

Virginia Local Section Strategic Plan-Discussion Meeting

Saturday, December 1nd, 2018, 10 am- 12:00 am

Attendees: Julian Bobb, Ken Chapman, Rob Davidson, Stephanie Mabry, Joe Pompano, Sarah Porter, Kristine Smetana, Ann Sullivan, Kathleen Spangler, Samy El-Shall, Nicholas McCutcheon (Altria), Mark Crosswhite (Altria). Web Ex: Linette Watkins, Janet Asper

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

Progress: Successful and Ongoing

Discussion: Speaker approval needed before streaming can be done. Suggested that when speaker is invited, get permission to live stream. Notice of streaming can be put in bulletin and website. A live stream link can be put on the website.

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

Discussion: Ann has set-up a new website on Google Docs which will be linked to our current website. <https://virginia.sites.acs.org/newweb.htm>

The new site automatically adjusts to mobile devices. ACS currently uses Webs which has many problems. The new site can currently be accessed via the home page of our current web site

There is currently a problem accessing the website from mobile devices.

There could be a problem with companies blocking Google or Google Docs.

Many sections work outside of ACS Webs. ACS has suggested that the website be accessed via the membership page of the ACS website, but that would limit access to only ACS members.

Ann requests that people try the new website and see if they can access items.

The plan is to keep the current website through Webs, but link to the new website for all content.

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: Ongoing

Discussion: There are many social media sites and no single one reaches all age groups.

Janet is looking at a social media scheduler (Hootsuite) that updates multiple social media at once. Hootsuite costs \$29/month and a proposal will be brought up at the January Executive meeting to purchase this or a similar product. Social media scheduler could be used to push out events to everyone

multiple times. Janet will investigate other social media management platforms before the January meeting.

Suggestion to have succession planning for activities currently done by Jim Beck and Ann Sullivan.

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

Progress: Complete. Goal merged with objective G3-S3

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

Progress: On-going

Discussion: A new Chair is needed for the for the Hospitality Committee. Janet Asper is going to try to recruit a new faculty member from UMW to act as Chair. Janet to invite him to Executive Meeting in January.

Suggested that new members be listed in the Bulletin.

Suggested that if a new member is working in the same company as new member, the new member be contacted and welcomed by the current member.

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

Recommendations moving forward:

-Ann gets list of new people who have joined our website that she sends info to hospitality committee, but a welcome letter/and free dinner invite has not been sent out.

-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: Successful and Ongoing

Discussion: The Marl Payne Graham Memorial Lecture at UVA as a co-sponsored ACS event, but the lecture was cancelled due to the weather. Suggestion to contact local universities within the Section to co-sponsor named lectures and advertise lecture in the Bulletin in exchange for the Section being

allowed to put an information table at the lecture. Suggestion to have info/table banner in 3 different areas of section. Joe Pompano to coordinate sending banner/ info to the 3 regions described in **G3-S3**.

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. We have had mixed results on attendance on non-Friday meetings, but a different mix of people can make the non-Friday meeting.

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

Progress: Complete and passed to YCC and lead by Julian Bobb. Mentorship luncheon was held in September 2018. We have 10 groups of mentors/mentored.

G3-S2 (Julian): 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

Discussion-The YCC held an intergenerational career development workshop at Longwood University in October, volunteered at the Science Museum of Virginia and sponsored tours of the Naval Surface Warfare Center Dahlgren Division in Dahlgren, VA, the Department of Forensic Science and Afton Chemical in Richmond, VA along with Anton Paar in Ashland, VA. We also held an event VCU 1st Interdisciplinary Chemistry Trivia Night at VCU. We also attended a lunch break science lecture at the Science Museum of Virginia back in June.

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

Progress: See Appendix 1 for report send by Denise.

Discussion – A proposal will be made at the January Executive meeting funds for an advertising budget. We should also use all free options for publicity available to us, like richmond.com, email elementary schools in area about our events.

Ken Chapman reported on contacts with AACT (American Association of Chemistry Teachers). They have staff located in the ACS headquarters in Washington D.C. They are developing substantial materials for pre-K-12 education. They have Regional Coordinators, but Ken due to reorganization, Ken had trouble contacting our Regional Coordinator. Ken contacted AACT to ask about chemistry content in the NGSS (Next Generation Science Standards) and found K-2 9 standards, 3-5 13 standards, 16 for middle school, many more for high school. Ken feels it is most important to make contact with elementary schools, and the Section should consider setting up a task force of our previous elementary school science teacher award winners. Suggestion to coordinate activities to Virginia SOL's.

Suggestion to reorganize the Chemical Education Committee into grant giving and educational outreach. Try to get a committee chair from our local section active members who teach (call it The Virginia Local Section Education Fellow).

Ken exhibited at the VAST meeting in Williamsburg this year (ACS and Local Section info), but VAST under-represents chemistry resources. At the VAST meeting, very few chemistry teachers were present. Discussion with elementary teachers told Ken that they don't teach chemistry. Suggestion to advertise in VAST newsletter, also to get emails of teachers interested in chemistry.

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

Discussion: Should list names of regional coordinators on website. Coordinators and Champions should meet and define duties/scope of the position. They should be contacted by Kristine. Kristine to request coordinators to send contact information about coordinators and reports to Ann to put on website. Linette has created a report form for description of activities and will send it to Ann for posting on website.

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.

Stephanie envisions this list as a tool to determine if the section is involved in activities that do not fall under the Strategic Plan, and possibly stop doing them, since our budget is limited. Stephanie

will present the updated list at the Executive Committee. Some Goals can be re-defined and new activities be added.