

**Virginia Section of the American Chemical Society  
December Executive Committee Meeting Minutes  
Hollyfield Manor, 689 Hollyfield Lane, Manquin, VA 23106  
December 10, 2016 9:00-11:00 AM**

**Attendees: Jim Beck, Timothy Bergeron, Ken Chapman, Rob Davidson, Kathryn Deibler, Jim Demas, Dorothy Eseonci, Christine Farthing, Todd Koch, Heather Lourenco, Stephanie Mabry, Joe Pompano, Rebecca Pompano, Lymari Rodriguez-Rosado, Margaret Roszel, Kathleen Sink, Kristine Smetana, Brett Smith, Ann Sullivan, Colleen Taylor, Lachelle Waller, Linette Watkins, Krista Weissbart, Bill Welstead**

- I. Call to Order
- II. Approval of the Agenda
  - a. Agenda approved
- III. Approval of the Minutes from the May and September Executive Committee Meetings
  - a. Minutes approved
- IV. New Business
  - a. Strategic Plan Presentation-Q&A
    - i. Presentation outlining the outcomes of the strategic refresh available online on the local section website
    - ii. Final Virginia Local Section Vision Statement: The Virginia Local section serves the community by advancing chemistry and communicating its impact on people's lives
    - iii. Final Virginia Local Section Mission Statement: Inspiring, educating, developing, and connecting VA chemists and the community for the benefit of Earth and its people.
    - iv. Finals Goals (n=4) presented
      1. Goal 1: Establish, implement, and maintain a technology strategy to ensure membership is engaged and informed of events, opportunities, and services.
        - a. Comments: Would the technology strategies indicate an increased use in social meeting?
        - b. Examples in this category include social media, increasing user friendliness of website, evaluating more web meeting options
      2. Goal 2 comments: no comments
      3. Goal 3 comments: no comments
      4. Goal 4 comments: no comments
    - v. Strategies to reach goals
      1. Strategies for Goal 1:
        - a. G1-S1 Comments (Champion: Kathleen): Kathleen working with universities to identify potential meeting locations that will allow for live stream meeting capabilities.
          - i. Can we record the meetings for later viewing or to use in student curriculum later?

- ii. Is there an option to track the log-ins?
    - iii. Can we use the strategy from program in a box to allow users to chat during the livestream? This is also allowed in Blackboard if the capability is enabled.
  - b. G1-S2 Comments (Champion: Ann/Brandi): Ann wants to send out a needs assessment survey to identify what needs to be on the website, identify users, and identify persons responsible for maintaining the web content, creating a framework prior to going live with updated design.
    - i. Website security remains a high concern
    - ii. Other (larger) ACS sections are using outside sourcing for the websites, but they have the funding and resources available that we do not currently have.
    - iii. Have we reached out to members to identify a potential member that could have a background in website hosting/web design? Could we evaluate the possibility of hiring a professional?
    - iv. One more point to consider is length of time commitment for this role (ex. Facebook page not accessible when person responsible leaves)
  - c. G1-S3 Comments (Champion: Janet):
    - i. Questions held to January meeting for Janet's response
2. Strategies for Goal 2:
- a. G2-S1 Comments (Champion: Todd): Proposed an on-boarding packet and possibly a "mentor" to help ease any on-boarding process (use Harley Davidson model)
    - i. Can we also use the website to point new members with a point of contact?
    - ii. We want to also make sure we take that initiative as a section and not leave the responsibilities on the new members
  - b. G2-S2 Comments (Champion: Joe): Joe has reached out to several universities (ex. UVA, Randolph Macon, Longwood), but needs contact for William & Mary
    - i. We need if there is a need to add this to the budget
    - ii. Proposed "marketing" to universities/students by identifying industry personnel that will be presenting and/or attending meetings
  - c. G2-S3 Comments (Champion: Denise): First meeting (March, Altria) planned. Heather and Denise to possibly host an inter-generational themed event.

- i. Need to identify ways to ensure that professionals are interacting with students at meetings-not leaving the onus to the students as this can be intimidating (ex. speed networking option modeled after Pfizer’s FLIP organization).
    - ii. Potentially work with ACS National to host other types of meetings (i.e. resume writing, soft skills)
- 3. Strategies for Goal 3:
  - a. G3-S1 Comments (Champion: Kathleen/Colleen): We have been trying to create a system to match undergraduate with industry colleagues based on first trial of match program. First trial of this match program was fairly successful, but tedious to organize. It was then decided to have the students select their mentor, but between website issues and lack of students making first contact, this method was not very successful. Colleen has proposed using dating sites as a model for a new website allowing students to select their match. Colleen has suggested partnering with YCC, WCC and Student Affiliates groups, working with Larry White to also include high school students.
    - i. Need to ensure that we connect the “match” site to the ACS local section site.
  - b. G3-S2 Comments (Champion: Heather): YCC would like to host the Career Development Workshop annually, hosting a Career Fair in the spring prior to graduation (ex. resume building, etc.)
    - i. Pat Barber ran the career fair in SERMACs-suggested Todd to contact him for support/input for YCC
    - ii. Suggested to also evaluate a virtual career fair
    - iii. Suggested to potentially bundle with Universities that already host Career Fair
  - c. G3-S3 Comments (Champion: Todd)
- 4. Strategies for Goal 4:
  - a. G4-S1 Comments (Champion: Krista): Update in January Executive Committee
    - i. Rob Davidson has been involved with Richmond Math/Science Innovation Center and offered to assist Krista/Janet.
    - ii. Todd to connect with Steve Dills
    - iii. Add Science Museum, Children’s Museum, etc. to the strategy

- iv. Proposed adding line item for budget that includes membership scholarship to promote engagement especially with high school teachers
  - b. G4-S2 Comments (Champion: Phil/Linette): Google Doc set up to collect data, but will need advertisement. Currently working with ACS to get AACT involvement and focused on making an ad for the newsletter.
  - c. G4-S3 Comments (Champion: Stephanie): Ask of everyone is to help capture the things that we already do as a section to align with the new goals and to capture the things that we are currently doing that may not align within our new strategic plan for better alignment of our activities and budget use.
- V. Other
  - a. Champions need to consider if budgets need to be assigned to complete the goals-suggested champions to have proposed budgets by Jan Exec meeting and for champions to evaluate any potential grant opportunities to support funding of applicable goals.
- VI. Close at 11:02 am.