

American Chemical Society



ACS Local Section Webinar Series: Planning Successful Activities

Wednesday, June 26th, 2024 | 1pm

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Agenda & Welcome



- Introduction
- Planning Successful Activities Presentation by Rodney Bennett, Luke Roberson and Kim Woznack
- Breakout Sessions
- Report outs from Breakout sessions
- Survey & Closing Remarks

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Planning Successful Activities in your Local Section

Today's Presenters:

Rodney Bennett, Central North Carolina Local Section

Luke Roberson, Orlando Local Section

Kim Woznack, Pittsburgh Local Section

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Planning Successful Activities: Workshop Goals



- Provide suggestions to facilitate planning
- Share ideas for successful activities
- Facilitate productive interactions
- Develop working relationships with peers
- Build on your initial ideas for successful activities

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Planning Successful Activities: Three Segments



- **Part One: Setting the Target**
 - Presentation
 - Working Time & Group Discussion
- **Part Two: Planning the Activity**
 - Presentation
 - Working Time & Group Discussion
- **Part Three: Measuring Success, Consolidating Gains**
 - Presentation

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Planning Successful Activities: Part One Details



- **Part One: Setting the Targets**
 - Establishing the **goal**
 - Describe the **audience**
 - Selecting the **type** of activity

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Resources to Inform Goal Setting



- ACS Mission, Vision, Values
- Local Section Mission, Vision, Values
- Environmental Scan Tool
- ACS Change Drivers

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ACS Vision, Mission and Core Values



Vision

Improving all people's lives through the transforming power of chemistry



Mission

Advancing the broader chemistry enterprise and its practitioners for the benefit of Earth and all its people



Core Values

Passion for Chemistry and the Global Chemistry Enterprise

Focus on Members

Professionalism, Safety, and Ethics

Diversity, Equity, Inclusion, and Respect (DEIR)

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ACS Strategic Plan Goals



Goal 1 : Provide Information Solutions

Goal 2: Empower Members and Member Communities

Goal 3: Support Excellence in Education

Goal 4: Communicate Chemistry's Value

Goal 5: Embrace and Advance Inclusion in Chemistry



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Typical Local Section Goals



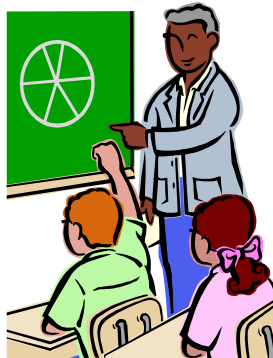
- Increase membership
- Engage current membership
- Raise funds for scholarships, awards
- Find jobs and training for unemployed members
- Increase chemical literacy among general public
- Increase interest in chemistry among students
- Embrace diversity and inclusion
- What else?

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SMART Goals



- **S** = Specific
- **M** = Measureable
- **A** = Attainable
- **R** = Relevant
- **T** = Time-bound



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Example of Goals for a Science Café Held at a Bakery



- Increase participation in Local Section events
- Foster interaction among members and non-members
- Increase knowledge of Local Section activities
- Attract potential members
- Explore chemistry of baking
- Enjoy the experience!



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Planning Successful Activities: Part One Details



- **Setting the Targets**
 - Establishing the goal
 - **Describe the audience**
 - Selecting the type of activity

Describing the Audience



- Current members
 - Fully engaged, less engaged, not yet engaged
- Prospective members
- Public officials and policy makers
- Teachers and students (including science museum staff and customers)
- General public
- Combination

Planning Successful Activities: Part One Details



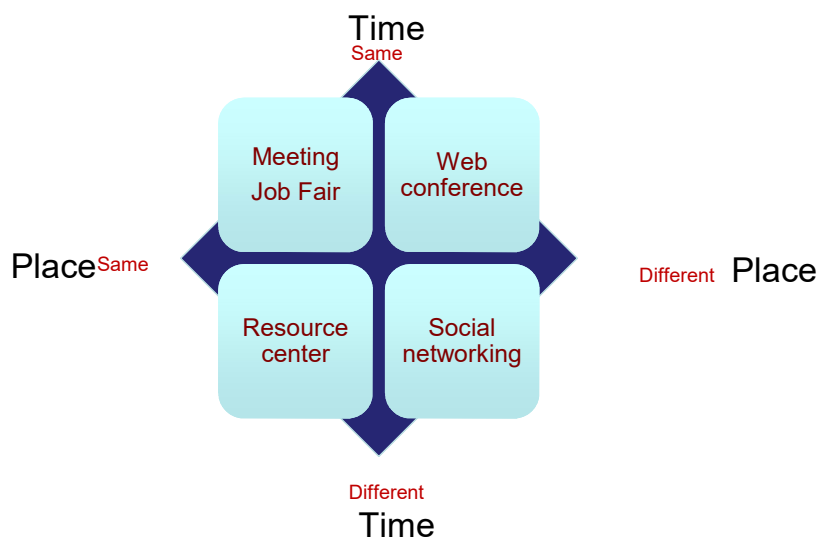
- **Setting the Targets**
 - Establishing the goal
 - Describe the audience
 - **Selecting the type of activity**

Selecting the Type of Activity



- Awards meeting
- Technical symposium
- Jobs fair/career day
- Social event
- Outreach
- Education
- Advocacy
- Combination of these types

Planning Activities: The Time/Place Matrix



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Planning Successful Activities: First Breakout



- **Part One: Setting the Target**
 - Guided Discussion (completed)
 - Your working time (10 minutes)

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Breakouts

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Planning Successful Activities: Group Discussion



- **Part One: Setting the Target**
 - What is your goal statement?
 - How will you select/identify the planned activity?
 - Does the planned activities support ACS' and your local section mission, vision and core values?
 - Who is your primary audience?
 - Do you have the necessary resources/volunteers for this type of activity?
 - What considerations do you need to make for time and location?

Is your goal SMART?

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Planning Successful Activities: Part Two Details



- **Planning the Activity**
 - The **project management** dimension of activity planning
 - Using **Community Connections** as a planning tool
 - The **people** dimension of activity planning

The Activity as a Project: Factors to Consider



- Schedule and timeline
- Venue/logistics
- Budget
- Invitations and communications with audience
- Collaboration with other Section or Organization

Schedule and Timeline



Scheduling Considerations

- Other ACS activities (Local Section activities; regional and national ACS meetings)
 - Public and Religious Holidays (pluses and minuses)
 - Academic schedules
 - Day of the week
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Schedule and Timeline



Timeline and Sequencing

- Decide on activity type/date
 - Get support from Executive Committee
 - Set the budget
 - Secure venue
 - Enlist volunteer support
 - Get commitment from speaker
 - Issue invitations
 - Arrange logistics and room set
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Budgeting



- Expenses
 - List items and estimate costs
- Income
 - Attendance fees
 - Joint funding possibilities (agree on splits in advance!)
 - Funding “in kind” options
 - Grant opportunities (IPG)
 - Funds from Section

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Invitations and Communicating with the Audience



- How much lead time? (too much versus too little)
- Can we use multiple media to communicate?
- Should we ask for an RSVP?

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Planning Successful Activities: Part Two Details



- **Planning the Activity**
 - The project management dimension of activity planning
 - The people dimension of activity planning

Planning Successful Activities: Part Two Details



- **Planning the Activity**
 - The project management dimension of activity planning
 - Using Community Connections as a planning tool
 - The **people** dimension of activity planning

Volunteer Motivation: Five Important Factors



Factor	Definition
Social	Enhancing relationships with other people
Values	Expressing what is important to the person
Job Advancement	Enhancing job and career prospects
Knowledge/Experience	Developing experience or knowledge in areas important to the person
Fulfillment	Seeking personal growth

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Components of a Task “Spec”



- Description of responsibility (“What would this person do?”)
- Deliverables (“What will I need to produce?”)
- Time commitment and deadline (“How much time will this take, and when will I need to be finished?”)
- Resources that are available (“What and who will I have to work with?”)
- Capabilities (“What kinds of things should this person be good at doing?”)
- Save task “spec” for future use – in ACS Community Connections or elsewhere.

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Planning Successful Activities: Your Working Time



- **Part Two: Planning the Activity**
 - Guided Discussion (completed)
 - Your working time (10 minutes)

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Breakouts

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Planning the Activity: Project Management Dimension



<u>Milestone</u>	<u>Date</u>	<u>Person(s) Responsible</u>
Activity type and date established		
Executive Committee support secured		
Venue secured (where?)		
Volunteers enlisted (identify below)		
Budget set (funding sources)		
Commitment from speakers (as needed)		
Audience notified (how?)		
Logistics and room setup arranged		
Other Considerations?		

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Planning Successful Activities: Part Three Details



- **Measuring Success and Consolidating the Gains**
 - Measuring success
 - Consolidating the gains

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Measuring Success: Common Practices



- **How many** were there?
- **Who** was there – members, non-members, students?
- **Match** between audience and target audience?
- Observe **level of engagement** – many questions?
- **Survey:**
 - How well did the audience like the activity?
 - What was learned by the participants?
 - Suggestions for improvement?

Measuring Success: Other Considerations



- Organizers of event happy with outcome, receive recognition for a job well done
- New members recruited
- New volunteers identified
- Good publicity for Section
- Financial goals met
- Details of event completed in ACS Community Connections, including lessons learned

Consolidating the Gains: Strategies for Reinforcement and Follow Up



- Expand the scope of activity
- Build momentum by publishing the results and acknowledging contributors
- Look at all your activities for the year
 - Are your activities diversified?
 - Reaching all segments of your membership?
- Have you used your measures of success to help identify future directions for the Section?

Planning Successful Activities: Chat Discussion



- **Part Three: Measuring and Consolidating Gains**
 - What questions or suggestions do you have about **Measuring Success** and **Consolidating Gains**?

And now, lets move on to.....

- **Recap: Planning Successful Activities Workshop**

Planning Successful Activities: Review of Three Parts



- Guided Discussion and Open/Chat Discussion:
 - Setting the Targets
 - Planning the Activity
 - Measuring and Consolidating the Gains
- You are ready to make your activity develop into a well-planned reality!
- Grow your expertise with Courses in the Leadership Development System

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Survey & Closing Remarks



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Please take our quick survey



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ACS Speaker Directory



- A resource for our component group leaders to access a wide range of speakers for their in-person, hybrid, and asynchronous events.
- The directory provides users with access to over 1,000 speakers who are available to present technical science talks, lead career development & professional advancement presentations, explore general interest, popular science topics, and more.
- All local sections are highly encouraged to use this resource.

www.acs.org/speaker-directory

ACS
Chemistry for Life®

ATTENTION LOCAL SECTION LEADERS:
Are you looking for a speaker for your next meeting or event? The ACS Speaker Directory can help connect you with ACS members who want to share their expertise and passion for chemistry.

ACS is proud to present the ACS Speaker Directory – a resource for local section leaders to access a wide range of speakers for their in-person, virtual, hybrid, and asynchronous events.

Browse the ACS Speaker Directory to:

- Review speaker bios and talk topics
- Find the right speaker for your intended audience and event.
- Connect with speakers from around the world.

The ACS Speaker Directory is designed to be an easy way to access a diverse group of global speakers. This new resource provides access to hundreds of speakers available to present technical science talks, lead career development, & professional advancement presentations, explore general interest, popular science topics, and more.

Check out the ACS Speaker Directory today at ACS.org/speakersdirectory

Questions? Email sp@acs.org
#ACSSpeakerDirectory

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ACS Speaker Directory Mini-Grants



- \$200 Mini-grants available to the first 100 Local Sections that book and host a Speaker from the ACS Speaker Directory in 2024.

Apply Today



The screenshot shows the ACS Speaker Directory Local Section Mini-Grant application form. The form includes fields for Local Section, Event Organizer, First Name, Last Name, Local Section Role, Email Address, Speaker Name, First Name, Last Name, Date and time you hold, Title of Talk, Responsibility type (with radio buttons for Unknown, Organ, or Other), and a text area for providing details about the event. There are also checkboxes for whether the user has booked at least one additional speakers using the ACS Speaker Directory and for thanking the user for using the ACS Speaker Directory.

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Add Your Local Section Events to the ACS Events Hub



We are pleased to announce that local sections may now post their events on the ACS Events Hub. Want to add your event, please complete the intake form:

<https://www.acs.org/events/formlocalsections.html>



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Upcoming Webinar: LSAC Grants & Awards



- What: LSAC Grant & Awards opportunities available to your local section
- When: Wednesday, July 17th at 1pm EDT
- Local Section Webinar Section & Registration:
www.acs.org/localsections

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Registration Open



ACS Fall 2024: Elevating Chemistry

August 18-22, 2024

Denver, CO



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ACS PROGRAM  BOX

#ACSPIB is Back!

Featuring the chemistry of photography and imaging as part of *National Chemistry Week*

- A free and easy event during the week of Oct. 20-26 for your students and early career chemists
- Sign up below to be notified when registration begins in August 2024



Go to www.acs.org/pib to pre-register for the event

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Thank you!

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