

# Council Minutes (March 2022)

Wednesday 23 March 2022

## In attendance

Tony Downward, Michael O'Sullivan, Andrew Mason, Cam Bradley, Paul Rouse, Andy Philpott, Thomas Adams, Andreas Raith, Sarah Marshall.

## Apologies

Grant Read

*Meeting opened at 4:17pm*

## Minutes from previous meeting

The minutes from the previous meeting were discussed, and Tony moved that it was an accurate reflection of the meeting; this was seconded by Mike and passed without objection.

## Website / communications refresh

Mike discusses the refresh of the website and the work that Oomph has done on the design. Andy asks about whether ORSNZ should have a Twitter profile. Andrew comments that the Analytics Forum has a Twitter profile, but there's not much traction. Mike comments that LinkedIn is also an option. Mike suggests that if someone is keen to do communication and post proactively, then may be options.

Andrea suggestions that ORSNZ consider publishing readable summary of papers, similar to what the Transport Knowledge Hub publishes. Paul agrees that we need to consider user-friendliness of OR communication.

Cam Bradley asks whether we define Operations Research on the website. Mike says that the specific definition is being refined as part of the refresh.

Andrea suggests that we will need to someone to coordinate people to contribute papers and profiles of ORSNZ members once the website refresh is ready. She was immediately volunteered for this role.

Andy says that updating the website will only work to raise the ORSNZ profile, if we are able to draw people to the website initially. Mike suggests that case studies of successful OR projects could be advertised more broadly, drawing people to the site. Cam suggests that companies that use OR could contribute, and Paul says that Alumni stories could be a good way to showcase how OR is being applied. Paul will talk to ISOM people about increasing engagement with ORSNZ.

## Other business

- Andy asks about the membership of Council and what the requirements are. Tony checks the constitution. We have a couple of people that we need to check wish to continue in their current roles. Mike will follow up with Robyn and Michelle.
- Mike mentions that he had emailed several members of Council about the diversity of the organisation. Sarah comments that she sees the priority of increasing engagement generally.
- Andrew comments that he has been updating newsletter documents on the website.

Meeting closed at 4:59.