



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

Number 9.2 NSF Liaison Committee
Effective: January 2019; Summer 2020

POLICY

The purpose and functions 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, division directors, visiting or advisory committee members, and new program concepts; 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 with the approval of the Board, 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 at least 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 committee members will be confirmed to the Committee by Board approval. The Chair and members of the Committee should collectively have first-hand experience with and current or recent knowledge of the NSF across the directorates/programs that are relevant to INFORMS members. The Director of Public Affairs and Marketing will serve as an ex- officio representative from the INFORMS office.

Relation to the Board

The Committee reports to the Board through the VP MCO. Reporting is by written reports submitted prior to the INFORMS annual fall meeting.

Meetings

The committee will meet as needed throughout the year, primarily by conference call, but also in person as needed at the INFORMS fall meeting.

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); Summer 2020
(Note: November 2016: Moved from Membership to Marketing)

POLICY

The Career Services Committee is established for the purpose of assisting with career center activities, including career fairs and related programs, in order to provide applicants and employers with an effective comprehensive career services program, and to evaluate program effectiveness.

PROCEDURES

Membership

The VPMCO shall appoint a Chair of the committee, with approval of the Board. The Chair will serve a two-year term beginning January 1. The Chair may recommend 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 committee members will be confirmed to the Committee by Board approval. The Chair may name interim board members to the Committee in consultation with the VPMCO, but any such appointments must be affirmed by approval of the Board at the next regularly scheduled Board meeting.

The Director of Public Affairs and Marketing, or the Director's designee, will serve as an ex-officio representative from the INFORMS office.

Relation to the Board

The Career Services Committee reports to the Board through the VPMCO. Reporting is by written reports submitted prior to the INFORMS annual fall meeting.

Functions

The Career Services 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.

Duties and Responsibilities

Expected duties of the members of the career services committee may include:

- Advising on career service strategy and tactics for INFORMS Career Center
- Contributing to the development of virtual career fair content and tactics
- Organizing industry/academic job panels and career fair breakfast panels at the Annual Meeting.
- Serving as or recruiting resume reviewers
- Contributing to job seeker Career Center content
- Supporting and advising on Career Coaching programs for students

- Liaising with MIF, WORMS and the Diversity Committee to stay on the forefront of inclusive career service strategies and tactics
- Assessing job seeker and employer satisfaction and outcomes with career development services

Meetings

The Career Services Committee will meet at least once between annual meetings. Meetings may be held virtually, by conference call, or in person. In person meetings should be held in conjunction with career center activities at an annual meeting

Number 9.5 Advocacy Governance Committee

Effective: 2020 Spring Board Meeting

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.

