

## Virginia Local Section Strategic Plan-Discussion Meeting

Saturday, December 5th, 2020, 10 am- 11:30 am

Zoom Conference Call

Attendees: Julian Bobb, Ken Chapman, Rob Davidson, Joe Pompano, Kristine Smetana, Ann Sullivan, Samy El-Shall, Linette Watkins, Janet Asper, Jim Demas, Joe Crockett, Denise Walters, Phil Burks, LaChelle Waller, Vanessa Lopez, Ashley Tubbs, Jim Beck, Jack Brown

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

Progress: Completed and ongoing.

Notes: Speaker approval needed before streaming can be done.

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

Progress: Completed and ongoing.

Notes. Some links need updating. Task of keeping website updated is proving troublesome.

### **G1-S3 (Janet Asper): 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

Notes: Good social media communication is labor intensive and is likely NOT something that can be done consistently and well by volunteers. Denise backed me up on this with experiences that her other organizations have had.

Janet shared info about the ACS-Committee on Public Relations Makeover Program.

(<https://www.acs.org/content/acs/en/about/governance/committees/communications.html>). During the meeting she emailed them and asked to be considered in the next round of makeovers.

Ashley Tubbs offered to help me out with this strategy.

### **G2-S1 (Greg Grover): 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 (Greg Grover): 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

Notes: Suggested that new members be listed in the Bulletin.

### **G2-S2 (Joe Pompano): 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: Completed and ongoing

Notes: Joe Pompano to coordinate with Kristine Smetana getting ACS table covers / info to the 3 regions described in **G3-S3**.

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

Progress: Completed and ongoing.

### **G3-S1 (Julian Bobb, Heather Lourenco): 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. Continue to look for new mentors.

### **G3-S2 (Julian): In 2017, the Virginia local section will support/leverage at least two ongoing networking, outreach, educational, and development events at local university and business partners across the region**

Progress: Completed

Working with Ken Chapman on his proposed idea for a Virtual Conference.

Working Title: ACS Virginia Section Virtual Conference (or VC)

General Idea: To operate a virtual conference to provide "presenters" on opportunity for review/critique of their work by a variety of Section members and to make the presentation available publicly. A secondary purpose would be to generate net income for the Section.

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

Progress: Completed

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

Progress: Completed. Regions defined and regional coordinators identified. The coordinators need to be contacted to determine their activity.



-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: Completed.

**Goal 5. (Rob Davidson) "Ensure financial resources are available to fund section activities over the next 50 years."**

**Strategy 1: Identify options to diversify and grow Revenue Stream and implement/promote 2 initiatives in 2019-2020**

- Follow tax or ACS national requirements.
  - Emailing a copy of the tax form to the chair and trustees, - completed this year
  - Trustees audit the treasurer once a year. - completed this year
- Expand Bulletin Advertising - no progress, longer term
- Create VA Section branded items for sale - no progress, longer term
- Develop an online PayPal account - partially completed
- Eventbrite registration- expand and use. - No appropriate opportunities
- Increasing local dues to \$7/year - completed

**Strategy 2: Explore setting up endowment for Local Section to start implementation in January 2020.**

**Note: Will explore further during the second half of 2021; our trust funds are really an endowment.**

- Follow National ACS guidelines
- Check if other local sections have endowments? Could they provide us with guidance?
- Keep no more than 33 1/3% of our revenues from interest and dividends

**Strategy 3: Formalize financial controls and accounting policies to ensure section resources are managed appropriately to clearly document resource management.**

**Note: – On hold due to pandemic; will explore the use of QuickBooks in the latter half of 2021**

- Set draw down rate (set minimum amounts of funds to be kept in section accounts (Investment, Money Market).
- Determine maximum deficit we can run on the annual budget, percent of budget to be used on required/core activities vs. subcommittee events, etc.
- Set maximum expenses for speakers.
- Determine what are acceptable expenses to reimburse without clearing with the executive committee (ex. max 10% of budget?)
- Select an electronic accounting system (Quickbooks ?).
  - Contracting with a bookkeeping company for reimbursements and convert the Treasurer role to focus on oversight of the account and budgeting?
- Explore alternate storage options for Community Affairs Supplies

