS activities and functions. Candidates are encouraged to have experience with, and current knowledge of, the NSF.

The VPMCO is responsible for nominating the chairs or members of the Committees described in Section 9 of the P&P and acting as a de facto committee member as required.

The Vice President may run unopposed for a second two-year term.

RELATED DOCUMENTS:
INFORMS Policies and Procedures Manual, Section 2.1 General Committee Procedures
POLICY

The purpose of the INFORMS NSF Liaison Committee are:

To communicate with the National Science Foundation (NSF) regarding Operations Research and Analytics issues and interests; to recommend potential NSF program directors and division directors; to disseminate NSF funding opportunities to the O.R. and Analytics community, to arrange for NSF representatives to participate in conference sessions; and, to engage as needed with the Director of Public Affairs & Marketing as part of INFORMS’ broader advocacy activities.

PROCEDURES

Committee Membership

The VPMCO will appoint a Chair of the NSF Liaison Committee, and will also serve as a NSF liaison committee member. The Chair will serve a two-year term beginning January 1. The Chair may recommend up to three additional committee members to serve two-year terms beginning on January 1. Committee members will be appointed so that terms are staggered with the Chair’s term. The Chair and committee members will be confirmed to the Committee by Board approval. The Chair and members of the Committee should have first-hand experience with and current or recent knowledge of the NSF. The Director of Public Affairs and Marketing will serve as an ex-officio representative from the INFORMS office.

RELATED DOCUMENTS:
INFORMS Policies and Procedures Manual, Section 2.1 General Committee Procedures
Number 9.3  Pro Bono Analytics

Effective: 2016 Fall Board Meeting; August 2018

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.

The VPMCO will appoint a Chair of the Pro Bono Analytics Committee. The Committee shall consist of a chair and at least six additional members, all of whom are members of INFORMS. Members shall be appointed by the Committee Chair and confirmed to the Committee by Board approval. 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 and Committee members will be appointed so that terms are staggered with the Chair’s term, with terms beginning on January 1. The Committee Chair may serve no more than two consecutive terms. The committee will also include an ex-officio representative from the INFORMS office.

The Board liaison is the VPMCO. The committee will report at least annually on its activities and outcomes to the Board through the VPMCO.

RELATED DOCUMENTS:
INFORMS Policies and Procedures Manual, Section 2.1 General Committee Procedures
INFORMS Policies and Procedures Manual, Section 9.1 Vice President of Marketing, Communications and Outreach
Number 9.4 Career Service Committee (formerly: Job Placement Committee)

Effective: January 1997; (Changed Name: 2020 Winter Board Meeting)
Note: November 2016: Moved from Membership to Marketing

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 VPMCO shall appoint a Chair of the committee. The Chair will appoint at least two additional members, with both university and industry/government representation, each with two-year terms beginning on January 1. Committee members will be appointed so that terms are staggered with the Chair’s term. The Chair and committee members will be confirmed to the Committee by Board approval. 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 VPMCO. The committee will report at least annually on its activities and outcomes to the Board through the VPMCO.

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 annual 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 an annual meeting.

RELATED DOCUMENTS:
INFORMS Policies and Procedures Manual, Section 2.1 General Committee Procedures
POLICY

The purpose of the INFORMS Advocacy Governance Committee (AGC) is to provide strategic guidance, oversight, and counsel for the INFORMS advocacy efforts. These efforts aim to increase the awareness and interest in O.R. and Analytics, to enhance the visibility and reputation of INFORMS among policymakers, and to grow membership engagement with advocacy activities with the ultimate goal of furthering the broader impact of INFORMS.

PROCEDURES

Committee Membership

The VPMCO shall serve as the initial chair of the Committee. The Committee shall consist of at least four additional members, based on nominations and self-nominations by any INFORMS member. Prior engagement with policymakers is preferred but not required. The Chair shall select the committee members in consultation with the Director of Public Affairs and Marketing and with sensitivity to its diversity (e.g. representation of different research areas, types of institutions, organizations, membership categories, and race, ethnicity, gender, etc.). The Executive Committee shall approve the members.

The initial Chair shall serve a term until December 31, 2021, and subsequent chairs will serve terms for two years. Initial committee members shall have staggered terms expiring on December 31, 2021 or December 31, 2022. Thereafter, newly approved committee members shall serve two-year terms starting on January 1. The Director of Public Affairs and Marketing serves as an ex-officio member of the Committee. No person or Chair shall serve more than two consecutive terms.

Relation to the Board

The Advocacy Governance Committee reports to the Board through the VPMCO. The Committee will report at least annually on its activities and outcomes to the board through the VPMCO.

Functions

The Advocacy Governance Committee will:
- review and provide oversight for the Advocacy program and budget;
- assist in creating opportunities for INFORMS members to communicate and interface with policymakers;
- participate as appropriate in various policy-oriented briefings and events;
- measure yearly progress against the measures and metrics established by the INFORMS Board of Directors for the advocacy effort to evaluate progress.

Meetings

The Advocacy Governance Committee will meet at least twice a year.