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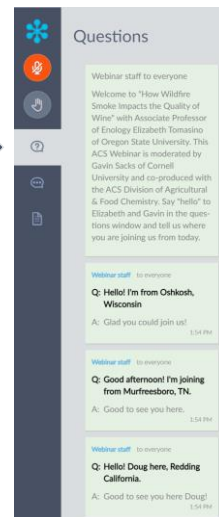


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"Why am I muted?" Don't worry. Everyone is muted except the Presenter and the Host. Thank you and enjoy the show.



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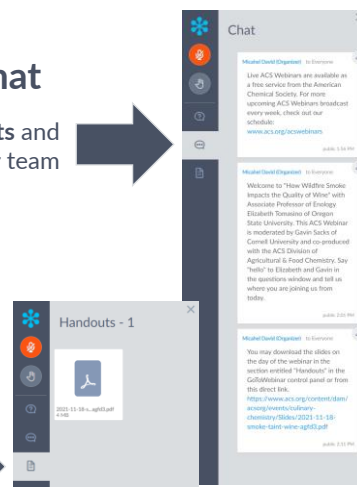


Chat

Announcements and hyperlinks from our team

Handouts

Download the PDF of today's slide deck



2

2

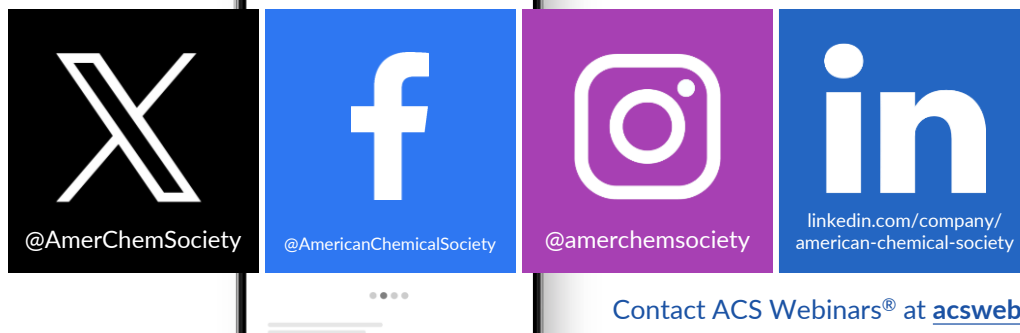


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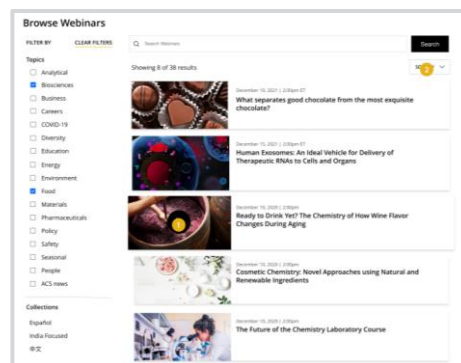
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## A Career Planning Tool For Chemical Scientists

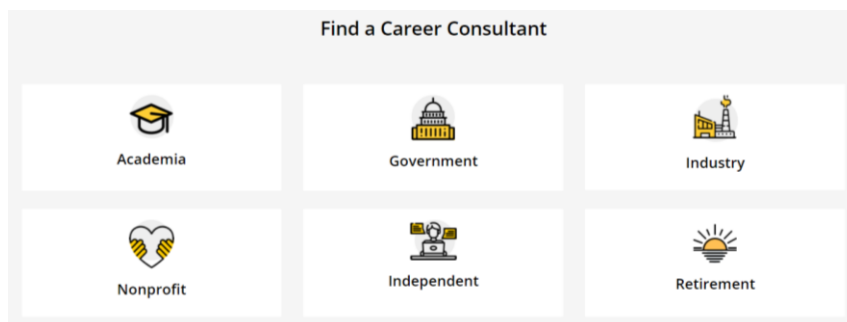


**ChemIDP** is an Individual Development Plan designed specifically for graduate students and postdoctoral scholars in the chemical sciences. Through immersive, self-paced activities, users explore potential careers, determine specific skills needed for success, and develop plans to achieve professional goals. **ChemIDP** tracks user progress and input, providing tips and strategies to complete goals and guide career exploration.

<https://chemidp.acs.org>

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## Career Consultant Directory



- ACS Member-exclusive program that allows you to arrange a one-on-one appointment with a certified ACS Career Consultant.
- Consultants provide personalized career advice to ACS Members.
- Browse our Career Consultant roster and request your one-on-one appointment today!

[www.acs.org/careerconsulting](http://www.acs.org/careerconsulting)

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## ACS Bridge Program



### Are you thinking of Grad School?

If you are a student from a group underrepresented in the chemical sciences, we want to empower you to get your graduate degree!

The ACS Bridge Program offers:

- A FREE common application that will highlight your achievements to participating Bridge Departments
- Resources to help write competitive grad school applications and connect you with mentors, students, and industry partners!



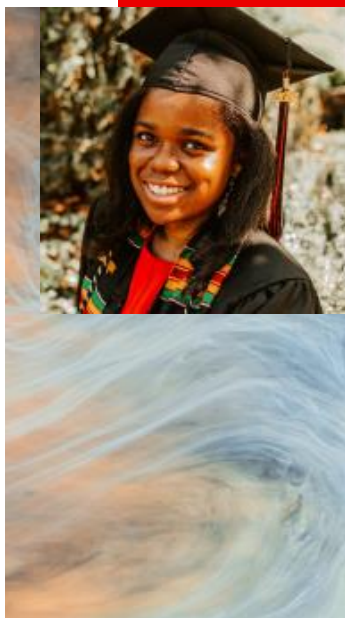
Learn more and apply at [www.acs.org/bridge](http://www.acs.org/bridge)

Email us at [bridge@acs.org](mailto:bridge@acs.org)

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## ACS Scholar Adunoluwa Obisesan

BS, Massachusetts Institute of Technology, June 2021  
(Chemical-biological Engineering, Computer Science & Molecular Biology)



*"The ACS Scholars Program provided me with monetary support as well as a valuable network of peers and mentors who have transformed my life and will help me in my future endeavors. The program enabled me to achieve more than I could have ever dreamed. Thank you so much!"*

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# REACTIONS

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Reactions

What Science Says About Bringing Your Bird  
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WRONG!  
6.4K views · 8 months ago

HYDROGEN BOND?  
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PENCILS GRAPHENE NANOTUBES RICKYBAL?  
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<https://www.youtube.com/c/ACSReactions/videos>

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Deboki Chakravarti, PhD  
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c&en's  
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CHEMISTRY



**Bonus Episode**  
Carolyn Bertozzi and K. Barry Sharpless chat about sharing the 2022 Nobel Prize in Chemistry  
December 6, 2022



**Bonus Episode**  
Bioorthogonal, click chemistry clinch the Nobel Prize  
October 5, 2022



**Episode #46**  
Lithium mining's water use sparks bitter conflicts and novel chemistry  
September 13, 2022



**Bonus Episode**  
Happy 100th birthday, John Goodenough!  
For John Goodenough's 100th birthday, Stereo Chemistry revisits a fan-favorite interview with the renowned scientist  
July 25, 2022



**Bonus Episode**  
CHEMCONVOS  
Jess Wade on Wikipedia and work-life balance  
June 21, 2022



**Bonus Episode**  
TINY MATTERS  
The sticky science of why we eat so much sugar  
May 31, 2022



**Bonus Episode**  
There's more to James Harris's story  
April 27, 2022



**Bonus Episode**  
The helium shortage that wasn't supposed to be  
March 24, 2022

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# ACS Industry Member Programs

- **ACS Industry Matters**

ACS member only content with exclusive insights from industry leaders to help you succeed in your career. #ACSIndustryMatters

Preview Content: [acs.org/indnl](https://acs.org/indnl)

- **ACS Innovation Hub LinkedIn Group**

Connect, collaborate and stay informed about the trends leading chemical innovation.

Join: [bit.ly/ACSinnovationhub](https://bit.ly/ACSinnovationhub)

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**ACS on Campus** is the American Chemical Society's initiative dedicated to helping students advance their education and careers.



**Get Results.**  
Discover how to prepare an effective resume, interview with confidence, pick a graduate or post-doctoral program, and more!

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[acsoncampus.acs.org](https://acsoncampus.acs.org)

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## ACS Career Resources



### Virtual Office Hours



<https://www.acs.org/careerconsulting.html>

### Personal Career Consultations

**Jim Tung**

Chairman  
Lacamas Laboratories

B.S., Biochemistry, University of Oregon  
Ph.D., Organic Chemistry, University of Notre Dame

Jim Tung works at Lacamas Laboratories in Portland, OR, currently as a business development manager. He has been with Lacamas for 10 years, working on developing new chemical manufacturing projects. Before that, he was a senior research chemist at Glatter Research in Champaign, IL, performing kilo-scale organic chemistry.

An Oregon native, Jim got his B.S. in biochemistry from the University of Oregon, his Ph.D. in organic chemistry from the University of Notre Dame, with postdoctoral experience at Pfizer's laboratories in La Jolla, CA. He is past chair of the Portland Section of the American Chemical Society and was 2019 general co-chair of NORM 2019. He has interests in process chemistry, labor economics, social media outreach and encouraging career exploration and development for younger chemists.

**Ask me about:**

- Working in industry
- Applying for academic jobs
- Getting your first job

[Contact With Jim](#)

<https://www.acs.org/careerconsulting.html>

### LinkedIn Learning



<https://www.acs.org/linkedinlearning>

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**ACS Advocacy**  
See your influence in action!



The impact and results of **ACS member advocacy** outreach and efforts by the numbers!

**2439+**

Members participated  
In Act4Chemistry

Get Involved

**1739+**

ACS Advocacy  
Workshops participants  
or enrollees

Enroll in a workshop

**49**

Years of Public  
Policy Fellows

Become a Fellow

**2000**

Letters sent to  
Congress

Take Action

American Chemical Society

<https://www.acs.org/policy>

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## A complete listing of ACS Safety Programs and Resources



Download it for free in the "Projects & Announcements" Section! [www.acs.org/ccs](http://www.acs.org/ccs)



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# ACS OFFICE OF DEIR

Advancing ACS' Core Value of Diversity, Equity, Inclusion and Respect



## Resources

<p><b>Inclusivity Style Guide</b> Designed to help staff and members use language and images that respect diversity in all its forms.</p> <p>→</p>	<p><b>ACS Webinars on Diversity</b> Covering diversity and inclusion at the workplace</p> <p>→</p>
<p><b>ACS Publications DEIR Hub</b> See what ACS Publications is doing for fostering inclusivity in scholarly publishing</p> <p>→</p>	<p><b>ACS Volunteer and ACS Meetings Code of Conduct</b> Fostering a positive and welcoming environment for attendees, volunteers and staff.</p> <p>→</p>
<p><b>C&amp;EN Trailblazers</b> C&amp;EN highlights scientists from different backgrounds who are making an impact in chemistry.</p> <p>→</p>	<p><b>NEW! Download DEIR Educational Resources</b> Download this educational guide for additional recommendations on videos, articles, books, podcasts, and more on diversity, inclusion, and related topics.</p> <p>→</p>
<p><b>Quick Guide: Inclusion Moments</b> Learn more about what Inclusion Moments are and see ideas to host them during your meetings.</p> <p>→</p>	<p><b>Quick Guide: How to host inclusive in-person events</b> Recommendations and best practices to ensure that your events can accommodate everyone.</p> <p>→</p>

### Diversity, Equity, Inclusion, and Respect

\*\*Adapted from definitions from the Ford Foundation Center for Social Justice:

**Equity\*\***

Seeks to ensure fair treatment, equality of opportunity, and fairness in access to information and resources for all. We believe this is only possible in an environment built on respect and dignity. Equity requires the identification and elimination of barriers that have prevented the full participation of some groups.

**Diversity\*\***

The representation of varied identities and differences (race, ethnicity, gender, disability, sexual orientation, gender identity, national origin, tribe, caste, socio-economic status, thinking and communication styles, etc.), collectively and as individuals. ACS seeks to proactively engage, understand, and draw on a variety of perspectives.

**Inclusion\*\***

Builds a culture of belonging by actively inviting the contribution and participation of all people. Every person's voice adds value, and ACS strives to create balance in the face of power differences. In addition, no one person can or should be called upon to represent an entire community.

**Respect**

Ensures that each person is treated with professionalism, integrity, and ethics underpinning all interpersonal interactions.

<https://www.acs.org/diversity>



[www.acs.org/membership](http://www.acs.org/membership)



## BECAUSE PEOPLE LIKE YOU CREATE GREAT CHEMISTRY

You belong here

Join ACS
Renew Membership

**Have a Different Question?**  
Contact Membership Services

**Toll Free in the US:** 1-800-333-9511

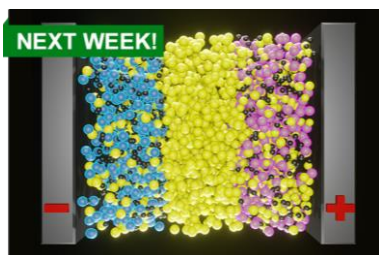
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Recent Graduates* ⓘ	Recent Graduates* ⓘ	
<b>\$55</b>		
Graduate Students		
<b>\$25</b>		
Undergraduate Students		
<b>\$80</b>		
Retired		
<b>\$0</b>		
Emeritus		



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Thursday, February 8, 2024| 2-3:30pm ET

### Better Ion Transport Through Polymer Chemistry

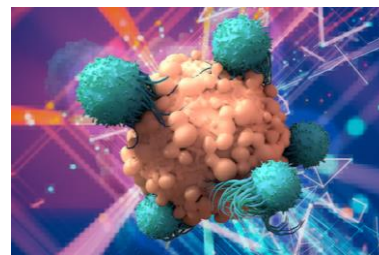
Co-produced with the ACS Division of Polymer Chemistry



Thursday, February 15, 2024| 2-3pm ET

### How a Chemist's "Poison Squad" Won the Battle for Food Safety in the US

Co-produced with the ACS Division of the History of Chemistry



Wednesday, February 15, 2024| 2-3:30pm ET

### Immuno-oncology: Big Data Insights in the Quest to Cure Cancer

Co-produced with CAS, a division of the American Chemical Society

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Browse the Upcoming Schedule at [www.acs.org/acswebinars](http://www.acs.org/acswebinars)

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THIS ACS WEBINAR®  
WILL BEGIN SHORTLY...

👋 Say hello in the  
questions window!

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the Slides Under  
Handouts Section



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## How to Make Your Communication Accessible: The Newly Expanded ACS Inclusivity Style Guide



**RACQUEL JEMISON**

Associate Director, Office of Diversity, Equity,  
Inclusion, and Respect (DEIR),  
American Chemical Society



**VICTORIA FUENTES**

Senior Program Manager, Office of  
Diversity, Equity, Inclusion and Respect  
(DEIR), American Chemical Society

*This ACS Webinar<sup>®</sup> is co-produced with the ACS Office of Diversity, Equity, Inclusion and Respect (DEIR).*

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## Context



- This is an introduction to the ACS Inclusivity Style Guide and the section on Accessibility
- This guide is written based on an English-speaking, U.S. based perspective
- The guide is written and edited by both internal and external writers, reviewed by internal and external consultants, subject matter experts, and users of accessible tools
- In some cases, there is much disagreement or/and insufficient dialogue on accessibility practices
- This presentation is being shared by an imperfect ally...

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## Today's focus



- The importance of accessibility as a form of equity
- Environments and accounting for types of disabilities
- How to plan and design a digital communication project with accessibility in mind
- Simple methods to make your digital and print content more accessible for all
- Additional resources you can use

## ACS Mission, Vision, 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

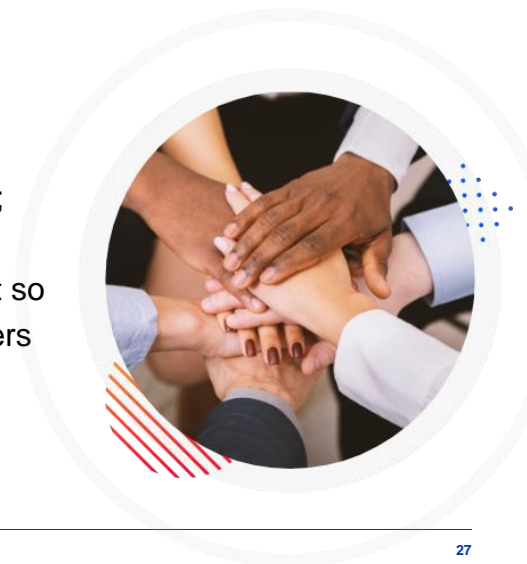
- Passion for Chemistry and the Global Chemistry Enterprise
- Focus on Members
- Professionalism, Safety, and Ethics
- Diversity, Equity, Inclusion, and Respect (DEIR)



## Goal 5

# Embrace and Advance Inclusion in Chemistry

Promote diversity, equity, inclusion, and respect; identify and dismantle barriers to success; and create a welcoming and supportive environment so that all ACS members, employees, and volunteers can thrive.



## Equity and Accessibility: The Connection



### Equity

- Refers to fairness and justice
- Not the same as equality
- Takes account of differences, advantages, and disadvantages. Adjusts processes or steps to obtain a fair outcome.

### Accessibility

- Design of physical and digital environments...
- that ensures everyone regardless of disabilities or abilities...
- can access information, products, services, and environments...
- in a way that is inclusive and equal

## Who does this impact?



- **15%** of the world's population has a disability. This increases when including temporary disabilities.
- About **1 in 4 adults** in the United States have some type of disability
  - **4.8%** of US adults have a vision disability (blind or difficulty seeing with corrective lenses)
  - **6.1%** of US adults are Deaf or have serious difficulty hearing
  - **12.8%** of US adults have a cognitive disability
- Consider the broad benefits of accessibility for **everyone...**

1. World Health Organization, "[Disability](#)," March 7, 2023.

2. Centers for Disease Control and Prevention, "[Disability Impacts All of Us](#)," last reviewed May 15, 2023.

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## Poll



What percent of U.S. consumers view videos with the sound off on mobile devices?

- About a quarter
- About half
- About two thirds
- Over three quarters

WebAim, "[The WebAIM Million – 2022 Update](#)," March 31, 2022

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## Accessibility factors to consider



# Digital & Physical Environments

Auditory

Partial or total hearing loss/Deafness

Cognitive

Difficulty with mental processes (memory, attention, problem solving)

Mobility

Difficulty with physical movements (walking, use of arms, fine motor)

Visual

Includes low or no vision, various types of color blindness

Hand Talk, "[Accessibility: What does it Mean, What are the Purposes and Types](#)," March 3, 2023

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## Resources and Tools: ACS Inclusivity Style Guide



- ACS Inclusivity Style Guide ([www.acs.org/inclusivityguide](http://www.acs.org/inclusivityguide))
- An educational resource to help with decision-making around communication
  - **Text**
  - **Formatting**
  - **Images**
- Consider applying principles with emails, newsletters, social media posts, and more...
- Sections on a wide range of topics (and growing)

Communicate,  
inclusively.

Start today with the ACS Inclusivity Style Guide.

Get Started



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## Putting the Guide to Use



- There is a LOT of information and content
- Take advantage of the Guide's resources
  - [Training video](#)
  - [Tip sheets](#)
  - [Practice guide](#)
  - [Change log](#)
- Familiarize yourself with the various sections and subsections for future reference
- Remember to come back! Updates are released several times a year

### Related resources

Use these resources to better understand how to incorporate the recommendations from the style guide into your materials. Also see the [introduction of the guide](#) for helpful tips.

#### Tip sheets

Save or print out the following tip sheets as daily or quick reminders on best practices for inclusive language. Each tip sheet focuses on one of the ACS Inclusivity Style Guide topics.

<ul style="list-style-type: none"> <li><a href="#">View all tip sheets (PDF)</a></li> <li><a href="#">Print all tip sheets (PDF)</a></li> <li><a href="#">Download the "General guidelines" tip sheet</a></li> <li><a href="#">Download the "Accessibility" tip sheet</a></li> <li><a href="#">Download the "Age" tip sheet</a></li> <li><a href="#">Download the "Body size" tip sheet</a></li> <li><a href="#">Download the "Data Visualization" tip sheet</a></li> <li><a href="#">Download the "Disabilities, disorders, and other health conditions" tip sheet</a></li> </ul>	<ul style="list-style-type: none"> <li><a href="#">Download the "Gender and sexuality" tip sheet</a></li> <li><a href="#">Download the "Race, ethnicity, and nationality" tip sheet</a></li> <li><a href="#">Download the "Narratives, Framing, and Sentence Structure" tip sheet</a></li> <li><a href="#">Download the "Socioeconomic status" tip sheet</a></li> <li><a href="#">Download the "Forms" tip sheet</a></li> <li><a href="#">Download the "Images" tip sheet</a></li> </ul>
--	--

## (Some) Subtopics of Accessibility



- Stages of project management
  - Project pre-work, Front-end and Back-end work, Post-project work
- Designing with accessibility in mind
- Assistive devices and technologies
- Writing for accessibility and plain language
- **Alt text and image descriptions**
- **Use of color**
- **Transcriptions and captions**
- Different communication types (emails, podcasts, infographics, posters)
- Social media-related tips

## Alt Text Basics



- Alternative Text: A digital element that is embedded in visuals. It is read by screen readers and appears if an image fails to load
- Use for anything that is non text
  - **Photos**
  - **Tables**
  - **Graphs**
  - **Graphics**
- No “official” limit on characters or words. But be concise (remember that this takes time away from reading the rest of the content)
- Indicate which images are decorative (screen readers can then ignore)
- Use IUPAC naming conventions for compounds and elements

## Alt Text Testing...



### Instructions:

**For those that can, view the next two images and select the alt text verbiage you would use to describe them.**

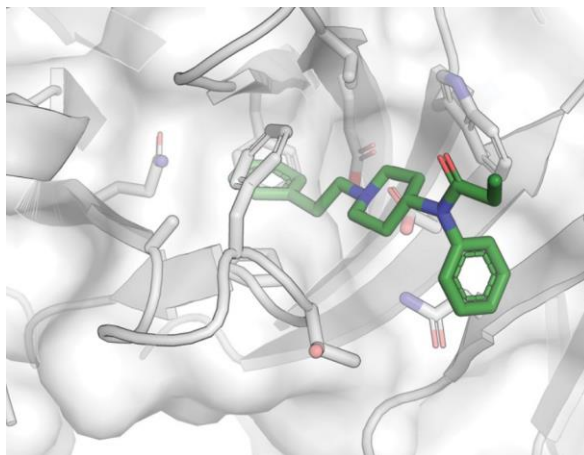


## Poll:



Which option do you think was used for alt text?

- A small molecule in green nestled into a gray protein structure's binding pocket
- A protein structure diagram, with a small molecule docked inside the binding pocket
- Image of structures
- Any of the above



C&EN, "[Fentanyl antibody to begin clinical trials.](#)" Aug 7, 2023

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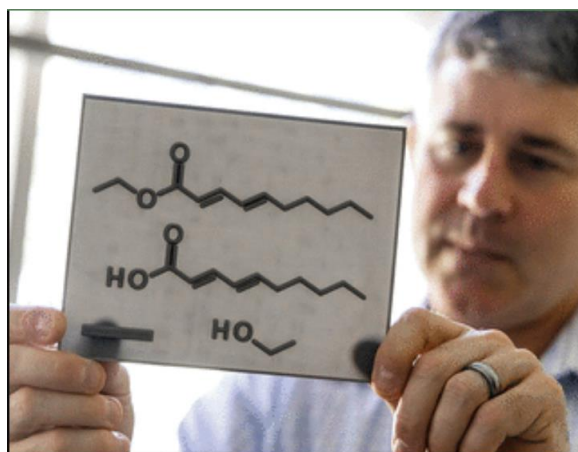
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## Poll:



Which option do you think was used for alt text?

- Man holding a card with chemical structure
- Bryan Shaw looks pensively upon a plastic 3D-printed card that he's holding in his outstretched arm. It shows the chemical line structure for (2E,4E)-deca-2,4-dienoic acid and its ethyl ester as well as ethanol. The line structures are printed as raised ridges on a translucent plastic card.
- Photo of a man
- Any of the above



[A Conversation with Mona Minkara](#), Julie M. Nyman  
ACS Central Science 2023 9 (9), 1712-1714

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## Additional alt text tips and reminders



- There is no single “right” answer...
- No need to include the phrase “image of” or “a picture of”
- Balance sufficient detail with length
- Alt text is intended to describe what the picture contains, captions can provide additional context or editorial information
- In instances where alt text is not feasible (due to platform constraints) use detailed image descriptions

## Use of color: Color contrast



- Use recommended minimum contrast ratio for text and non text content with adjacent colors.
- Contrast ratio is a measure of how two colors differ in brightness against each other
- Web Content Accessibility Guidelines (WCAG) defines those minimum ratios
- Take advantage of online tools
  - TPGi's [Colour Contrast Analyzer](#) (can download for Windows and Mac)
  - [Web Accessibility in Mind's Contrast Checker](#) (web-based tool)
- Helpful for people with low vision, low contrast vision and color vision deficiency (color blindness)

## Testing Contrast



Poor contrast

**Foreground Color**

#FFDD42

Lightness

**Background Color**

#FFFFFF

Lightness

↔

Contrast Ratio

1.33:1

[permalink](#)

**Normal Text**

WCAG AA: **Fail**    The five boxing wizards jump quickly.

WCAG AAA: **Fail**

**Large Text**

WCAG AA: **Fail**    The five boxing wizards jump quickly.

WCAG AAA: **Fail**

Moderate contrast  
(could use in certain contexts)

**Foreground Color**

#9E8100

Lightness

**Background Color**

#FFFFFF

Lightness

↔

Contrast Ratio

3.75:1

[permalink](#)

**Normal Text**

WCAG AA: **Fail**    The five boxing wizards jump quickly.

WCAG AAA: **Fail**

**Large Text**

WCAG AA: **Pass**    The five boxing wizards jump quickly.

WCAG AAA: **Fail**

Web Accessibility in Mind's [Contrast Checker](#)

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## Use of Color: Color in Data



- Differentiating between colors or shades is not possible for everyone, particularly people with color vision deficiency (color blindness) and people with low vision.
- This is also an issue for people that use limited-color or monochrome displays and browsers
- It is fine to use color as one way to convey meaning, but don't rely solely on color
  - **For pie charts, bar graphs, etc. use labels**
  - **For line graphs, use symbols**
  - **Utilize high contrasting colors**

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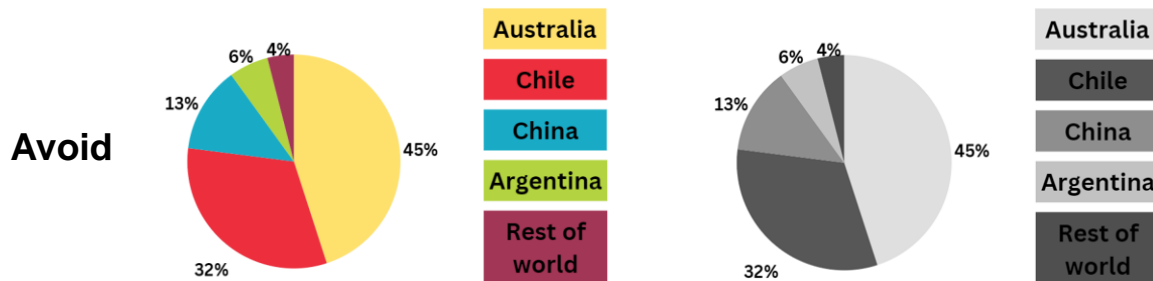
42

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## Data in Color: Pie Charts



- Without sufficient context, two categories of data can appear quite similar.
- Consider using color blind vision simulators to see how your images might appear.



C&EN, "[Challenging China's dominance in the lithium market.](#)" Oct 29, 2022  
 Pilestone Color Blind Experts, [Color Blind Vision Simulator](#)

American Chemical Society

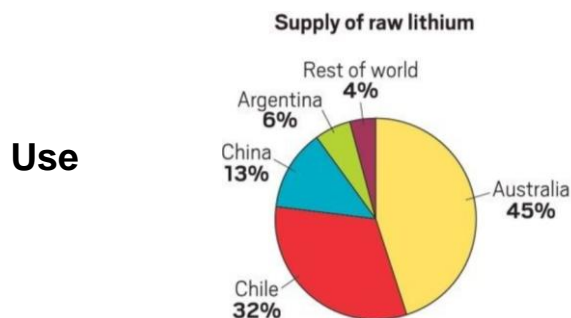
43

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## Data in Color: Pie Charts



By labeling each data category, you resolve the issue of having to distinguish between colors



C&EN, "[Challenging China's dominance in the lithium market.](#)" Oct 29, 2022  
 Source: Benchmark Mineral Intelligence.

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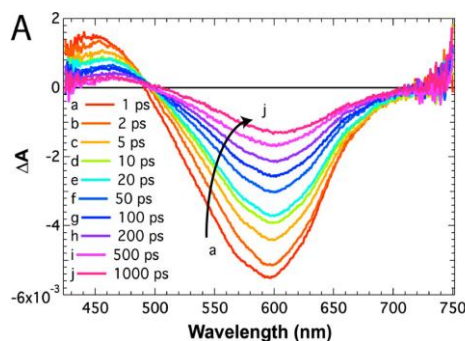
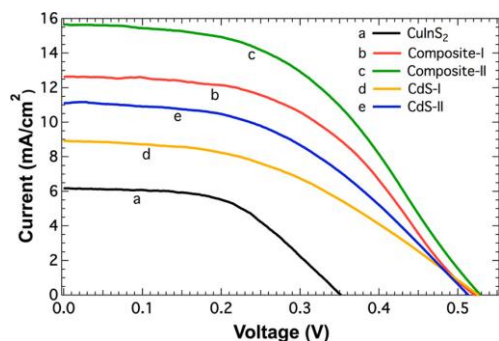
44

44

## Data in Color: Continued



- Avoid using color as the sole means of communicating information
- Use symbols, letters, or numbers to help distinguish data



*J. Phys. Chem. Lett.* 2013, 4, 5, 722-729.

ACS Guide to Scholarly Communications, [Design Principles for Slide Presentations](#)

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## Tips for Technical Poster Presentations



- Clearly organize your sections
- Minimize word count
  - Utilize lists
  - Use less than 25 lines for each section
  - Maintain sufficient space between sections
- Use simple or light colors for your backgrounds
- Use type sizes that are legible from 3 to 6 feet from the poster and balanced with poster dimensions
  - Title: 45 – 120 pt font
  - Headings and subheadings: 36 – 60 pt font
  - Main body text: 24 – 30 pt font
- Use sans serif font

ACS Guide to Scholarly Communications, [Poster Design Principles](#)

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## Social Media



- Consider the experience of someone using a screen reader...
- Emojis and emoticons
  - **Save emojis for the end and don't overuse**
  - **Don't use emojis as bullets**
  - **Don't use emojis in between words**
  - **Avoid emoticon use**
- Hashtags
  - **Capitalize each word in your hashtag**
- Video captions
  - **Ensure video captions are at least 18-point font size**
  - **Plan for captions and scripts in advance**

Hootsuite. "[Social Media Accessibility: Inclusive Design Tips for 2024](#)," April 24, 2023

## So now what?



- Don't feel you have to be perfect to start making your content accessible
- Be open to feedback and learning
- Give space and grace for others that are learning
- Remember that capabilities and language evolves – this is a journey
- Use your voice to share opportunities to make communication more inclusive

## Poll:



### What accessibility tip do you think you'll use in your next project?

- a) Adding alt text to non text content
- b) Avoiding low-contrasting color combinations
- c) Using more than color to convey information
- d) Adjusting emoji or hashtag use

## Resources and Tools: ACS Inclusivity Style Guide



- ACS Inclusivity Style Guide  
[acs.org/inclusivityguide](https://acs.org/inclusivityguide)
- Send feedback to [isg@acs.org](mailto:isg@acs.org)
- Spread the word!



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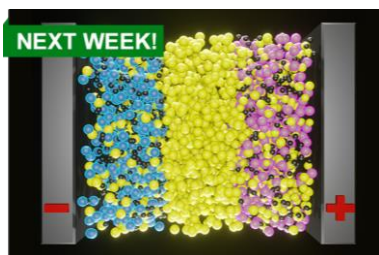
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in the questions window!

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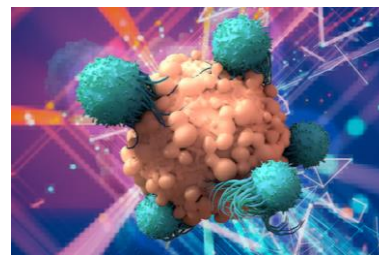
Co-produced with the ACS Division of Polymer Chemistry



Thursday, February 15, 2024| 2-3pm ET

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Co-produced with the ACS Division of the History of Chemistry



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