

Virginia Local Section Strategic Planning Retreat

Brainstormed Strategies from VA Local Section SPR

Weighting Highlighted - Used to Write Goal Strategies

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]*

Web site

1. By spring 2016(7) poll membership for what is needed or how to improve the website /facebook tools
2. Coordinate through the website/facebook the NCW & CCED (outreach) activities to increase member involvement
3. Set up task group to determine if we can outsource website and constant contact and report on cost [14]
4. Identify ad hoc group to meet & communicate findings of activities and how they relate to each other
5. Redesign web page [17]
6. Create web page similar to ACS strategy page that shows goals, activities and how to get involved
7. Improve the section website

Webinars

8. Set up regular webinars w/ local broadcast hosts & dinners
9. Put 6 of 8 meetings a year online within a year
10. Offer at least 2 meetings in 2016/2017 as webinars; poll members about effectiveness of meeting [10]
11. Addition of WebEx video-cast for section meetings and executive meetings [24]
12. Set up online payment for meetings/events

Create Tech Committee & Assess Current Needs

13. Assess what technologies are already available to the section/ Inventory tech capabilities in each region - 6 months
14. Create list of available technologies and how they can be applied to communication
15. Identify communication preference of current and new members (Research)
16. Create a communication strategy that starts with why?
17. Develop a roadmap of the technology needs for the section
18. Form tech team to always have communication (2)
19. Establish technology chair to coordinate new technology
20. Develop and maintain lists of activities, opportunities and champion/leaders for each
21. Assess effectiveness of new technologies

New Ways To Communicate

22. Developing an "app" or more effective way to communicate with students/younger members [13]
23. Improving the use of the Bulletin
24. Is there a selective group or person in charge?
25. Concise email communication to inform members - possibly through "tech & communications" team
26. Increase frequency of meeting announcements and time initial notices at least 30 days prior
27. Deliver messages via text to members who prefer text
28. Make an App for the local section
29. YCC social media survey? 6 months
30. Modernize communication; New and improved use of social media like Facebook and Twitter. Clear communication and design on section website [12]

31. Publicize meetings and events using new technologies; Use Facebook to notify members of meetings; Social media for meeting updates

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

New Member Strategies

1. Adopt new strategies for increasing attendance
2. Establish team to propose new strategies to increase attendance and leadership
3. Develop new member welcome events
4. Run a recruiting campaign where every volunteer identifies and engages 2 to 3 new volunteers
5. Create new member introduction activity to both network with new members and pair interests and persons with section objectives
6. Think of new ideas to increase attendance
7. Welcome new members by phone calls and welcome strategy
8. Have an on-boarding process to get new members excited about the section [19]
9. Provide more socialization and interaction with new members
10. Incorporate more of an in depth buddy/mentoring system for new attendees
11. Recruit new members for committees to ensure each committee has at least two members
12. Revise welcome (hospitality) committee to include personal initiations and introductions at events [12]
13. Develop and communicate value propositions that are demographically appropriate

Recognition of Volunteers

14. Include programming to thank and acknowledge volunteers
15. Provide awards and recognize excellent member involvement/attendance/volunteerism
16. Senior/Age Appropriate Senior Committee that will engage older members in social activities and volunteerism
17. Planning events that can involve all age groups
18. Implementing new ideas to old events
19. Advertising events in new ways
20. Develop program to involve and engage retirees
21. Create a Senior Chemist group for both social and professional involvement

Meeting Innovation

22. Modernize what is existing
23. Three talk categories -- social, technical, non-technical
24. Innovation in meetings (classes of events)
25. Have a contest to solicit new ideas for meetings
26. Hold at least three meetings/events for members on weeknight other than Fridays in 2017 [16]
27. For 2017-18 year change 2 or 3 meetings from a Friday night schedule to a weeknight schedule
28. We need social/technical leverage talks. Increase social interaction
29. Community involve of public in meetings/events/activities
30. Set up parallel event schedule for western section in 2017 and measure attendance effects on all section events
31. Have multiple/different meetings to engage members

Location Based Strategies

32. Recognize faculty home institution department for leadership in student recruitment
33. Create key regional positions that are elected yearly to handle logistics of separate meeting sites
34. Leverage university and industrial symposia or talks (speakers) to increase number of specialized (technical) talks [13]
35. Develop sub-section hosts for ACS activities and events
36. Identify ambassadors in each region/school/major company
37. Develop subcommittees in other areas of the section to increase attendance [13]
38. Work with student affiliates to foster a play writing competition to create a chemistry-based play
39. Redefine the hospitality committee's goal and have a designated greater at each meeting

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*]

New Members

1. Establish team to propose new opportunities for member development [17]
2. Assess effectiveness of new routes to member development

Career Development

3. Federal career opportunities
4. Have ACS career events in the LS

Events

5. Video record meetings and post them on web site
6. Hold a student-professional cocktail hour
7. Continue cross-sectional events; switch back and forth between tidal & ? & west
8. Partner with other professional organizations and promote joint events [12]
9. Include additional dinner/banquet networking events
10. "mixers" - to integrate young & experienced chemists. Communicate value in mentoring
11. Coordinate current efforts under one umbrella (hold regular meetings to avoid duplication)
12. Host multiple networking events in different regions of LS [18]
13. Social events for different constituencies
14. Inventory existing activities 6 months
15. Leverage activities of other entities & institutions under umbrella of ACS VA [17]
16. Education, courses, workshops
17. Offer 3-4 science cafes each year
18. Partner w/ local universities to provide talks or hands on learning of specific subject
19. Sponsor short courses; sponsor short courses for members at local colleges; Co-sponsor short course with instrument vendors - half or full day [16]
20. Appendix F/#13: Work with area colleges to provide a summer short course for members and local college students to broaden their knowledge of chemistry...; Explore demand 1-2 years
21. Set up tour of research facilities at VCU or UVA
22. Provide development workshops to increase skill sets

Mentoring

23. Keep, support & invest in and expand mentoring program (3); Incorporate more of an in-depth buddy/mentoring system to network & provide professional development [27]
24. Mentoring not only college students but also expanding to high schools
25. Social events for the "much" younger crowd
26. Professional development workshops

Other

27. Member benefit webinar/newsletter
28. Insurance & goodies for contractors
29. Continue current activity programs

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

Communicate to Public

1. Identify multidisciplinary activities to communicate chemistry (STEAM - science, technology, engineering, arts, math)
2. Regularly send articles to local newspapers with local section news and positions
3. Develop and publish stories showing the positive impact of chemistry (publish on website)
4. Compile experts guide and distribute to media
5. Continuously advertise about different programs
6. Develop radio blurbs
7. Start a scientific interest twitter account or other media and pass along fun chemistry facts or notable news (molecule of the day/info of Nobel prize)
8. Communicate section activities through media

Community Activities

9. Sponsor outreach activities in other regions of Local Section
10. Provide fun but safe activities for the community
11. Various community based activities for certain events
12. Events for parents and their children
13. Open up to people in the community
14. Continue events for NCW but look at formats to move to smaller events in multiple locations [12]
15. Develop list of community outreach activities and prioritize
16. Test effectiveness of community outreach activities

Inventory Activities

17. Inventory existing meeting activities in each region
18. Review activities already in place to identify/align current activities with objectives [17]

Academic Involvement

19. Involve all aspects of academia to keep the focus on chemistry
20. Host an ACS on Campus event at UVA

K-12 Outreach

21. Connect actively with local K-12 programs to expand reach/involvement [20]
22. Coordinate an event with VA LS AACT teachers [12]

Leveraging on National Programs

23. Take advantage of underutilized national programs to provide support funding, etc.
24. Leverage the ACS Chemistry Ambassadors program to communicate value of the ACS to Student Affiliates

Regional Representatives

25. Organize community activities committee to include regional representatives [12]
26. Restructure the community activities committee to have regional representative to increase communication of activities [21]

Section-wide Activities

27. Have a section-wide activity that connects all constituents in the section

Student Awards

28. Expand student awards to high school students planning on majoring in chemistry

Interregional meeting

29. MARM/SERM Joint in northern Virginia in 2015