Virginia Local Section Strategic Planning Retreat
September 10 & 11, 2016
Hilton Richmond Hotel & Spa
Richmond, VA

Carol Duane, co-Facilitator
Larry Krannich, Lead Facilitator
Society-wide Plan Structure

**MISSION, VISION, CORE VALUES**

**GOAL 1**

**GOAL 2**

**GOAL 3**

**GOAL 4**

**ENVIRONMENT SCAN**

What’s external trends will impact our work?

**CHALLENGES OPPORTUNITIES**

What challenges and opportunities do these trends present our organization?

**OBJECTIVES**

What changes or progress required to help you achieve your goals in light of these challenges?

**MEASUREMENT**

How will you know when you’ve been successful?
The Planning Process for Sub-Units

- **MISSION, VISION, CORE VALUES**
- **ENVIRONMENT SCAN**
- **CHALLENGES OPPORTUNITIES**
- **GOAL 1**
  - STRATEGIES
  - MEASUREMENT
- **GOAL 2**
  - STRATEGIES
  - MEASUREMENT
- **GOAL 3**
  - STRATEGIES
  - MEASUREMENT
- **GOAL 4**
  - STRATEGIES
  - MEASUREMENT

3 to 5 year Timeframe
6 to 12 month timeframe
Priority is based on relationship to our mission
1 = mission critical or high risk if we fail
2 = can leverage to exceed goals or to become mission critical
3 = nice to serve

<table>
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<tr>
<th>Stakeholder/constituency</th>
<th>Direct Impact</th>
<th>Priority</th>
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<tbody>
<tr>
<td>VA LS Members</td>
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<td>Younger LS Members</td>
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<td>Students</td>
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<tr>
<td>Job Searchers</td>
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Vision Statement for Virginia Local Section

A statement of “nirvana” for the Virginia Local Section

 Emblem Virginia Local Section’s desired future end-state if mission is achieved
 Emblem States long-range purpose/values/aspirations of the Virginia Local Section
 Emblem Is audacious, empowering, inspiring, and uplifting
 Emblem Infused with passion
 Emblem Is timeless

"Shoot for the moon! Even if you miss, you'll still be among the stars.” [Les Brown]
Potential VA LS Vision Statements

A. Variation on ACS Vision
   1. Improving Virginian’s lives through the transforming power of chemistry

B. Community Focus
   2. Opening up the minds of everyday people through the world of chemistry.
   3. Enhancing the knowledge of chemistry to the community
   4. Sharing the wonders of chemistry with our community
   5. Empower our community to live better lives
   6. Engage the community through the exchange of knowledge and ideas of the chemical sciences

C. Chemistry Community
   7. The Virginia Section will continue to serve the chemistry community with activities that promote the chemical enterprise.
   8. Building and Broadening Chemistry Enterprise in Virginia
   9. Growth of a strong and vibrant chemical community in Virginia

D. Virginia Focus
   10. Enhance the ability of Virginia chemists to implement the ACS vision.
   11. Serving Virginia by promoting chemistry and community
   12. Bring chemistry to the commonwealth of Virginia
The Virginia Local Section serves the community by advancing chemistry and communicating its impact on people’s lives.
Mission Statement Template

- What is the unit in question?
- What do you do?
- What are your quality, cost, time, and service standards?
- Whom do you serve?
- What are your boundaries?
- Who benefits from your work?
VA Local Section Mission ideas from pre-work (See Appendix E):

A. Community Awareness

1. Providing and improving public understanding of what benefits chemistry has to offer the world
2. Chemistry and the Community are the focus of the Virginia Local Section
3. To be an organization that encourages the advancement of the chemical sciences through sharing and promotes individual and professional greatness in the community.
4. Promote public awareness of chemistry through community outreach to enhance scientific awareness and communicate the value of chemistry
5. Provide awareness and opportunities in our community that supports the growth and practice of chemistry
6. The Virginia Section of the ACS promotes public awareness of chemistry by being involved in community outreach programs and working with chemistry students and STEM programs to enhance scientific awareness and communicate the value of chemistry in our society.
7. Provide a network of opportunities to the community and chemists alike
Mission Ideas cont’d

B. Scientific Literacy

8. We are committed to improving scientific literacy in the Virginia Section by fostering partnerships with area businesses, educational institutions, community leaders and our neighbors for the benefit of earth and its people.

C. Providing Member Value

9. VA Section’s mission is to provide value for ACS members, chemistry students, Industrial employers and universities by holding events that provide opportunities for networking and sharing of chemical information towards improving the well-being of the chemical community.

D. Chemical Enterprise Advancement

10. Support the advancement of the chemistry enterprise in the Virginia local section.
Mission Ideas cont’d

E. Focus on Virginia Chemists

11. Inspiring, educating, developing and connecting Virginia chemists

12. Advance understanding of the science and value of chemistry for present and future Virginia chemists.
Inspiring, educating, developing, and connecting Virginia chemists and the community for the benefit of Earth and its people.
STEP and TOWS Tools
The Planning Process for Sub-Units: Environment Scan

What external trends will impact the Virginia Local Section’s work?

Social? Technological? Economic? Political?
# Environment Scanning Tool (STEP) Applied to Virginia Local Section:

## Social

1. Shifting demographics (age, location, ethnicity, gender) & multigenerationality (O) 11
2. Changing attitudes and perceptions of membership organization (O) 6
3. Time balance – other obligations (O) 3
4. Changing nature of community influenced by technology (O) 8
5. Societal view of chemistry (O) 6

#1. Demographics = top dot vote opportunity

## Technological

1. So many social media tools (O) 11
2. Bandwidth of people (T)
3. Tools have a learning curve (O) 1
4. Availability of webinars (O) 9
5. Resistance to technology (T)
6. More susceptibility to Hackers (T)
7. Young members prefer particular technology (O) 11
8. Loss of social interaction (O) 5

#1, 7 = top dot vote opportunity
Environment Scanning Tool (STEP) 
Applied to Virginia Local Section: 

**Economic**

1. Consolidation of local chemical industry (O) 9
2. State budgets (O) 4
3. Shrinking grant funding (O)
4. Cost of medical insurance – impacts career decisions (T)
5. Lack of financial commitment for development (O) 12
6. Financial uncertainty for the Local Section (T)
7. Federal jobs (T)
8. Shifting employment paradigm -- toward contractor/consulting jobs; adjunct faculty; start up company roles (T/O)

#5 = Top dot vote opportunity

**Political**

1. State funding (O) 1
2. Industrial identity as chemists (T)
3. Safety (leading to paranoia/insurance) (T)
4. Polarization of science education (O) 4
5. Globalization 2
6. Contractor jobs on the increase (O)
   - Security 2
   - Membership as fringe 10
7. On-line/dry labs (T)
8. Boring K-12 science (O) 8
9. Regulation (O) 8

#6 = Top dot vote opportunity
TOWS Matrix

**CHALLENGES**

to achieving the objective

**Threats**
Events and trends unfavorable to us

**Weaknesses**
What we are not good at and are not doing well

**ENABLERS**

to achieving the objective

**Opportunities**
Events and trends favorable to us

**Strengths**
What we are good at and are doing well
## TOWS Matrix for Virginia Local Section

### External Threats
- Bandwidth of people (T)
- Tools have a learning curve
- Resistance to technology (T)
- More susceptibility to Hackers (T)
- Cost of medical insurance – impacts career decisions (T)
- Financial uncertainty for the Local Section (T)
- Federal jobs (T)
- Shifting employment paradigm – toward contractor/consulting jobs; contingent faculty (T)
- State funding (T)
- Industrial identity as chemists (T)
- Safety (leading to paranoia/insurance) (T)
- On-line/dry labs (T)

### External Opportunities
- Shifting demographics (age, location, ethnicity, gender) & multigenerationality (O)
- Changing attitudes and perceptions of membership organization (O)
- Time balance – other obligations (O)
- Changing nature of community influenced by technology (O)
- Societal view of chemistry (O)
- So many social media tools (O)
- Tools have a learning curve
- Availability of webinars (O)
- Young members prefer particular technology (O)
- Loss of social interaction (O)
- Consolidation of local chemical industry (O)
- State budgets (O)
- Shrinking grant funding (O)
- Lack of financial commitment for development (O)
- Polarization of science education (O)
- Contractor jobs on the increase (O)
- Boring K-12 science (O)
- Regulation (O)
### TOWS Matrix for VA Local Section

(See Appendices G, H & J)

<table>
<thead>
<tr>
<th>Weaknesses</th>
<th>Strengths</th>
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<tbody>
<tr>
<td>1. Ineffective LS Organization</td>
<td>1. Active Participation/Engagement</td>
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<tr>
<td>2. Ineffective Value Proposition</td>
<td>2. Good Outreach</td>
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<tr>
<td>4. Low Level of Participation</td>
<td>4. Membership Diversity</td>
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<tr>
<td>5. Not Using Available Technology</td>
<td>5. Strong Commitment</td>
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<tr>
<td>7. Activities are not Engaging</td>
<td>7. Financial Support</td>
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<tr>
<td>8. Large Geographic Area</td>
<td>8. Communication</td>
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<tr>
<td>10. Lack of Succession Planning</td>
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American Chemical Society
# TOWS Matrix for Virginia Local Section

*Voted most Important to Virginia Local Section*

## Weaknesses

1. **Activities/meetings are not engaging or multigenerational**
2. Ineffective Value Proposition
3. **Lack of Communication/technology use**
4. Low Level of Participation/Involvement
5. Large Geographic Area

**Critical Flaws**

## Strengths

1. **Active Participation/Engagement/Passion of leaders/volunteers/sponsors**
2. Good Outreach
3. Knowledgeable Members with broad background
4. Membership Diversity (academic/government/industry)
5. Strong Financial Health
Developing a Plan for the Virginia Local Section

Part 3: Virginia Local Section GOALS
The Goal Development Process

- Review previously identified opportunities and threats
- Articulate a preliminary set of goals (vote)
- Check each goal against SMART criteria
- Evaluate each goal in terms of probable impact and difficulty/resources required (H-M-L)
- Locate each goal on the Opportunity Map
Goals Areas from VA LS Pre-work
(See Appendix F)

A. Communicate Value of Chemistry
B. Community Outreach
C. Education Outreach
D. Increased Attendance/Engagement
E. Member Value Proposition
F. Networking Opportunities
G. Enhanced Communication to Members
H. Growth in Membership
I. Hosting a Regional Meeting

Community Oriented; Local Section Oriented
Potential Virginia Local Section Goals

A. Communicate Value of Chemistry

1. Give a complete understanding: Being able to provide enough information and resources to members and the community on chemistry related information and solutions.

2. COMMUNICATE CHEMISTRY'S VALUE Educate the public of chemistry and chemists' vital role in the community and work force

3. Identify and distribute articles showing the value of chemistry to members of the Section.

4. Promote chemical science and technology through public radio. There is currently a 3-5 min spot that plays on the local public radio station, which covers historical events. It would be great to have a similar spot that could be used to tell a short captivating story about how chemistry has and is changing lives.

5. Provide community activities that increase awareness of importance of chemistry

6. Increase the community's awareness about the local section by participating in and hosting more community events.

7. Communicate chemistry's value to the community
Potential Virginia Local Section Goals cont’d

B. Community Outreach

8. Be as active as possible in the community.

9. Identify opportunities to be recognized as a valuable resource to the Commonwealth of Virginia and foster those relationships.

10. Collaborate with our Student Affiliates to foster a play writing competition to create a chemistry based historical play, which the Local Section will produce at the college/university in cooperation with their theater department.

C. Education Outreach

11. Develop a plan for Section members to advise local chemistry students on career options.

12. Education: providing more current and most useful information to teachers, students, and colleagues.

13. Education: Work with area colleges to provide a summer short course for members and local college students to broaden their knowledge of chemistry. As an example, there could be a course on using GC-MS or another on the application of chemometric techniques to Raman spectra.
D. Increased Attendance/Engagement

14. Provide activities that promote increased participation in the local section.

15. Increase student and industrial membership with people that are engaging and want to be invested in the mission of the local section.

16. Identify mechanisms to get more of the members of the section active and involved.

17. Encourage current and future members to be more involved.

18. Increase number of volunteers and more effectively use current volunteers through independent programming in western half of section or forming a sub-section.

19. Increase attendance at Section meetings by bringing in nationally recognized technical experts to speak on their research or field of work. Emphasis should be on areas of Analytical chemistry and other topics related to the local chemical industry.
E. Member Value Proposition

20. Give members more information about opportunities, resources and skills to improve their career.
21. Provide fellowship and networking opportunities for members
22. Provide opportunities for the interaction and exchange of ideas through meetings and/or workshops.
23. Develop Scientist - Provide opportunities for students, educators and industrial scientist to expand their skills and broaden their experience base.
24. Advance members careers
25. ADVANCE MEMBER CAREERS AND EDUCATION Provide members and students of all ages the resources, networks, opportunities, and practical skills to obtain new careers and further current careers
26. Educate - Provide opportunities for learning including seminars, poster sessions and workshops.
27. Partner with local educators to support high school and college chemistry programs.
28. Sponsor short courses on topics of broad chemical interest.
29. Provide career-developing activities for our members
30. Increase the sections exchanging of ideas and knowledge to benefit the careers of industrial members.
Potential Virginia Local Section Goals cont’d

F. Networking Opportunities

31. Provide equal opportunity: Allowing all members and community members to be helped out with their networking skills and have access to resources to help expand their career horizons.

32. Identify opportunities to connect students in the section with members and leverage the diverse experiences and backgrounds to help guide students in their career choices and decisions.

33. GROW INTO AN INCLUSIVE NETWORK Provide a welcoming environment for all students, teachers, and professionals to join in scientific discussions and networking.

34. Connecting - provide networking opportunities to connect students, educators and industry.
Potential Virginia Local Section Goals cont’d

G. Enhanced Communication To Members

35. Rework current system of membership communication, including newsletter, website, emails, and social media, to increase public visibility. This may require restructuring the Public Relations, Publications and Website committees and devoting more resources (budget).

H. Growth in Membership

36. Develop a comprehensive plan to attract new graduates in the Virginia Section to become active section members.

I. Hosting a Regional Meeting

37. Explore the possibility of hosting another SERMACS meeting in Richmond.
WORKING STATEMENTS FOR DEVELOPING SMART GOALS

**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*
Evaluating Goal Statements: SMART

**Specific**: The goal should identify a specific action or event that will take place.

**Measurable**: The goal and its benefits should be quantifiable.

**Achievable**: The goal should be attainable given available resources.

** Relevant**: The goal should require you to stretch some and be related to your mission and that of ACS.

**Time-bound**: The goal should state the time period in which it will be accomplished.
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]
Goals Opportunity Mapping For Virginia Local Section

- **Avoid**: (incorporate into routine)
- **Tactical**: (unfortunately few of these)
- **Pursue selectively**: (unfortunately few of these)
- **No-brainers**: (unfortunately few of these)
Brainstorming Strategies for Virginia Local Section
Strategies to Reach Your Goals

- Goals should be set to achieve your vision and mission, with a 3 to 5 year timeframe.

- Strategies should be set to achieve your goals, with a 6 to 12 month timeframe.

- You should achieve SMART when both goals and strategies are combined.
Performance Measurement Model

- **Inputs**: What resources did we apply?
  - Money
  - Staff
  - Facilities
  - Equipment

- **Activities**: What did we do?
  - Presentations
  - Conferences
  - Training
  - Meetings
  - Publications

- **Outputs**: What did we produce?
  - # of presentations
  - # of conferences
  - # of participants

- **Outcomes**: What effects did we have?
  - New members
  - New skills
  - Different attitudes
  - Modified behavior

- **Impacts**: What difference did it make?
  - Direct/indirect
  - Negative
  - Positive
  - Procedural
  - Intended
  - Unintended

Adapted from: Hatry, H.P. *Performance measurement: Getting results* (2006)
Brainstorming Strategies Areas

**Strategies for 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*

See handout for details on each

**Web site**

**Webinars**

**Create Tech Committee & Assess Current Needs**

**New Ways to Communicate**
Strategies Developed

**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]*

**Strategy G1-S1**
Implement live stream of a minimum of four monthly meetings each year beginning in 2017.  *[Impact, High; Resources, Low] [Champion: Kathleen]*

Tactics:

**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).  *[Impact, High; Resources, High] [Champion: Ann/Brandi]*

Tactics:

**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.  *[Impact, High; Resources, Medium] [Champion: Janet]*

Tactics:
...
Brainstorming Strategies Areas

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

See handout for details on each

**New Member Strategies**

**Recognition of Volunteers**

**Meeting Innovation**

**Location Based Strategies**
Strategies Developed

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

**Strategy G2-S1**
By May 2017 Executive meeting, Hospitality committee will create an expanded on-boarding process for new members.  *Impact, High; Resources, Low*  *Champion: Todd*

**Tactics:**

**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*

**Tactics:**

**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*

**Tactics:**

...
Brainstorming Strategies Areas

**Strategies for 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*

See handout for details on each

- **New Members**
- **Career Development**
- **Events**
- **Mentoring**
- **Other**
Strategies Developed

**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]**

**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]**
Tactics:

**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: YCC]**
Tactics:

**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]**
Tactics:
Brainstorming Strategies Areas

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

See handout for details on each

- Communicate to Public
- Community Activities
- Inventory Activities
- Academic Involvement
- K-12 Outreach
- Leveraging on National Programs
- Regional Representatives
- Section-Wide Activities
- Student Awards
- Interregional Meeting
Strategies Developed

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

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

Tactics:
- Ask what needs are
- Advertising
- Blast to teachers & parents
- Door prizes to AACT membership
- LS Education Grant workshop

**Strategy G4-S2**

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

Tactics:
Measurers:
- # of ACS volunteers, # of non-ACS volunteers, # of participants, Costs.

**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]**
**Virginia Local Section Strategic Plan**

**Vision:** The Virginia Local Section serves the community by advancing chemistry and communicating its impact on people’s lives.

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

### 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  
**Champion:** Kathleen

1.1 Implement live stream of a minimum of four monthly meetings each year beginning in 2017.  
**Impact:** High; **Resources:** Low  
**Champion:** Kathleen

1.2 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).  
**Impact:** High; **Resources:** High  
**Champion:** Ann/Brandi

1.3 By June 2017, inventory and define how to integrate new forms of communication strategies into the current constructs of the local section wherever possible.  
**Impact:** Medium; **Resources:** Low  
**Champion:** Janet

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

2.1 By May 2017 Executive meeting, Hospitality committee will create an expanded on-boarding process for new members.  
**Impact:** High; **Resources:** Low  
**Champion:** Todd

2.2 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

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

### 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

3.1 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

3.2 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:** YCC

3.3 Energize and re-name the Hospitality Committee (coordination with G2,S1) with regional representation and hold a social activity in 3 to 5 of the regions.  
**Impact:** Medium; **Resources:** Medium  
**Champion:** Todd
Virginia Local Section Strategic Plan

**Vision:** The Virginia Local Section serves the community by advancing chemistry and communicating its impact on people’s lives.

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

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

4-1. By Spring 2018, coordinate activity with Richmond Math/Science Innovation Center and AACT. [Impact, High; Resources, High] [Champion: Krista]

4-2. By January 2017, identify and support regional coordinators for ACS branded community activities. [Impact, High; Resources, Medium] [Champion: Phil/Linette]

4-3. By the May Exec. Meeting, review activities already in place to identify/align current activities with objectives. [Impact, High; Resources, Low] [Champion: Stephanie]
Opportunity Mapping

Discussion is needed to determine the schedule for those in the “Pursue selectively” quadrant.

Avoid

Tactical (incorporate into routine)

Pursue selectively

No-brainers (unfortunately few of)

G2-S4
G3-S3
G4-S2
G1-S3
G2-S2
G2-S3
G3-S2
G4-S3
G2-S1
G3-S1
G4-S1
G1-S2
G1-S1
## Virginia Local Section Strategic Plan Champions

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<tr>
<th>What</th>
<th>Champion</th>
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<tr>
<td>Goal 1, Strategy 1</td>
<td>Kathleen Sink</td>
</tr>
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<td>Goal 1, Strategy 2</td>
<td>Ann Sullivan &amp; Brandi Ford</td>
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<tr>
<td>Goal 1, Strategy 3</td>
<td>Janet Asper</td>
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<td>Todd Koch</td>
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<td>Joe Pompano</td>
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<td>Denise Walters</td>
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<td>Kathleen Sink &amp; Colleen Taylor</td>
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<td>Goal 3, Strategy 2</td>
<td>YCC – Rhonda Butts McGee</td>
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<td>Todd Koch</td>
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</table>
# Virginia Local Section Strategic Plan Champions

<table>
<thead>
<tr>
<th>What</th>
<th>Champion</th>
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<tbody>
<tr>
<td>Goal 4, Strategy 1</td>
<td>Krista Weissbart</td>
</tr>
<tr>
<td>Goal 4, Strategy 2</td>
<td>Phil Burks &amp; Linette Watkins</td>
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<tr>
<td>Goal 4, Strategy 3</td>
<td>Stephanie Mabry</td>
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IMPLEMENTATION
“A GOAL WITHOUT A PLAN IS JUST A WISH”

...DE SAINT-EXUPERY

A PLAN WITHOUT EFFECTIVE IMPLEMENTATION IS ______??_________
Successfully Accomplishing Plans and Goals

- Goal clarity and vision
- Planned and organized
- Time-bounded
- Follow-through
- Importance
- Accountability
- Anticipation of barriers and risks
- Recovery plans
## Turning Ideas Into Action

### The goal: Be a leader in communicating to the general public the nature and value of chemistry and related sciences.

### Strategy: Schedule Chemistry RoadShow visits to elementary and high schools; recruit an industry chemist and an academic chemist pair for each visit; contact each school principal/science teacher to arrange visits; prepare slide show and interactive demonstration.

### Measures: # of RoadShows, # of different volunteers, feedback from teachers.

### Target ____________ for completion: Start the planning in two weeks and schedule visits for the fall semester; evaluate during winter holiday break.

### Ways to keep focus: Schedule team telecon meetings every two weeks to ck progress; use central calendar to record appointments, recruit and assign presenters for RoadShow visits; assign a volunteer to handle logistics for each visit; Set up sign up mechanism for volunteers and teachers on the website; debrief volunteers at the telecons.

### Potential barriers/obstacles: Mismatch of available volunteer time to school visit time; last minute dropout; logistics transfers of handout materials and presentation equipment.

### Ways to overcome: Central scheduling calendar; assign tasks to individual team members and have a team leader as organizer.

### Support/resources I may need: Team members’ interest and encouragement; laptop and projector; supplies and copies; materials for demonstrations.
## Virginia Local Section Next Steps

<table>
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<tr>
<th>What</th>
<th>When</th>
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<tr>
<td>VA LS Receives Plan</td>
<td>September 15</td>
</tr>
<tr>
<td>Notify Executive Committee</td>
<td>September 16</td>
</tr>
<tr>
<td>Write a newsletter article</td>
<td>September 23</td>
</tr>
<tr>
<td>Plan placed onto website</td>
<td>September 30</td>
</tr>
<tr>
<td>Notify VA LS membership</td>
<td>October 10</td>
</tr>
<tr>
<td>Executive Committee open discussion</td>
<td>December 10</td>
</tr>
<tr>
<td>Rough Project Plans done</td>
<td>January 15, 2017</td>
</tr>
<tr>
<td>Approval of plan</td>
<td>January 20, 2017</td>
</tr>
<tr>
<td>KICK OFF</td>
<td>January, 2017</td>
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Virginia Local Section Kickoff

<table>
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<tr>
<th>WHAT</th>
<th>WHO</th>
<th>BY WHEN</th>
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<tr>
<td>Deliver “Plan” to VA LS members via website</td>
<td>VA LS Chair</td>
<td>September 30, 2016</td>
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<tr>
<td>Discuss and approve plan</td>
<td>VA LS Chair, VA LS</td>
<td>January 20, 2017</td>
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<tr>
<td>Plan is implemented</td>
<td>VA LS</td>
<td>January, 2017</td>
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Virginia Local Section Potential Pitfalls

- Don’t try to do all yourself; delegate
- Need accountability system (timeline/reminders) Not assessing and managing time available
- Not involving other local section members
- Not getting buy-in from the local section
- Measuring activities instead of results
- Not developing timelines and milestones
- Not developing detailed action plans for strategies
- No follow-up/follow-thru between face-to-face meeting work
- Not using volunteers’ motivations when engaging volunteers for their skills
- Not monitoring the progress of the strategic plan
Final Virginia Local Section Vision Statement

The Virginia Local Section serves the community by advancing chemistry and communicating its impact on people’s lives.
Inspiring, educating, developing, and connecting Virginia chemists and the community for the benefit of Earth and its people.