# Planning Successful Activities

**Participant Guide**

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<th>Name:</th>
<th>Local Section:</th>
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2022 Version 1.1
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Planning Successful Activities

Session Leaders:
Beth Lorsbach, Indiana Local Section
Kim Woznack, Pittsburgh Local Section
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
Planning Successful Activities: Overview

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
  - Working Time & Group Discussion

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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
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)
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
Factors That Determine Goals:
The Environmental Scan Tool

- Social Environment
- Economic Environment
- Political Environment
- Technological Environment

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Environmental Scan
Especially Important to Local Sections

**Social**
- Locus of the scientific enterprise migrating from Atlantic to Pacific Rim
- Disciplinary identity of chemists challenged by focus on interdisciplinary solutions
- Evolving expectations and forums for information creation, curation, and delivery
- Demographic shifts (generational, cultural)
- Automation redefining/replacing traditional laboratory work
- Less time for members to volunteer and more alternatives

**Technology**
- Advanced automation technologies
- Analysis of large data sets/use of metadata; Artificial Intelligence
- IT-based analytical and education tools
- Emergent technologies and personalizing member experiences
- Smart manufacturing
- Increasing threats to cyber security

**Economic**
- Increased investment and chemical production in the United States
- Development of environmentally friendly products and corresponding favorable regulations
- Changing dynamics of national and global economies
- Changing career pathways and opportunities

**Political**
- Global security threats
- Polarization of views towards science
- Changing R&D funding levels and regulations
- Increasing politicization of science education
- Development of safety culture (funding & regulations)
- Regional political unrest (e.g., Korea, EU)
Planning Successful Activities: Typical Goals

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?

Notes
Planning Successful Activities: 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 Winery

- 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 wine
- Enjoy the experience!

American Chemical Society 2016
Planning Successful Activities: Science Café Goals

Planning Successful Activities: Part One Details

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

Notes
Planning Successful Activities: Another Detail

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 Successful Activities: Time/Place Matrix

Notes
Planning Successful Activities:
Your Working Time

• Part One: Setting the Target
  – Guided Discussion (completed)
  – Your working time (15 minutes)
Directions: Setting the Target for Your Activity

The purpose of this learning segment is to begin setting the target for the activity you are planning.

Directions

1. Work cooperatively in pairs or small groups to set the target for the activity you are considering. If you don’t have an activity of your own, work with a partner to help him or her plan an upcoming activity.

2. Consult your notes and remember to consider all three factors of setting a target - establishing the goal, selecting the type of activity, and describing the audience.

3. Use the worksheet on the next page to set the target for your activity.

4. Be prepared to share your plans with your colleagues when the session leader calls time.
### Setting the Target Worksheet: My Own Activity

#### The Goal

**Goal Statement:**

How does the stated goal relate to factors in The Environmental Scan Tool?

Is your goal a SMART goal? Why or why not?

#### The Type of Activity

**Type of Activity Selected:**

Comment on how the type of activity selected relates to the Time/Place matrix.

Do you have the necessary people resources for this type of activity?

#### The Audience

**The primary audience is:**

Secondary audiences
Planning Successful Activities: Another Detail

Planning Successful Activities: Group Discussion

• Part One: Setting the Target
  – What questions or suggestions do you have about setting the Goals, selecting the Activity, or describing the Audience?

  And now, let’s move on to.....

• Part Two: Planning the Activity
Planning Successful Activities: Part Two Details

Planning Successful Activities: Part Two Details

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

Notes
Planning Successful Activities: Factors to Consider

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
Planning Successful Activities: Scheduling and Timeline

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
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
Planning Successful Activities: Budgeting Considerations

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
Planning Successful Activities: Invitations/Communications

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?
Planning Successful Activities: Another Detail

Planning Successful Activities: Part Two Details

- Planning the Activity
  - The project management dimension of activity planning
  - Using Community Connections (replaced FORMS) as a planning tool
  - The people dimension of activity planning
Planning Successful Activities: FORMS as a Planning Tool

ACS Community Connections as a Planning Tool

- ACS Community Connections replaces FORMS
- Web-enabled database application available to multiple users
- Used to plan, add, access information about events and activities through 2021
- Single registry for information and supporting material (flyers, agendas, lists, volunteers, photos, videos, etc.)
- Copy function can simplify planning process (just copy and modify a similar previous event)
- URL: www.acs.org/community-connections (then login with ACS ID)

Notes

---Internal Use ---
Planning Successful Activities: Another Detail

Planning Successful Activities: Part Two Details

- Planning the Activity
  - The project management dimension of activity planning
  - Using Community Connections (replaced FORMS) as a planning tool
  - The people dimension of activity planning

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---Internal Use ---
Volunteer Motivation: Five Important Factors

<table>
<thead>
<tr>
<th>Factor</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Social</td>
<td>Enhancing relationships with other people</td>
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<tr>
<td>Values</td>
<td>Expressing what is important to the person</td>
</tr>
<tr>
<td>Job Advancement</td>
<td>Enhancing job and career prospects</td>
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<tr>
<td>Knowledge/Experience</td>
<td>Developing experience or knowledge in areas important to the person</td>
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<tr>
<td>Fulfillment</td>
<td>Seeking personal growth</td>
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Planning Successful Activities: Describing the Task

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.
Planning Successful Activities: Planning My Own Activity

Planning Successful Activities: Your Working Time

• Part Two: Planning the Activity
  – Guided Discussion (completed)
  – Your working time (15 minutes)
Planning My Own Activity

The purpose of this learning segment is to practice the second step of planning a successful activity for your own activity.

Directions

1. Return to your partner or small group and to the activity you have been working with so far in this workshop.
2. Complete the next step of the activity planning process, using the worksheet on the next page to record your ideas.
3. Be prepared to share your plan with your colleagues when the session leader calls time.
### Planning the Activity: Worksheet

#### The Project Management Dimension

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Completion Date</th>
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<tr>
<td>Activity type and date established</td>
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<tr>
<td>Executive Committee support secured</td>
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<tr>
<td>Venue secured (where?)</td>
<td></td>
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<tr>
<td>Volunteers enlisted (identify below)</td>
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<td>Budget set (funding sources)</td>
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<tr>
<td>Commitment from guest speaker (as needed)</td>
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<tr>
<td>Audience notified (how?)</td>
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<tr>
<td>Logistics and room setup arranged</td>
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#### The People Dimension

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<th>Task</th>
<th>Person</th>
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Planning Successful Activities: Another Detail

Planning Successful Activities: Group Discussion

- Part Two: Planning Your Activity
  - What questions or suggestions do you have about project management, planning details, and engaging volunteers?

  And now, let's move on to.....

- Part Three: Measuring Success and Consolidating the Gains
Planning Successful Activities: Part Three Details

- Measuring Success and Consolidating the Gains
  - Measuring success
  - Consolidating the gains
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: Your Working Time

- Part Three: Measuring Success and Consolidating Gains
  - Guided Discussion (completed)
  - Your working time (10 minutes)
Measuring and Consolidating Gains for My Activity

The purpose of this learning segment is to begin measuring and consolidating gains for the activity you are planning.

Directions

1. Return to the upcoming activity that you are or will be responsible for planning. Restate the target and type of activity you are planning. Again, if you don’t have an activity of your own, work with a partner to help him or her develop a plan.

2. Use the worksheet on the next page to complete the third step in the planning process, Measuring Success and Consolidating the Gains.

3. Be prepared to share your plans with your colleagues when the session leader calls time.
**Measuring Success and Consolidating Gains Worksheet**

### Measuring Success

<table>
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<tr>
<th>Briefly restate the target (goal, type of activity, audience) of your activity (see page 18).</th>
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<td>Briefly restate the overall plan (project management, people dimension) for your activity (see page 32):</td>
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<tr>
<td>What strategies will you use to measure the success of your activity? (Describe briefly.)</td>
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### Consolidating the Gains

| What strategies will you use to consolidate the gains from your activity? (Describe briefly.) |
Planning Successful Activities: Group Discussion

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

  And now, let's 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
While the workshop is fresh in your mind, this is a convenient time to record comments and/or suggestions that you’ll want to make later on the workshop evaluation sheet.