

ACS Strategic Plan 2.0

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Event

With IPG support, BMGT held Strategic Planning retreat August 23, 2019, immediately prior to the ACS San Diego National Meeting. This project builds on the Strategic Planning retreat held in 2016.

The timing was effective in significantly lowering the cost of the Strategic Planning retreat compared to the 2016 retreat, as many of the attendees had travel costs covered for the meeting and only needed a single hotel night and food.

Amber Hinkle served as facilitator.

Origin

Business Development and Management (BMGT) had successfully accomplished the majority of the goals of the 2016 Strategic Plan. Leadership changes and a focus on engaging younger members were also important factors in the decision to update the BMGT Strategic Planning retreat.

Pre-work

BMGT did extensive pre-work to shorten the face-to-face meeting in San Diego. The mission and vision were updated through email dialogue and conference calls. Several additional BMGT members who were not part of the San Diego participant group provided input to the pre-work. This broadened the participation at lower cost.

Participants



Results

The Report from the strategic planning retreat was prepared after the meeting by the facilitator and broadly distributed to BMGT members.

Results

BMGT Vision Statement

Transforming chemistry and its business & management to improve the world

BMGT Mission Statement

Lead and Foster the community involved in the management and business aspects of the chemistry enterprise

Final BMGT Goals Determined for 2019-2023



Goal 1: Effectively communicate the programs, products and services of the Division.

Goal 2: Provide tangible benefits and opportunities for members to thrive in business and management positions in the chemical enterprise.

Goal 3: Build a clear division identity that generates awareness & interest, internal and external to the division.

Conclusions

BMGT plans to update the Division Strategic plan at 3-5 year intervals, and particularly as all the goals of the previous plan have been achieved. By a strong commitment to pre-work, the Strategic Plan update can fit into a shorter time frame than the development of an initial plan requires.