



# Welcome to the Committee on Community Activities!

## Guide for New Members and Associates

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## Introduction

Welcome to the Committee on Community Activities (CCA)! We're excited to have you on our team. This guide provides some information to orient you to CCA. It is organized by committee activities around the national meetings, with later sections providing more details, history, and the committee's strategic plan. Our vision is improving the public understanding and appreciation of chemistry through excellence in outreach, and **our mission is supporting ACS members and volunteers by facilitating safe, fun, and effective community outreach**. CCA is a Joint-Board Council Committee that works as an advisory group to the American Chemical Society's Office of Science Outreach.

*If you ever have any questions, please reach out to staff at [outreach@acs.org](mailto:outreach@acs.org)!*

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## Quick Guide: Before, During, and After each ACS National Meeting

### *Before your First Spring National Meeting*

1. You'll be asked by your staff liaison for a short paragraph about you and a headshot for our next agenda book.
2. You'll be asked which subcommittee you would like to join. Your options are:
  - **Volunteer Engagement and Recognition (VER)** – a team that principally works with CCA ChemLuminary awards, Salutes to Excellence, and the Volunteer of the Year programs.
  - **Tools and Training (TNT)** – a team that works to develop resources for other outreach volunteers, including a volunteer toolkit and outreach instructional videos.
  - **Program Development and Promotion (PDP)** – a team that oversees all aspects of the National Chemistry Week and Chemists Celebrate Earth Week programs, and the production of the children's publication *Celebrating Chemistry*.
3. The co-chairs of your subcommittee will reach out to you, welcome you to the committee, and tell you about what's going to be on your agenda for the National Meeting.
4. You'll be asked to look over the CCA Strategic Plan (page 15) and choose at least one project to work on. You'll find out who to contact regarding these projects at your first National Meeting.
5. You'll be asked to RSVP to CCA events, and to let your staff liaison know if you will be reimbursed as a non-councilor.

### *At your First Spring National Meeting*

1. Saturday Afternoon – Presidential Outreach Event
  - To give back to the host city, CCA always hosts a hands-on outreach event at each ACS National Meeting. The event is organized in collaboration with various committees, the host local section, and local student chapters. The ACS President typically recognizes this as an important part of the meeting program. Events are typically held in the late morning/early afternoon and last for three hours.
  - **What you need to do:** if you're in town, volunteer to help run activities.
2. Saturday Evening – Theme Team Meetings
  - **Theme Teams** are groups of CCA members and other volunteers who oversee, write articles, and develop activities for the yearly campaigns Chemists Celebrate Earth Week (CCEW) and National Chemistry Week (NCW). An edition of the children's publication *Celebrating Chemistry* is produced for each campaign each year. Theme Teams meet during Saturday evenings for one hour at either 5:00 p.m., 6:00 p.m., or 7:00 p.m.
  - **What you need to do:** every member of CCA must be on at least one Theme Team. Attend the meeting(s) of your Theme Team(s) and contribute to this exciting publication.

3. Sunday Morning – CCA Breakfast and Introductions
  - We have a lot to cover, so our meetings start early! Breakfast starts at 6:30 a.m., and at 7:00 a.m. we start going around the table, introducing ourselves, and discussing progress that's been made on our Strategic Plan Projects.
  - ***What you need to do:*** arrive bright and early! Breakfast is provided.
4. Sunday Morning – Subcommittee Meetings
  - Subcommittees break out to meet and work on their projects.
  - ***What you need to do:*** follow your subcommittee from 7:45 a.m. to 9:45 a.m.
5. Sunday Morning – Executive Session
  - We reconvene in the same room where we had breakfast. After reports from the CCA Chair and staff liaison, subcommittee co-chairs report on the activities of each subcommittee. Any necessary votes will be taken. Liaisons from other committees, guest speakers, or petitioners may give short presentations. Volunteers are recruited for the various Theme Teams. Other business is discussed as appropriate. Small snacks and coffee and tea are provided. This session runs from 10:00 a.m. to 12:00 p.m.
  - ***What you need to do:*** volunteer for a Theme Team, contribute to discussions, and generally participate in committee business. Associates participate fully with the exception of formal committee votes.
6. Sunday Afternoon – CCA Lunch
  - We relax after a busy morning over a nice lunch nearby. This is arranged by the staff liaison, all you have to do is enjoy! Thank you for your service!
7. Monday – Outreach Workshop
  - CCA hosts a workshop preparing volunteers to observe Chemists Celebrate Earth Week by demonstrating hands-on activities and how to explain them to various members of the general public. The majority of the audience in the spring are undergraduate students.
  - ***What you need to do:*** if you're still in town, volunteer and help teach these future outreachers.

### ***Before your First Fall National Meeting***

1. Send the staff liaison your non-councilor reimbursement forms from the previous meeting (to be sent separately).
2. Work on your Strategic Plan Project.
3. Work on your subcommittee business.



### ***At your First Fall National Meeting***

CCA follows almost identical schedules during the Fall and Spring Meetings. The exceptions are:

1. Monday Outreach Workshop: this workshop has the same goal of preparing volunteers, but focuses more on coordinators or event leaders than undergraduate students volunteers.
2. Tuesday ChemLuminary Awards: CCA will recognize outstanding volunteers through ChemLuminary awards given out in a ceremony that takes place on Tuesday evening. If you're still in town, please join in.

### ***After your First Fall National Meeting***

1. Send the staff liaison your non-councilor reimbursement forms from the previous meeting (to be sent separately).
2. Work on your Strategic Plan Project.
3. Work on your subcommittee business.

## The American Chemical Society: Structure and Committees

The committees of ACS can be classified into one of four basic categories: Society, Council, Board, and Joint Board-Council.

### ***Society Committees***

There are two Society Committees: Budget and Finance (B&F), and Education. Members of these committees are appointed by the President and the Chair of the Board. Society Committees report to both the ACS Council, and the ACS Board of Directors. The Chair of each Society Committee must be a voting Councilor, and the body of the committee must be composed of no less than two-thirds voting Councilors.

### ***Council Committees***

Council Committees report to the ACS Council. They can be subdivided into three main classifications: Elected, Standing, and Other.

Elected: Members of the Elected Committees of Council must be elected by the Council body, and must be voting councilors.

- Committee on Committees (ConC)
- Council Policy Committee (CPC)
- Nominations and Elections (N&E)

Standing: Members of the Standing Committees of Council must be voting Councilors.

- Constitution and Bylaws (C&B)
- Divisional Activities (DAC)
- Economic and Professional Affairs (CEPA)
- Local Section Activities (LSAC)
- Meetings and Expositions (M&E)
- Membership Affairs (MAC)

Other: Other Committees of Council can have any composition as specified by the Council at the time of the committee's charter.

- Admissions
- Analytical Reagents
- Nomenclature, Terminology and Symbols
- Project SEED (SEED)
- Technician Affairs (CTA)

### ***Board Committees***

Board Committees report to the ACS Board of Directors. They can be subdivided into four main classifications: Elected, Standing, Special, and Other.

Elected: Elected Committees of the Board are composed only of Board members.

- Executive Committee

Standing: Standing Committees of the Board are composed only of Board members.

- Grants and Awards (G&A)
- Professional and Member Relations (P&MR)
- Public Affairs and Public Relations (PA&PR)

Special: Composition as specified by the Board.

- Audits
- Corporation Associates (CA)
- Governing Board for Publishing (GBP)
- Pensions & Investments (P&I)
- Planning

Other: Composition as specified by the Board.

- Board of Trustees, Group Insurance Plans for ACS Members (BOT)
- Chemists with Disabilities (CWD)
- Clinical Chemistry
- Petroleum Research Fund (PRF) Advisory Board
- *Ad hoc* Committee on National Historic Chemical Landmarks

### ***Joint Board-Council Committees***

Joint Board-Council Committees report to both the Board of Directors and the Council. They can have any composition as specified in their charter.

- Chemical Abstracts Service (CAS)
- Chemical Safety (CCS)
- Chemistry and Public Affairs (CCPA)
- ***Committee on Community Activities\*\* (CCA)***
- Environmental Improvement (CEI)
- International Activities (IAC)
- Minority Affairs (CMA)

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- Patents and Related Matters (P&RM)
  - Professional Training (CPT)
  - Publications
  - Public Relations and Communications (CPRC)
  - Science (ComSci)
  - Senior Chemists Committee (SCC)
  - Women Chemists (WCC)
  - Younger Chemists (YCC)

***\*\* CCA became a Joint-Board Council Committee in September 2006, being previously an “Other” Committee of the Board (2003).***

## The Committee on Community Activities: History and Structure

### *History*

How we grew from National Chemistry Day to a “Joint-Board Council” Committee.

National Chemistry Week began as National Chemistry Day, and was a vision of Dr. George C. Pimentel. In 1986, Dr. Pimentel, then President of ACS stated that...

*“National Chemistry Day is a bold and exciting undertaking for us. Its success will be measured, in the short term, by the number of people reached by our efforts. Over the long term, we will measure our success by the continued use of chemistry to solve societal problems and to improve the quality of life for us all.”*

This visionary statement led the ACS Board to establish National Chemistry Day. The first National Chemistry Day was celebrated November 6, 1987. National Chemistry Day was originally celebrated on a biannual basis, and was expanded to National Chemistry Week (NCW) in 1989. In 1993, NCW officially became an annual event, although many local sections had been celebrating it annually already. In 1998-1999, NCW was part of a one-time international event called the “International Celebration of Chemistry.”

Oversight for the NCW program fell to the National Chemistry Week Task Force. During its 15-year existence, the task force expanded its role with the increasing offerings to include the Chemagination (since retired), Chemists Celebrate Earth Day (since expanded to Chemists Celebrate Earth Week), and Salutes to Excellence programs. Since NCW had become an annual celebration and CCA’s responsibilities had grown to include the other outreach offerings, its status was changed to an “Other” Committee of the Board in 2003.

The committee saw distinct advantages to increasing the visibility of its programs to councilors and members alike, to continue to diversify ethnically and geographically, and to recruit additional members with varied outreach experiences. In 2006, the Board of Directors supported and Council voted for CCA to become a Joint-Board Council committee.

CCA programs went through an extensive review process that was initiated by the Board of Directors Program Review Advisory Group, although the programs fared well, key metrics were not available to fully substantiate the existence of certain aspects of the programs. In anticipation for metrics, CCA restructured its subcommittees to add “Evaluation and Technology” (E&T) whose role is to determine methods to assess effectiveness of VS programs and to technically enhance program offerings.

The “Evaluation and Technology” subcommittee’s purpose eventually changed to focus more on resources to support outreach volunteers, and so is now called “Tools and Training” (TNT).

Today, CCA works alongside staff from the Office of Science Outreach – formerly the Office of Volunteer Support – to administer the National Chemistry Week and Chemists Celebrate Earth Week programs. CCA also provides reviewers, along with the Committee on International Activities (IAC) and the Society Committee on Education (SOCED), for the international Chemistry Festival outreach program. CCA also oversees ChemLuminary awards presented for ACS local sections’ annual NCW and CCEW activities, provides recognition for other ACS-sponsored community outreach activities, and assists with the Salutes to Excellence awards program.

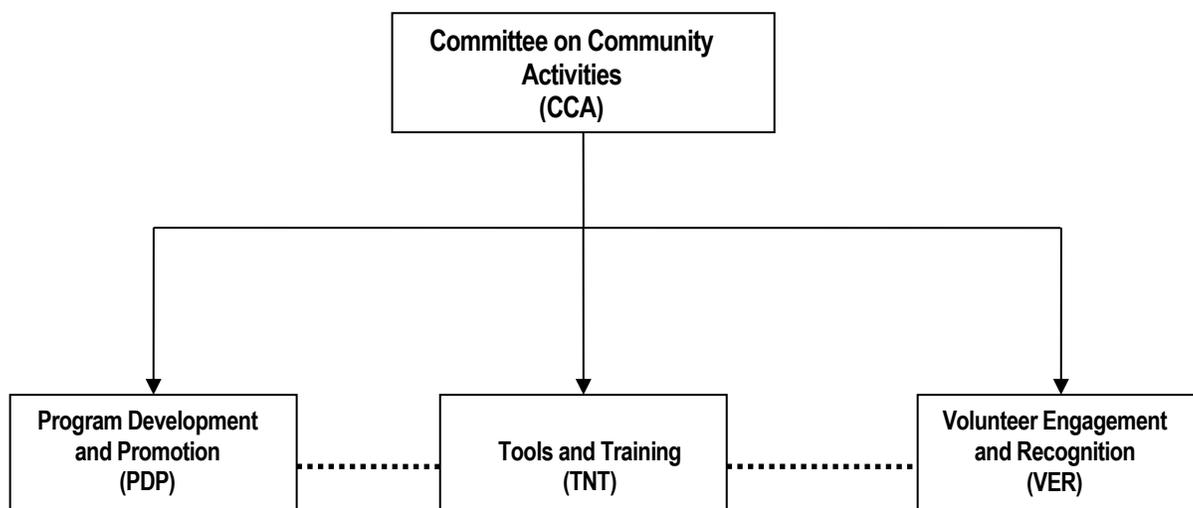
## Structure

CCA reports to Council and the ACS Board of Directors and is classified as a Joint-Board Council committee. CCA is composed of ACS members who have extensive experience with planning and implementing community outreach events at the local and national levels. CCA members need not be ACS Councilors.

**Our vision is improving the public understanding and appreciation of chemistry through excellence in outreach, and our mission is supporting ACS members and volunteers by facilitating safe, fun, and effective community outreach.**

As stated in ACS governing documents (Bulletin V, page 46), the purpose of CCA is to improve the public perception of chemistry by providing programs to connect chemists with their communities by:

- Providing guidance to the Society's community outreach programs and activities, and developing and implementing new resources/technologies to support, evaluate, and sustain them;
- Encouraging participation in community outreach programs through recruitment, retention and recognition of volunteers; and
- Informing the Board, Council and other SOCIETY bodies of the Committee's activities.



The Committee on Community Activities is organized into three subcommittees and theme teams for the purpose of achieving its goals in the areas of community programming and public outreach. The subcommittees are composed of members of CCA, while the theme teams consist of members from CCA and other groups associated with the specified program. Each CCA member is expected to participate in at least one active theme team.

### ***Program Development and Promotion (PDP)***

The PDP Subcommittee is responsible for all new and developing programs of CCA. They provide guidance to the staff with respect to the development of Chemists Celebrate Earth Week (CCEW) and National Chemistry Week (NCW). Within the subcommittee, there are theme teams for up to three years in advance for CCED and NCW. The teams suggest themes, facilitate collaborations and connections to

other related organizations and advise staff on activities, games, and resources associated with each year's respective celebrations (2 per year).

### ***Tools and Training (TNT)***

The TNT Subcommittee works to develop resources for other outreach volunteers, including a volunteer toolkit and outreach instructional videos.

### ***Volunteer Engagement and Recognition (VER)***

The VER Subcommittee is responsible for recruiting, retaining, and recognizing outreach coordinators. Their biggest task is the review and judging of self-nominations for ChemLuminary Awards associated with NCW and CCEW. They look for ways to strengthen in-reach efforts, to better enable and recognize member involvement and participation, and develop ways to engage individuals. They serve as the advisory group for the Salutes to Excellence Program.

### ***Term Limits***

Full members of CCA are appointed by the Chair of the Board of Directors and the ACS President and may serve for a maximum of three consecutive three-year terms (9 years). The Chair of CCA is appointed for a one-year term, and may serve as Chair for a maximum of three consecutive one-year terms (3 years). Associate members of CCA are appointed for one-year terms and may serve as associate members for a maximum of two one-year terms (2 years). If an associate member of CCA is appointed as a member of CCA, time spent as an associate member does not count against the member term limit. At the request of the Chair of CCA, and at the discretion of the Chair of the ACS Board of Directors, a person may be appointed as a Consultant to CCA. Consultants are appointed for one-year terms, but have no term limit. For all Committee members: reappointment after the completion of the first or second three-year term as a "full" committee member, or after the completion of the first or second one-year term as an "Associate" member, is at the discretion of the Chair of the ACS Board of Directors and President.

### ***Roles and Responsibilities – Members of CCA***

In addition to behaving in a way compliant with all ACS Volunteer/National Meeting Attendee guidelines, members of CCA are to:

- Attend CCA meetings to represent the interests of the ACS membership in the design and execution of VS programs.
- Attend CCA programming at national meetings
- Serve on subcommittees, working groups, task forces, theme teams, etc. as assigned by the Committee Chair.
- Participate in at least one active theme team.
- Participate in at least one active Strategic Plan project
- Respond in a timely manner to requests by committee officers and ACS staff and meet established deadlines.
- Participate in communications forums (conference calls, email discussions, etc.) to enable the completion of committee business between national meetings.

- Advise Committee Chair and staff of opportunities and challenges.
- Encourage local sections and individuals to participate in VS programs by communicating with local section officers and community outreach activity coordinators.

### ***Roles and Responsibilities – Chair of CCA***

In addition to behaving in a way compliant with all ACS Volunteer/National Meeting Attendee guidelines, chairs of CCA are to:

- Provide vision and guidance to the CCA.
- Chair CCA governance meetings at ACS National Meetings and coordinate the work of the Executive Committee.
- Conduct meetings in a business-like manner, following a printed agenda ensuring that areas of concern are discussed and voices of committee members are heard.
- Appoint committee members to appropriate governance roles (leadership, committee and liaison assignments).
- Serve as the official representative of the Committee to the Board and other ACS governance.
- Communicate with staff and committee members on a regular basis regarding progress of programs.
- Initiate discussions on various aspects of outreach programs and activities with committee members, staff, ACS governance, members at large, and the public.
- Seek opinions of committee members in areas of growth and concern.
- Interpret and carry out all rules and bylaws with the help of the Staff Liaison.
- Assume responsibility and accountability for committee strategic planning.
- Be an ex-officio member of all standing subcommittees, working groups, task forces, etc.
- Convene special meetings as needed to conduct committee business.

### ***Roles and Responsibilities – Co-chairs of CCA***

In addition to behaving in a way compliant with all ACS Volunteer/National Meeting Attendee guidelines, co-chairs of CCA are to:

- Serve as a member of the CCA Executive Committee and Leadership Team.
- Provide vision and guidance to subcommittee.
- Facilitate face-to-face meetings at national meetings.
- Coordinate volunteer efforts of the subcommittee or theme team members to ensure timely completion of action items.
- Seek opinions of subcommittee members in areas of growth and concern.
- Meet various deadlines as set forth by the Committee Chair and VS staff, including:
- Submit agendas for National Meeting agenda books by the requested due date.

- Ensure that all meeting minutes have been completed and approved by their respective subcommittees and the teams no later than six (6) weeks after each national meeting.

### ***Roles and Responsibilities – Minute Takers***

CCA does not have a secretary, but rather asks for volunteers to take minutes at each committee and subcommittee meeting. The duties for this position are:

- Follow the format presented by the Committee and agreed upon with the Staff Liaison (The Committee Chair or Staff Liaison will provide templates of acceptable meeting minutes).
- Generate a list of action items with headers: “Action to Be Taken”, “Person(s) Responsible”, and “Date Due”.
- Record any motions of the group (those adopted and those “lost” or defeated).
- Record the name of the maker of the motion.
- Record the result of all votes. (passed or failed — The number of votes is only recorded on each side when there is a ballot or counted vote.)
- Summarize the actions of the group during the meeting.
- Submit minutes to the Staff Liaison and committee/subcommittee/theme team no later than four (4) weeks after the end of the meeting.
- Sign the minutes and record the date of approval. (For electronic minutes, this is closing with “Respectfully submitted,” and your name.)

The first paragraph of the minutes should tell the kind of meeting; name of the organization; date and place of the meeting; presence of officers and a quorum (in a committee or small group, a quorum is a majority of members); time the meeting was called to order; and whether the minutes of the previous meeting were approved or corrected. The body should include reports given (with name of reporter and any related action taken); all main motions; all points of order or appeal; important announcements, such as the topic of the program and the name of the speaker. The final paragraph should record the adjournment and time of adjournment.

According to Robert’s Rules of Order, adoption of and corrections to the minutes must receive a two-thirds vote.

### ***Note:***

It is not necessary to record discussion or personal opinion; the name of the person seconding a motion; any motions that are withdrawn; or entire reports (these should be attached to original minutes).

### ***Roles and Responsibilities – Staff and Staff Liaisons***

It is the duty of the ACS staff liaison and subcommittee liaisons to provide support to its respective unit within the committee. ACS liaisons are expected to:

- Develop strong, professional, and effective relationship with chair(s)
- Show up early to check meeting rooms and facilities at national meetings
- Keep tally of motions, action items, key stakeholders, and due dates

- Report and make roster revisions

### ***Roles and Responsibilities – CCA Liaisons to Other Governance Bodies***

The CCA strategic plan states that the Committee will work together with various entities within the ACS to enhance the public's awareness of the ACS and its community-based programs and activities. A major step in accomplishing this goal is to establish effective communication links with other ACS bodies (committees, divisions, etc.) via liaisons. In this way, both groups can stay informed about the programs and activities available from the other and work together where it makes good sense to combine the two group's efforts in a synergistic fashion. The liaison is not authorized to commit resources of the Committee without prior consultation with the Committee Chair and the Staff Liaison.

Responsibilities for this position include:

- Attending the executive and/or open session meetings of the group assigned and taking notes on actions related to CCA interests. Attendance at these meetings should not significantly impact the participation of the liaison in CCA sponsored meetings and activities.
- Serving as a conduit for information exchange, resulting in both groups operating more efficiently and effectively.
- Submitting a written report of less than 1000 words (approximately 2 pages) using the template provided no later than four (4) weeks after the meeting summarizing activities and actions of interest to CCA. (Examples of past reports are available from the Committee Chair or Staff Liaison.)
- Giving oral reports during CCA meetings. Content of oral reports should be limited to items of immediate interest to the business of CCA. Routine or unrelated matters should be relayed through the written report.

### ***Roles and Responsibilities – Liaisons from Other Governance Bodies***

Where appropriate, the Committee will accept liaisons from other ACS bodies (committees, divisions, etc.). Liaisons from other governance bodies are requested to:

- Respond to email inquiries regarding attendance at CCA meetings, activities and events.
- Submit a written report of less than 1000 words (approximately 2 pages) no later than four (4) weeks after the meeting summarizing activities and actions of interest to CCA. (Template and example will be provided).
- Give oral reports during CCA meetings. Content of oral reports should be limited to items of immediate interest to the business of CCA. Routine or unrelated matters should be relayed through the liaison's written report.

## CCA Strategic Plan, 2017

### *Mission*

Support ACS members and volunteers by facilitating safe, fun, and effective community outreach.

### *Vision*

Improving the public understanding and appreciation of chemistry through excellence in outreach.

### *Projects*

- Goal 1. Design and provide timely resources (ideas, activities, materials, and publications) for public outreach.
  - Strategy 1: Develop planning documents and editorial calendars to ensure timely production of resources.
  - Strategy 2: Collaborate with other ACS publications to develop outreach resources.
  - Strategy 3: Create a mechanism to develop new outreach programs.
  
- Goal 2: Support and equip outreach volunteers with accurate and accessible training.
  - Strategy 1: Develop a volunteer tool kit by December 2019.
  - Strategy 2: Develop at least one themed demo video per celebration before Celebrating Chemistry is published.
  - Strategy 3: Provide one in-person outreach workshop to train students and volunteers at each national meeting (i.e. completion certificate).
  
- Goal 3. Increase (internal and external) visibility of CCA's mission.
  - Strategy 1. Maximize visibility of CCA programs on ACS website.
  - Strategy 2: Develop a mechanism to create social media content to support CCA programs.
  - Strategy 3: Develop internal/external partnerships based on theme and location.
  
- Goal 4. Grow and retain the volunteer pool.
  - Strategy 1. Continue to develop materials and program to recognize volunteers at all levels by December 2018.
  - Strategy 2: Develop a certification program for outreach volunteers by December 2018
  - Strategy 3: Develop and implement guidelines for recruiting new volunteers at the local section impact
  - Strategy 4: Develop a role description with duties and expectations for CCA associates and members as well as a succession plan by December 2018.