



## Communicating About ACS Tip Sheet

To promote a positive image of chemists and chemistry, it is helpful for all ACS members to speak with a common voice and purpose. Included below are some short message points about chemists, chemistry, and the American Chemical Society that can be easily incorporated into conversations, publicity products, and other materials. These message points support the ACS mission, vision and core values and are particularly useful to have on hand and use if you are interviewed by a reporter. Follow the handy guide below to find message points that you should include, whenever possible, for different target audience(s) you are trying to reach.

Target Audience	Message Point
<b>General Public</b>	<ul style="list-style-type: none"><li>• ACS is the world's largest scientific society.</li><li>• ACS relies on a global workforce of 2,000 employees and has its main offices in Washington, D.C., and at CAS in Columbus, Ohio.</li><li>• The Society has more than 200 branches worldwide, including U.S. Local Sections and International Chapters.</li><li>• ACS has more than 30 technical divisions, which support members collaborating with other chemists in their area of specialization.</li><li>• ACS is recognized as a leading publisher of authoritative scientific information, with more than 50 peer-reviewed journals.</li></ul>
<b>Teachers, Students and Parents</b>	<ul style="list-style-type: none"><li>• ACS supports chemistry education at all levels.</li><li>• ACS helps inspire youth to become chemists.</li><li>• ACS has programs for high school chemistry clubs, summer research opportunities for students, college planning guides and scholarships.</li><li>• ACS offers teacher training programs, classroom resources, textbooks and grant opportunities.</li></ul>
<b>Policy makers and opinion leaders</b>	<ul style="list-style-type: none"><li>• ACS is a leading world authority on the chemical sciences.</li><li>• ACS is a catalyst for global communication among scientists.</li><li>• The ACS Science and the Congress Project provides briefings for Members of Congress to improve mutual understanding between policy makers and chemists.</li></ul>
<b>ACS members and potential members</b>	<ul style="list-style-type: none"><li>• ACS has an extensive world-class knowledge base. With more than 151,000 members in 140+ countries, ACS represents much of the world's expertise in the chemical sciences.</li><li>• ACS is the world's leading chemistry network.</li><li>• ACS offers programs and training courses designed to help students and chemistry professionals plan and advance their careers.</li><li>• ACS maintains a huge international database of job openings in the chemical sciences.</li><li>• CAS, a major division of the ACS, provides the world's most comprehensive research databases in chemistry and related sciences.</li><li>• The ACS Legislative Action Network is an electronic grassroots program that provides background and position statements on issues of interest to chemists to help them voice their opinions to legislators.</li><li>• ACS and its members support diversity and inclusion through a variety of initiatives that include educational programs, awards and other activities.</li></ul>

The ACS vision and mission are the guiding forces for all of our activities, programs, products and services. Our core values are the foundation of the Society's strategic plan, the full version of which is available through the ACS website at [www.acs.org](http://www.acs.org).

## The ACS Vision, Mission and Core Values



### Vision

Improving people's lives through the transforming power of chemistry



### Mission

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



### Core Values

- Passion for chemistry and the global chemistry enterprise
- Focus on members
- Professionalism, safety and ethics
- Diversity, inclusion and respect

## ACS 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