

Strategic Planning Committee - Aug 2022 Report

VA ACS 2022 Strategy Scorecard

Mission: Inspiring, educating, developing and connecting Virginia chemists and the community for the benefit of Earth and its people.

Vision: The Virginia Local Section serves the community by advancing chemistry and communicating its impact on people's lives

Goal/Strategy	Objectives	Champion	Completed	Notes/Follow Up
Goal 1: Establish, implement and maintain a technology strategy to ensure membership is engaged and informed of events, opportunities and services				
G1- S1	Livestream 4 meetings	Kathleen	completed	Speaker approval needed before streaming can be done
G1-S2	Website Needs Assessment	Ann /Stacy/Joe	completed	Some links need updating
G1-S3	Develop Improved Communication Strategy	Janet	On-going	Adopt the National ACS-Committee on Public Relations Makeover Program (see attached document)
Goal 2: Cultivate member involvement strategies to increase local section volunteerism, attendance and leadership.				
G2-S1	Hospitality Committee will create an expanded on-boarding process for new members.	????? (Greg Grover)	completed	Merge with G3-S3
G2-S2	Leverage Universities for High End Technical Talks	Joe P	completed	Info/table banner in 3 different areas of section.
G2-S3	2-3 Meetings Events on non-Fridays	Denise	completed	Thursday/Friday preferred.
Goal 3: Provide members with opportunities for career and social networking, exchange of knowledge, and professional development, which span the broader chemical fields.				
G3-S1	Evaluate Mentoring Strategies	Julian	completed	Continue as YCC Activity
G3-S2	Support Ongoing Networking/Outreach /Educational Events	Heather/ Julian	completed	Continue and re-evaluate / alternate events.
G3-S3	Re-energize the Hospitality Committee	????(Greg Grover)	On-going	Create expanded on-boarding process for new members

Goal 4: Provide members with opportunities for career and social networking, exchange of knowledge, and professional development, which span the broader chemical fields.				
G4-S1	Coordinates activity with Richmond Math/Science Innovation Center, Science Museum and AACT.	Krista	completed	Progress made on Science Museum AACT is gap. Strategy around AACT
G4-S2	Regional Coordinators-Community Activities	Phil/Linette	completed	complete
G4-S3	Align Current Activities w/Strategies	Stephanie	completed	complete
Goal 5-Ensure financial resources are available to fund section activities over the next 50 years.				
G5-S1	Identify options to diversity and grow Revenue Stream and implement/promote 2 initiatives in 2019-2020	Rob Davidson	On-going	Follow tax or ACS national requirements. Expand Bulletin Advertising Create VA Section branded items for sale Develop an online PayPal account
G5-S2	Explore setting up endowment for Local Section to start implementation in January 2020.	Rob Davidson	On-going	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
G5-S3	Formalize financial controls and accounting policies to ensure section resources are managed appropriately to clearly document resource management.	Rob Davidson	On-going	Set drawdown 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