
DSI Marketing Director Coordinator Vacancy Announced

Terrell Williams' second term as Marketing Director ends December 31, 2006. Pursuant to Institute procedures, the Board of Directors is seeking qualified candidates for this position. The Marketing Director serves a three-year term and may be reappointed for a second three-year term. Anyone interested in the position should contact Carol Latta at the address below.

The overriding role of the Marketing Director is to foster a marketing orientation to support member attraction and retention throughout the leadership of the Institute. The Marketing Director is responsible for developing an annual marketing plan and overseeing the implementation of the plan. The Marketing Director regularly attends

various committee meetings at the Annual Meeting in November and a meeting with the Strategic Planning Committee in March. The Marketing Director may be asked to attend Executive Committee and Board of Directors meetings in January and April. Thus, the position requires significant travel support from the Marketing Director's institution.

The major responsibilities of the Marketing Director include:

1. Develop and implement programs and activities that will secure new members and retain existing members of the Institute.
2. Manage and expand contact e-mail lists of prospective members.

3. Interface with Institute members to encourage ongoing activity in the Institute.

4. Report to the Executive Committee, the Strategic Planning Committee and the Board of Directors on Institute marketing activities and membership trends in the Institute.

5. Support, contribute to, and analyze various surveys to members and nonmembers of the Institute and their results.

6. Make recommendations to the Home Office, Executive Committee, the Strategic Planning Committee, and the Board of Directors, with information provided to the Member Services Committee, and the Development Commit-

See **MARKETING DIRECTOR**, page 34

DSI Director of Development and Corporate Relations Vacancy Announced

Tim Smunt's term as Director of Development and Corporate Relations ends March 2006. Pursuant to Institute procedures, the Board of Directors is seeking qualified candidates for this position. The Director of Development and Corporate Relations serves a three-year term and may be reappointed for a second three-year term. Tim has indicated that due to other administrative responsibilities that he will not be able to serve a second term. Anyone interested in the position should contact Carol Latta at the address below.

The Director of Development and Corporate Relations oversees and coordinates major sponsorships with corporations and other business organizations. The Director is responsible for developing additional major sponsorships for the support of the Annual Meeting and for cultivating and maintaining long-term relationships

with corporations. The Director personally presents an annual report to the Institute's Board during its January Meeting, as well as providing a written report to the Board. The Director of Development and Corporate Relations may be asked to attend other board meetings. Thus, the position requires significant travel support from the Director's institution.

The major responsibilities of the Director of Development and Corporate Relations include:

1. Develop and maintain a sponsorship framework for the annual meetings.
2. Solicit donations from publishers and other organizations.
3. Manage and expand contact e-mail lists of prospective sponsors from both universities and corporations.
4. Communicate with potential sponsors through email, letters and telephone.

5. Cultivate and maintain long-term relationships with corporations on behalf of the Institute.

6. Locate and contact volunteers to develop more and larger corporate sponsorships.

7. Coordinate with the Executive Director of DSI on all matters related to sponsorships.

8. Report to the Board of Directors on Institute on sponsorship activities and initiatives related to developing long-term corporate relationships with the Institute.

Questions about the position may be directed to the current Director of Development and Corporate Relations, Tim Smunt, Wake Forest University, at (336) 758-4423 or tim.smunt@mba.wfu.edu. All interested parties should

See **DEVELOPMENT**, page 34

research projects at the regional meetings, in a setting that can be less intimidating than DSI.

Finally, the Western Region has been my home for the past 25 years. Without the experience that I gained going through the board and officer rotation in Western, I would not have been elected to the DSI board of directors several years ago, and I certainly would not have even thought of running for president! Since the Western region meets in places such as Hawaii, San Francisco, and Vancouver, many of the attendees are from the Asia-Pacific region, including Australia and New Zealand. This has made these meetings much more interesting and productive, and has also helped me to form my beliefs about the internationalization of DSI (more on this in a later letter).

In the past few years, it appears to me that the make-up and attendance at the regional meetings have changed. Certainly, what I am about to write is not universally true, but it seems to me to be generally true. As I have attended meetings of several different regions, I do not see as much support from the "major" universities that we used to enjoy. Many doctoral students still attend, but there seems to be fewer of the faculty, especially the senior faculty in

attendance. This is both good and bad. The good part is that the majority of attendance is from faculty and students from local universities. Many of the attendees at regional meetings do not attend DSI meetings, either because of cost, the overwhelming size of the DSI meetings, or because their primary professional organization is something other than DSI. It is bad because the region no longer serves the networking function that it used to. I assume that this reduction in attendance from the majors is primarily because many of the universities will no longer fund attendance at these meetings, and I hope it is not because the senior faculty no longer view the regional meetings as important.

I suppose my message is primarily one of encouragement for senior faculty in DSI to remember how we got started and to call upon them to support the regional organizations. DSI has, in my mind, been unique among professional organizations with the strength and quality of its regions. We need to do what we can to continue to build on that strength and quality. ■

DEVELOPMENT, from page 23

submit the following to Carol Latta, Executive Director, Decision Sciences Institute, 35 Broad Street, Atlanta, GA 30303 by no later than January 15, 2006:

1. Curriculum vita
2. Statement of activities and service provided to the Institute
3. Statement of interest and availability to serve a three-year term
4. Statement of qualifications and experience related to the position
5. Description of institutional commitment for the support of the director's job functions for a three year period. ■

MARKETING DIRECTOR, from page 23

tee regarding all aspects of member attraction and retention. This will include member statistics, benefits, pricing, and communications.

7. Work with the Information Technology Committee on Website development and other technology issues related to member services, benefits, attraction and retention.

8. Develop messages for and oversee ongoing contact with various member and non-member constituencies of the Institute.

9. Constitute and oversee a marketing committee as appropriate.

The Marketing Director is a member of the Development Committee for Excellence in the Decision Sciences (Ex Officio), the Information Technology Committee (Ex Officio), the Member Services Committee (Ex Officio), and the Strategic Planning Committee (Ex Officio).

Questions about the position may be directed to the current Marketing Director, Terry Williams, Western Washington University, at (360) 650-4896 or terrell.williams@wwu.edu. All interested parties should submit the following to Carol Latta, Executive Director, Decision Sciences Institute, 35 Broad Street, Atlanta, GA 30303:

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