

# Virginia Local Section Strategic Plan Discussion Meeting

## Final Virginia Local Section Vision Statement



The Virginia Local Section serves the community by advancing chemistry and communicating its impact on people's lives.

## Final Virginia Local Section Mission Statement

Inspiring, educating, developing, and connecting Virginia chemists and the community for the benefit of Earth and its people.

# Virginia Local Section Final Goals Determined



**Goal 1:** Establish, implement and maintain a technology strategy to ensure membership is engaged and informed of events, opportunities, and services. *[Impact, High; Resources, High]*

**Goal 2:** Cultivate member involvement strategies to increase local section volunteerism, attendance, and leadership. *[Impact, High; Resources, Medium]*

**Goal 3:** Provide members with opportunities for career and social networking, exchange of knowledge, and professional development, which span the broader chemical fields. *[Impact, High; Resources, Medium]*

**Goal 4:** Provide community outreach that increases the positive perception of chemistry and the ACS. *[Impact, High; Resources, High]*

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# Meeting Objectives



Note: This is not a voting meeting of the Executive Committee

Recap of Mission and Vision

Review Progress on Strategic Plan and gain input/ buy-in on next steps

Consider Possible Continuation/Modification for 2018

- ✦ Process- Ownership by Chair with potential delegation to committee
- ✦ Proposal- fewer objectives
- ✦ Champion and additional team members
- ✦ Inclusion of Regional Strategies in 2018 Plan

Discuss Annual Process for Planning

- ✦ Recommendations for future process
- ✦ Tool for Succession Planning

# VA ACS 2017 Strategy Scorecard



## Objectives

Green= complete, Yellow=progress but re-scoping needed

#	Objectives	Champion (s)	Completed	Notes/Follow Up
G1-S1	Livestream 4 meetings	Kathleen		2018- continue when available, evaluate options
G1-S2	Website Needs Assessment	Ann /Brandi		2018- Restructure and combine with G1-S3
G1-S3	Develop Improved Communication Strategy	Janet		2018- Re-scope and combine with G1-S2
G2-S1	Onboarding Process for New Members	Todd		Complete. Suggestions combine with (G3-S3)
G2-S2	Leverage Universities for High End Technical Talks	Joe P.		2018 New goal to provide funding to support named talks
G2-S3	2-3 Meetings Events on non-Fridays	Denise		Thursday/Friday preferred.
G3-S1	Evaluate Mentoring Strategies	Kathleen / Colleen		Continue as YCC Activity
G3-S2	Support Ongoing Networking/Outreach/Educational Events	Heather		Continue and re-evaluate/alternate events.
G3-S3	Re-energize the Hospitality Committee	Todd		Continue with input from G3-S3
G4-S1	Activity w/ Math Science/Science Museum /AACT	Krista		Progress made on Science Museum AACT is gap. Strategy around AACT
G4-S2	Regional Coordinators- Community Activities	Phil/Linette		Complete
G4-S3	Align Current Activities w/Strategies	Stephanie		Complete

# Strategy G1-S1

Implement live stream of a minimum of four monthly meetings each year beginning in 2017.[Champion: Kathleen]



## Progress- Complete

- Only success to date has been at UMW. Janet will continue at her location for the November meeting.

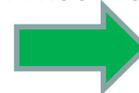


## Challenges

- Most venues do not offer the live stream technology required.
- Speaker specifically requested no video recording (UR and Altria).
- Technical issues at UVA, recording was not successful
- Need better instructions for how to connect

**Proposal: Revise Strategy for 2018 to Live stream meetings when technology and speaker permission are given. Evaluate Options for Live-Streaming w/ Recommendation by May 2018 Executive Committee Meeting**

- ✦ Evaluate cost of hiring 3<sup>rd</sup> party to live stream
- ✦ Evaluate cost to purchase inexpensive system
- ✦ Identify potential member (s) to learn how to operate system who is willing to attend and stream meetings.
- ✦ Develop a recording/streaming consent form for speakers to use when contacting and scheduling speakers.
- ✦ Look into resources from other chapters/National resources/ YouTube/Facebook live
- ✦ Julian will ask around to see if he can find someone with IT experience to help
- ✦ Can we get information from Janet on how many people attended via live stream.
- ✦ Can we advertise where meetings are posted.



## Strategy G1-S2

Form a website taskforce that includes all demographics (1/1/17) to conduct a needs assessment (6/1/17), obtain quotes for pro web designer/intern (9/1/17), and launch new site (1/1/18). [Champions: Ann/Brandi]



### Progress-Ongoing

- Fact finding team of Chris Avery, Tim Bergeron, Krista, Weissbart, Janet Asper, Stephanie Mabry gathered info from DC Section yielding ideas and contacts.- Follow up- were their notes from this meeting.
- ACS is locked into Webs. Webs has improved their product, but because ACS is locked in we can't change it
- Website and communication are integrated and should be combined in a single goal
- Need to send out the survey to see what people are looking for Denise to follow up with Krista on sending survey out and can she set up a few meetings
- **Questions for Consideration**
  - Need costing
  - how/who will control the site
  - Need criteria around ability to update website quickly –either to do ourselves or have someone support.
  - Consider hiring a consultant to work with us on this
- **Recommendation: Continue as a re-scoped and timed objective**



## Strategy G1-S3

By June 2017, inventory and define how to integrate new forms of communication strategies into the current constructs of the local section wherever possible. *[Champion: Janet]*



## Progress

- 🕒 Janet has done some preliminary assessment. Much of the communication ties in with social media and the website.
- 🕒 We need a strategy for application of social media with responsible parties with expertise

**Next Steps:** Combine this with G1-S2 as a re-scoped objective for 2018



## Strategy G2-S1

**By May 2017 Executive meeting, Hospitality committee will create an expanded on-boarding process for new members. [Champion: Todd]**

### Progress-Complete



Plan to expand from a single letter to a new member package, introduce new members at monthly meetings and establish a buddy system to connect new members with active current members and ongoing volunteer opportunities.

New member information communicated at October and November meetings and information is on the website. Summary of program included in November Bulletin, no response to date

Began with new member ribbons at September meeting

### **Recommendation- Add Process Suggestions below to G3-S3 and continue as one objective in 2018**

Membership Table at each monthly meeting with information on section and benefits of ACS membership

Can someone assess the roster monthly and share with colleagues at a company there is a new member

Secretary to send the list of new members and contact information to Todd (or his designee) monthly for letter, offer for free meal at monthly meeting and package to be included.

List of new members from roster and website printed monthly in the newsletter

Can we get a list of new AACT members

Could buddy system be applied to connect to members who are not new members but not currently added

**Proposal: This objective is complete. Suggest any follow up to roll into objective G3-S3 or into new objective focused on membership.**



## Strategy G2-S2

Define 4 to 5 regions within VA Section (1/1/17) to leverage universities in regions to provide high-end technical talks (beginning Fall 2017) through their established seminar program. [Impact, Medium; Resources, Low-Medium] [Champion: Joe]



## Progress- Complete



- Joe & Rebecca linked the Mari Payne Graham Memorial Lecture as a co-sponsored ACS event, similar to the UofR Powell Lecture. This results in an additional meeting in October with the UVA event being on a Thursday and the regular ACS meeting that Friday. This ties in with Strategy G2-G3.
- Only 2 people from the section attended (Joe and Tom). Attendance from the students was great but section attendance was poor. Great speaker.
- Still successful in that we had a reach out to the western section
- Spring (February)- JMU is hosting Melanie Cooper (good potential speaker for future), also getting Sam Keans – National Chemistry Week- could provide some grant money to brand this with ACS.

### Challenges:

- Date not confirmed until 3 weeks before the event and the event was 1 week before the regular section meeting.
- ACS was going to cover the meal, but UVA got a grant to cover this. Question- does a dinner need to be provided?
- No ACS information at the event. This could have been a good recruiting tool

## Proposal New Objective-

- Provide grants to colleges to support their named lectures
- set proposed budget and minimum number to fund per year
- one or more ACS members to man information table



## Strategy G2-S3

In 2017, hold two or three monthly meetings/events for members on weeknights other than Friday. [Impact, Medium; Resources, Low] [Champion: Denise]



### Progress- Complete



- March Meeting @ Altria and Maria Payne Graham Lecture in October at UVA were both on Thursdays, November Meeting was on Wednesday
- Survey printed in bulletin and sent by survey monkey (5/5/2017), both low response.

### Survey Conclusions:

- Desired dates spread over the week, Thursday/Friday highest scoring.
- Not a strong interest in web-ex meeting, but only 45 respondents
- Topics of Interest- Industry, diverse topics, non-traditional careers, history, current events, new thinking, new developments/approaches in education, lab tours.

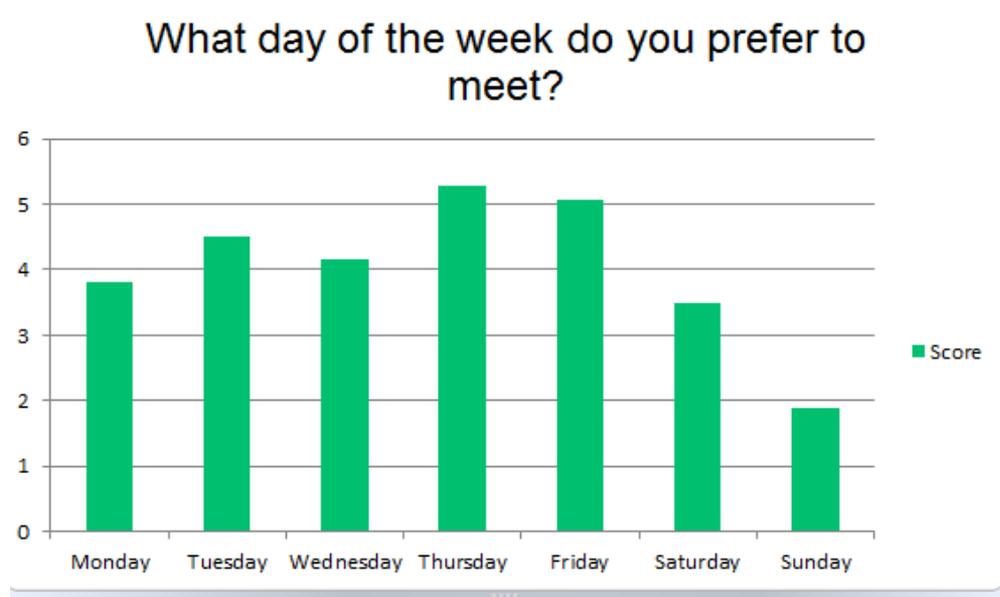
### Attendance Data:

- Attendance Data- No improvement in attendance on Wednesdays or Thursdays

### Recommendations

- Targeted outreach in the regions where the meeting is hosted (how do we reach out to include both members and non-members)
- Stick with Thursday and Friday for meetings

# Survey Monkey Results- Meeting Date



45 Respondents

- Thursday and Friday top days
- Only 6 responded yes to question on attending via web-ex

## Topics of Interest for Future Meetings:

Industry, diverse topics, non-traditional careers, history, current events, new thinking, new developments/approaches in education, lab tours

# VA ACS Monthly Meeting 3- Year Attendance



	2015	Attendance	2016	Attendance	2017	Attendance
<b>Jan</b>	VUU	37		0-snow	VUU	48
		84		0-snow		55
<b>Feb</b>	UofR	75	UofR	75	UofR	71
		82		127		75
<b>Mar</b>	RM	40	VSU	44	Altria	31
		34	(Thursday)	44	(Thursday)	31
<b>Apr</b>	UVA	86	UVA	64	UVA	107
		84		98		77
<b>Sept</b>	VCU	42	Evonik	64	VCU	65
		43		61		73
<b>Oct</b>	Double-T	125	Bridg	28	M. Bald	33
		125		28		36
<b>Nov</b>	UMW	45	UMW	33	UMW	22
		65		33	(Wednesday)	24

## Strategy G3-S1

By end of December 2016, re-evaluate current mentoring strategies, assess needs, and present a proposal to Exec. Meeting. [Impact, High; Resources, High] [Champion: Kathleen/Colleen]



### Progress- Complete



Mentor "Training" Meeting held on April 26 at the Richmond Library (guidance on program, creation of profiles and expectations) - Kathleen

Program has been handed over to YCC. We had more mentors than mentees. 6 mentors currently matched. Heather is following up to see how it is going and is currently matching students with mentors

YCC wants to expand to young chemists who are working not just students and will start in August with the programs. Heather is currently matching up students with mentors

### Challenges :

- Communication- how do we reach out and get more mentees involved
- Strategies to expand. Advertising approaches. Member benefits information shared with students (ties in with new membership)

### Next Steps:

- Continue as an activity of the YCC. Julian will be moving forward as YCC Chair for 2018
- Develop an expanded the program for people who want to be mentored who are young professionals. Include non-traditional careers, and also make available to people who are interested in career changes
- Can have a table at the AXE (Chemistry fraternity) convention. Students from multiple universities will be there. Connection to membership drive.

## Strategy G3-S2

In 2017, the VA LS will support/leverage at least two ongoing networking, outreach, educational, and development events at local university and business partners across the region. [Impact, Medium; Resources, Medium] [Champion: Heather transition to Julian in 2018]



### Progress-Ongoing

The YCC plans to continue fostering networking and career activities with younger chemists across the section. We have discussed having an intergenerational (Senior and Younger LS members) career development (fall 2017 or 2018). Also, the YCC is connecting w/ local graduate student associations. The YCC hosted a successful event with VCU graduate students, and intends to expand to other university graduate student associations - potentially hosting networking events on college campuses to fulfill this goal.

Focus for the year was engaging membership

Focus should be to do outreach in areas of our section that are not engaged rather than focus on other sections.

Would like to do a Career Development Workshop. Leverage experienced member to help organize and drive content

Can we tie into things that are already going on (example Linette gave @ JMU)?

### Challenges:

- In regards to a career event, Heather has been unable to establish a contact with DC or Northern Virginia ACS colleagues. Preference cross sectional collaboration, otherwise she would rather keep it local in Richmond.

## Strategy G3-S3

Re-energize and re-name the Hospitality Committee (combined with G2,S1) with regional representation and hold a social activity in 3 to 5 of the regions. [Impact, Medium; Resources, Medium]  
[Champion: Todd]



## Progress- on-going

- Discussed adding social onto monthly meetings
- Looking to start this initiative in 2018
- Additional volunteers needed from at least 2 other regions

## Next Steps:

- Identify at least 2 volunteers from regions other than Richmond
- Begin planning for at new member receptions in different regions to begin in 2018
- Evaluate suggestions from discussion on G2-S1 to incorporate

**Strategy G4-S1. By Spring 2018, coordinate activity with Richmond Math/Science Innovation Center, Science Museum and AACT. [Impact, High; Resources, High] [Champion: Krista]**



**Progress- Complete with note to continue to reach out to AACT**



### **Science Museum**

- Contacts made with Science Museum
- Science Museum needs 6 months advance planning to use space. Colleen reserved 2 spaces for National Chemistry Week Oct 29, 2017 and requested space for Earth Day @ Science Museum for April 21 2018. Events will be part of annual programming that Kristine conducts through Community Activities
- \$3,000 given to Science Museum Illumination Gala. Attendees- Colleen, Kathleen, Joe, Denise. Ad in Science Museum Gala Bulletin
- Denise appointed to Science Museum Board of Trustees and will look for additional opportunities to partner

### **Math Science Center**

- Rob Davidson continuing long standing support of Metro Richmond STEM Science Fair. \$225 donated to sponsor awards.

### **AACT- No progress**

#### **Suggestions: Is this a new strategy**

- **Do we give AACT membership to Teacher Award Winners?**
- **How can we get a list of AACT members in Virginia. Is this something we can get from National. Is there a way to find contact information for high school teachers in the region (note list from National is typically 3-4 years out of date).**

## Strategy G4-S2

By January 2017, identify and support regional coordinators for ACS branded community activities. [Impact, High; Resources, Medium]  
[Champion: Phil/Linette]



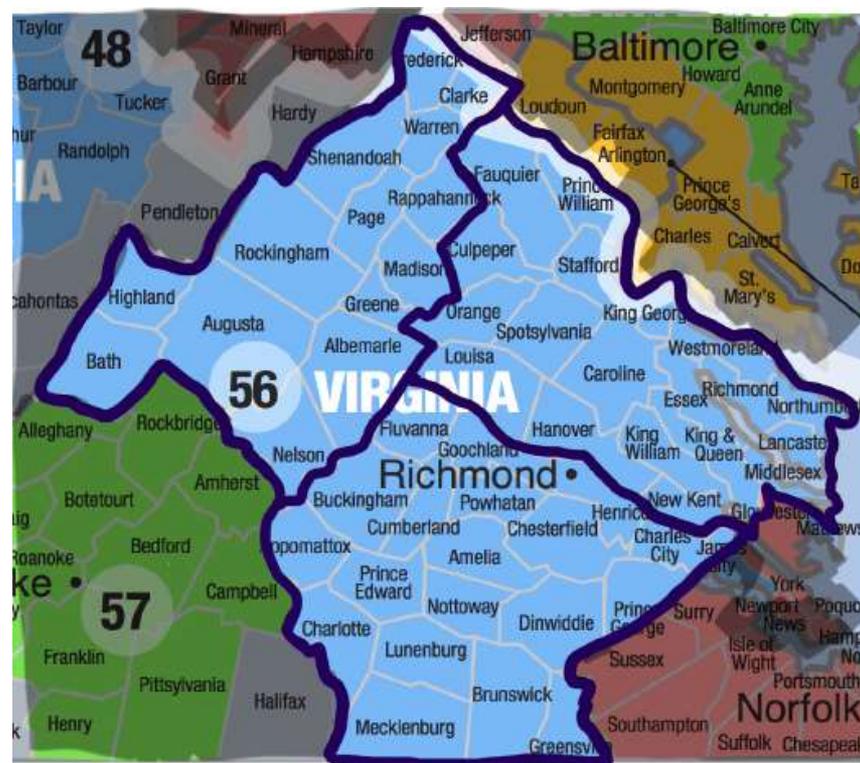
## Progress- complete



### Regions Defined

Regional coordinators identified:

- ✦ Peter Ruiz-Haas - Northwest region
- ✦ Randall Reif - Northeast region,
- ✦ Kristine Smetana- South region and overall Chair.
- ✦ The Northwest region has developed a report including an organization plan and data for that region. Details provided to Kristine Smetana, and available to others on request.



## Strategy G4-S3

By the May Exec. Meeting, review activities already in place to identify/align current activities with objectives. [Impact, High; Resources, Low] [Champion: Stephanie]



### Progress- Complete

- List attached to September Strategic Plan Update
- See Excel Spreadsheet



Discussed possibly linking the activities not associated with the new strategy but still tied to the goals to the chart. Could be a good tool to include in our annual report.

# New Topics for Strategic Plan

## Membership

- ✦ Poster- Benefits of ACS membership
- ✦ Can we re-use posters from 100<sup>th</sup> Anniversary at the monthly meetings
- ✦ Can we share information on membership dues relative to other societies
- ✦ Information to hand out at monthly meetings on the benefits of membership
- ✦ Add a few slides at each meeting that highlight the benefit of meetings
- ✦ Use phones- favorite benefit of ACS (word collages) include in monthly meetings
- ✦ Can get dues forgiveness if you loose your job
- ✦ Retiree benefits
- ✦ Something that could be sent out electronically each month highlighting 8-key topics on a one page document- available resources. (including hyperlinks) and paper

# Next Steps for Strategic Planning

Who owns the process – suggestions

- ✦ Chair
- ✦ Vice- Chair
- ✦ Committee with Appointed Chair

Where will the data/resources live

- ✦ Website?