

## Virginia Local Section Strategic Plan-Discussion Meeting

Saturday, December 2<sup>nd</sup>, 2017, 9:05 am-12:00 am

Attendees: Julian Bobb, Ken Chapman, Charlene Crawley, Rob Davidson, Kathryn Deibler, James Demas, Christine Farthing, Heather Lourenco, Stephanie Mabry, Joe Pompano, Sarah Porter, Kristine Smetana, Ann Sullivan, Denise Walters, Linette Watkins

G1-S1 (Kathleen): Implement a live stream of four monthly meetings per year beginning in 2017

Progress: Only success to date has been at UMW

Challenges: (1) most venues do not offer the ability, (2) speaker requests not to be recorded, and (3) technical issues encountered at UVA so recording was not successful (need easier login)

Proposal: Revise strategy for 2018 to evaluate options for live streaming with recommendation by May 2018 EC meeting

- Section should evaluate cost of hiring a third party to manage live stream activities

- Suggestions to evaluate other options that should be fairly straightforward and not technically difficult (Facebook Live, YouTube, Google Hangout, etc.) and to investigate what platforms/systems other ACS chapters are using.

- Julian Bobb to ask around and find a younger colleague/lab mate that has technical skills to help drive use of chosen platform for live streamng

G1-S2 (Ann): Form a website taskforce that includes all demographics to conduct a needs assessment, obtain quotes for pro web designer, and launch new site.

Progress: Ongoing

- Fact finding team of Chris Avery, Tim Bergeron, Krista Weissbart, Janet Asper, and Stephanie Mabry gathered information from DC Section yielding ideas and contacts.

Challenges: ACS locked into Webs, and Webs is not great.

Proposal: Website and communication are integrated and should be designed according to what we want our messages to be. Continue progress as a re-scoped objective.

- Denise Walters to follow up with Krista Weissbart about sending out survey from Ann Sullivan seeking feedback from members on website design/content.

- Need to follow up on the outcome of fact finding meeting with Chris Avery and others that attended

-Section will need to identify and set criteria around website maintenance/website support if choosing to outsource and evaluate if this activity is better managed through a consultant (and at what cost).

-Julian to send an email to YCC members and seek feedback on website features and performance to assist with setting the criteria.

G1-S3 (Janet): By June 2017, inventory and define how to integrate new forms of communication strategies into the current constructs of the local section wherever possible

Progress: Janet has done preliminary assessment-most communications is tied in with social media platforms and the website.

Proposal: Recommendation is to combine this initiative with G1-S2, and Janet would like to remain involved, but will need additional assistance.

G2-S1 (Todd): By May 2017, the hospitality committee will create an expanded on-boarding process for new members.

Progress: Complete

-Expanded from a single letter sent to a new member packet, introduce new members at monthly meeting, and establish a buddy system to connect new members with active members and ongoing volunteer opportunities.

-New member information communicated at October and November 2017 meetings

-Began with new member ribbons at September 2017 meeting

-Summary of program included in the November bulletin, no response to date

Proposal: The objective is complete. It was suggested to follow up to roll into objective G3-S3.

Recommendations moving forward:

-Committee member should be available at a membership table at meetings to greet and welcome the new members (potentially have handouts available)

-Ann also has a list of new people who have joined our website that she will send to hospitality committee.

-Proposed that the secretary assess the e-roster monthly and share with colleagues at a company or organization that there is a new member from their organization. Also share this information with hospitality committee.

-Can we get a list of new AACT members?

G2-S2 (Joe): Define 4 to 5 regions within VA Section to leverage universities in regions to provide high-end technical talks (beginning Fall 2017) through their established seminar program

Progress: Complete.

-Joe and Rebecca linked the Marl Payne Graham Memorial Lecture as a co-sponsored ACS event. This results in an additional meeting in October with the UVA event being on a Thursday and the regular ACS meeting that Friday. Only two people from the section attended, but student attendance was very good. The event is still considered successful as we got a small reach/advertisement to the western section.

Challenges: (1) Possibly not enough time for people to make arrangements (date confirmed 3 weeks prior), (2) Are too many meetings in a month reducing attendance?

Proposal: Continue and expand. Provide ACS information/handouts at the meeting. Evaluate if Graham lecture and the poster session could be combined. Evaluate if there is a need to host a dinner with this meeting. On February 2, 2018, JMU is hosting Melanie Cooper, proposed to put a line item in the budget at the January 2018 Executive Committee meeting for funding to help sponsor this (and other talks (ex. Sam Keans)) for visibility.

G2-S3 (Denise): In 2017, hold two or three monthly meetings for members on weeknights other than Friday.

Progress: Complete. N=3 meetings were held on nights other than Friday evening.

-The change in date had no improvement on attendance.

-A survey went out and concluded that (1) response was low, (2) not a strong interest in WebEx from the few responses we got, (3) no specific day that was the winner for meeting nights, and (4) topics of interest were industry, diverse topics, non-traditional careers, new thinking, and new developments/methods for teaching, etc.

-It was suggested to evaluate if incentivizing the survey will increase response

-Recommendation: Continue hosting meetings on Thursday/Friday evenings.

G3-S1 (Kathleen, Colleen, Heather): Re-evaluate current mentoring program, assess needs, and present a proposal to EC meeting.

Progress: Complete

-Mentor "training" meeting held on April 2017. Program was handed over to YCC, and Heather has been driving. Six mentors currently matched-the program has more mentors than mentees currently.

Challenges: Communication and interaction from students still seems lower than expected

Proposal: Expand the program to young professionals (not just students) and people looking for non-traditional chemistry careers, work to incorporate the mentor program with the AXE (chemistry fraternity) convention. Look for potentially synergies with the hospitality committee mission.

G3-S2 (Heather): 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

Progress: Ongoing

-The YCC plans to continue fostering networking and career activities with younger chemists across the section. The focus of the current year was to promote engagement of its members. Career workshop was a successful event, so may evaluate doing a similar event again and will evaluate working more with universities that are already planning these types of events.

Challenges: No stable contact with DC or NoVA ACS colleagues to support cross sectional collaboration.

Proposal: Continue focus on outreach in areas of our section that are not currently very engaged. (Julian will start driving this, with assistance from Heather)

G3-S3 (Todd): Re-energize and re-name the Hospitality Committee with regional representation and hold a social activity in 3 to 5 of the regions.

Progress: On-going

-It was discussed adding a social into the monthly meetings. Plans are to start this initiative in 2018, but will need volunteers.

Proposal: Identify at least two volunteers from regions other than Richmond, and will need to evaluate if G2-S1 strategies apply here.

G4-S1 (Denise): By Spring 2018, coordinates activity with Richmond Math/Science Innovation Center, Science Museum and AACT.

Progress: Complete (need to complete coordination with AACT)

Science Museum: contacts made with Science Museum. Colleen reserved 2 spaces for National Chemistry Week (Oct 2017) and requested space for Earth Day (Apr 2018). Events will continue to be part of annual programming. Denise appointed to Science Museum Board and will continue to look for opportunities to work together.

Math Science Center: Rob Davidson continuing long standing support of Metro Richmond STEM Fair.

AACT: No progress yet. Considerations: (1) Do we give AACT memberships to Teacher Award recipients? (2) Can we get a list of AACT members from VA to get more engagement from primary education teachers?

G4-S2 (Phil/Linette): By January 2017, identify and support regional coordinators for ACS branded community activities.

Progress: Complete. Regions defined and regional coordinators identified.

-Northwest: Peter Ruiz-Haas

-Northeast: Randall Reif

-South: Kristine Smetana

G4-S3 (Stephanie): By the May Exec. Meeting, review activities already in place to identify/align current activities with objectives

Progress: Complete. Stephanie developed an Excel spreadsheet list to use as a reference for budget, planning, etc.

Up for discussion at 2018 Jan Executive Committee Meeting: Who will own this document?

New suggested topics for Strategic Plan: look for drivers for topics below at the January 2018 EC meeting

1. Membership: make a large poster summarizing the benefits that you get with an ACS membership so that people have better visibility to all the benefits.
2. Evaluate handing out brochure/bulletin/first slides of presentation advertising the benefits at monthly meetings
3. Can we reuse posters that were already made for the purpose previously?
4. Use more technology in meetings to survey attendees (ex. Linette attended a meeting where they polled the audience using their smart phones and it generated a word map on the screen for total response)
5. Sarah proposes focusing on college students involvement in ACS memberships
6. Charlene suggested making a one page document/bulletin/attach hyperlinks in an email that can be sent electronically each month that can be sent to the section, and marketed to students from teachers, etc. (Charlene is interested and willing to lead the thought process, but looking for assistance drivers)