



How to Run a Successful INFORMS Student Chapter

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Outline

- History of our Chapter
- Activities
- Treasury and Sustainability
- Outreach and Recruitment
- Resources



UMass INFORMS Student Chapter History

History

Our History

- Established in September, 2004
- Why INFORMS STUDENT CHAPTER???



The founding members!

Our History

- Members: averaged 100 students from all over campus, both undergraduate and graduate levels.
 - Activities range from...
 - ...**purely fun** (e.g. bowling & ping - pong tournament)
 - ...to **extremely full** (e.g. end of the semester party)
 - ...to **seriously academic** (e.g. the Speaker Series)
- on average 10 times per semester.





Social and Academic Event Programming

Activities



Event Programming

- Social Activities
 - Club Meetings/Celebrations
 - Social Outings
- Academic Activities
 - Academic Outings
 - Speaker Series



Social Activities

- Club Meetings/Celebrations
 - Election Meeting (every Fall)
 - End of Semester Parties

Fall 2010 Election Meeting



Spring 2011 End of Semester Party





Social Activities

- Social Outings
 - Ping Pong Tournament
 - Bowling Nights
 - Golf Outings

Annual Ping Pong Tournament



Bowling Night





Academic Activities

- Academic Outings
- Speaker Series

Academic Activities

- Academic Outings
 - Boston INFORMS Chapter Meeting
 - ISO New England Tour (Spring 2008)
 - Savage Arms Factories and Supply Chain Department (Fall 2005)

Boston INFORMS Chapter Meeting





Academic Activities

- Speaker Series
 - Lecture Series
 - “Meet the Executive”

The Speaker Series!

- Total of 84 sessions from the beginning
- Leading scholars and business practitioners from all over the world!!!
- Topics range from day-to-day sciences, to practices in businesses, to very advanced theoretical discussions



The Speaker Series!

The Highlights!!



Academicians



Prof. Bisgaard,
UMass Amherst



Prof.
Pentland,
MIT



Prof. McGeoch,
Amherst
College



Prof. Chew,
USC



Prof. Johnson,
Georgia Tech



Prof. Kaplan,
Yale

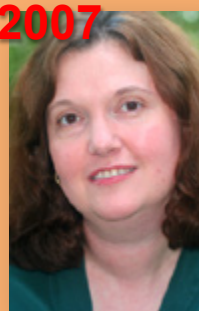


Prof. Bachmat,
Ben Gurion,



Prof. Jacobson,
Univ. Illinois

Businesspeople



Dr. Dietrich, IBM



Dr. Siokos,
Citigroup, London



Dr. Lin, IBM



Mr. Vanderbilt,
Author



Mr. Brook, ISO
NE



Dr. Sumpf,
UN-ESC



Dr.
Helander,
IBM



...and lots more!!!



Best Practices For Funding Your Student Chapter

Treasury and Sustainability

Student Chapter Best Practices: Treasury

- ☐ Check “Calendar of Activities”
- ☐ Assess your sources of income
- ☐ Utilize historical data
- ☐ Plan Accordingly
- ☐ Always keep track of costs

Sources of Funding

- Try to create various sources of income for your student chapter:
 - ✓ *Faculty Advisor's Funds*
 - ✓ *Department*
 - ✓ *INFORMS Seed Money*
 - ✓ *Graduate Students Senate*
 - ✓ *Ad-hoc Money*



Sustainability of Student Chapter

- ❑ Role of Faculty Advisor
- ❑ Outreach to students across the campus
- ❑ Documentation of tasks
- ❑ Getting new students involved



Email and Social Media

Outreach and Recruitment



Outreach and Recruitment

- Marketing and Branding
- Social Media
 - Facebook
 - Twitter
 - LinkedIn
- Email
- Club Fairs

Marketing and Branding

The UMass Student Chapter of INFORMS invites you to...

BOWLING NIGHT!



Where: [Sparetime Bowling](#) Northampton, MA

When: Thursday, April 7th at 9:00PM

What to Bring: \$5 for unlimited bowling, shoe rental and pizza! (And your friends!)

Please RSVP to:

umassinforms@som.umass.edu

Marketing and Branding

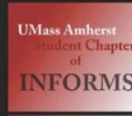
February 11, 2011
ISOM Room 128
11 AM

Refreshments at 10.30 AM

Hosted By:



Professor Anna Nagurney



UMass INFORMS



Professor Kathleen Debevec

2011 UMass INFORMS Lecture Series

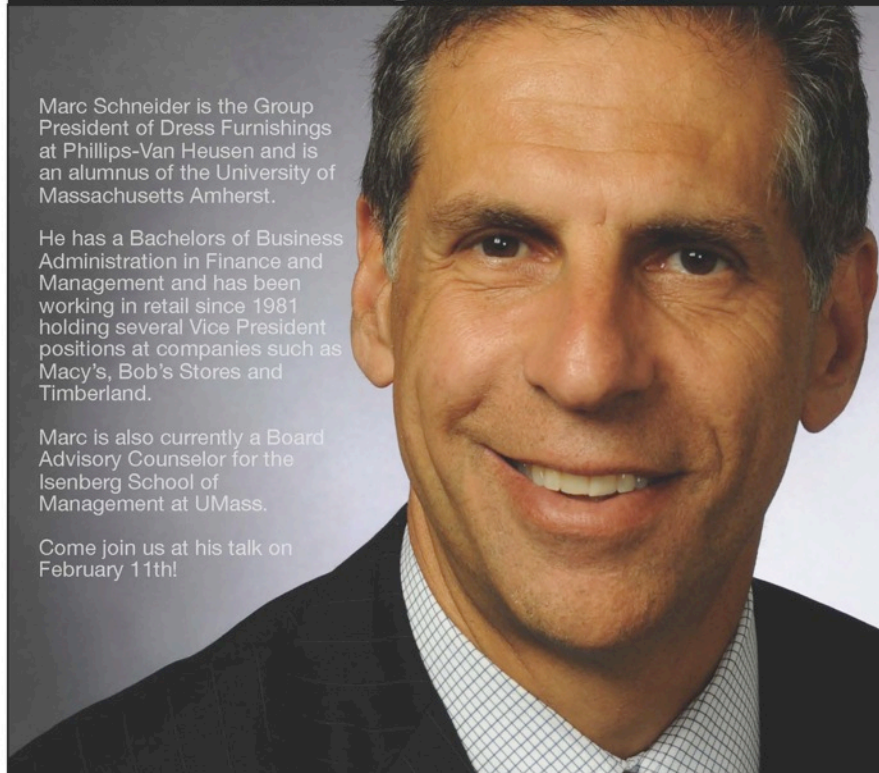
"Meet The Executive" with Marc Schneider

Marc Schneider is the Group President of Dress Furnishings at Phillips-Van Heusen and is an alumnus of the University of Massachusetts Amherst.

He has a Bachelors of Business Administration in Finance and Management and has been working in retail since 1981 holding several Vice President positions at companies such as Macy's, Bob's Stores and Timberland.

Marc is also currently a Board Advisory Counselor for the Isenberg School of Management at UMass.

Come join us at his talk on February 11th!



Marketing and Branding

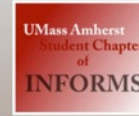
April 15, 2011
ISOM Room 128
11 AM

Refreshments at 10.30 AM

Hosted By:



Professor Anna Nagurney



UMass INFORMS

2011 UMass INFORMS Lecture Series

“Meet The Executive” with Kevin Koswick

Kevin Koswick is the Executive Director of North American Fleet, Lease and Remarketing Operations at Ford Motor Company and is an alumnus of the University of Massachusetts Amherst.

He holds a Bachelor's degree in Marketing and Business Administration and earned his MBA from UMass in 1985.

Beginning his career with Ford in 1985, Mr. Koswick has held several executive positions including: General Sales Manager of Ford Division, General Sales Manager of Ford and Lincoln-Mercury, and Chairman of the Ford Motor Company Dealer Policy Board.

Come join us for his talk at 11AM on April 15th!



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 **UMass Amherst Student Chapter of INFORMS**

Just a reminder that the Spring End of Semester Party is tomorrow! We hope that you can all come join in the food and fun! ISOM Room 112, 5:00PM!

74 Impressions · 0% Feedback
Tuesday at 11:34am · Like · Comment

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President: Nathan Kollett



Vice-President: Farbod Farhadi

Treasurer: Amir Ma...

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**UMassINFORMS** UMass Informs


End of Semester Party is Tomorrow! ISOM Room 112, 5:00PM!
We hope to see you there!

3 May

**UMassINFORMS** UMass Informs


Come join us for some food and fun at the INFORMS End of Semester Party next Wednesday! <http://on.fb.me/kfVEXb>

28 Apr

**UMassINFORMS** UMass Informs


The Northeast Regional INFORMS Conference is now "In the Loop!" Check it out: <http://bit.ly/gg1IQG>

27 Apr

**UMassINFORMS** UMass Informs


Thanks to everyone that came out for "Meet the Executive" with Kevin Koswick this past Friday! Check out the photos:
<http://on.fb.me/fwPS2h>

17 Apr

**UMassINFORMS** UMass Informs


Press Release for the Northeast Regional INFORMS Conference! Check it out! <http://bit.ly/haUOMq>

8 Apr

**UMassINFORMS** UMass Informs

Could spreading the word on Twitter help curb traffic jams? INFORMS speaker series alum, Tom Vanderbilt, weighs in:
<http://slate.me/hRJZBR>





Your Tweets 28

 3 May: End of Semester Party is Tomorrow! ISOM Room 112, 5:00PM! We hope to see you there!

Following 0

Followers 4

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1. **Get Twitter on your phone**


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- Download a Twitter application to your phone


2. **Set up your profile**



- Upload a profile picture
- Write a short bio


Find Friends


Use the services below to find people you know on Twitter

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 [Yahoo](#)

 [Hotmail &](#)  [Messenger](#)

 [AOL](#)

 [LinkedIn](#)

Trends

Worldwide · [change](#)

[#AndroidUnlimited](#) Promoted [#thatoneperson](#)

Club Fairs





Informational Resources and Best Practices

Resources



INFORMS Resources

- Chapter Relations Coordinator
- Practical tips for improving the student chapter
- The handbook providing guidance on what it takes to be a student chapter officer
- Activity report form
- Connection to other student chapters

<http://www.informs.org/Participate-In-a-Community/Student-Chapters>



Practical Tips

- Find a good advisor
- Build a team of volunteers
- Adapt the amount of your activities to the size of your student chapter
- Generate funds for the chapter



Suggestions on Potential Activities

- Organize student seminars
- Organize faculty research presentations
- Organize speaker seminar series
- Organize field trips
- Invite alumni to speak



INFORMS Speaker Program

The INFORMS Speakers Program is designed to provide access to excellent speakers who are experts in operations research and the management sciences.

Tips on Organizing a Successful Speaker Series

Nagurney (2010)

- It is important to send out the invitations to potential speakers in advance
- Post the information on the talks in advance and advertise them heavily
- One chapter officer will help in the logistics of making the travel arrangements for each speaker in order to make for a fluid and comfortable visit
- The students follow up with official thank you letters, copies of which also go to the speaker's supervisors

<http://annanagurney.blogspot.com/2010/04/tips-on-organizing-successful-speaker.html>



INFORMS Student Awards

- Judith Liebman Award
- George E. Nicholson Student Best Paper Award
- Sections and societies sponsored student paper awards