ACS Member Needs Assessment
Technical Division & Local Section

The ACS Department of Research & Brand Strategy (RBS) would like to make all ACS Technical Divisions and Local Sections aware of the availability of a redesigned needs assessment survey that can be customized and sent to members of each Division or Local Section. The survey is designed to ascertain:

- Involvement with the Division or Local Section
- Familiarity with programs, products, and services
- Satisfaction with the programs, products, and services the Division or Local Section currently provides
- Interest in potential new activities, programs, products, or services
- Importance of issues impacting the field of chemistry the Division represents
- Interest in volunteering opportunities within the Division or Local Section

ACS Staff will...

- Customize the survey tool for your Division or Local Section
- Manage the data collection process
- Analyze the data and prepare a final report on the findings

The findings can be used by the Division or Local Section to gain insights into the interests and needs of members, the success and opportunity for the Division or Local Section to meet those needs, and potential growth areas for the Division or Local Section.

RBS has recently fielded this study with three ACS Technical Divisions and six ACS Local Sections.

If you have any questions or would like to request this research be conducted for your Division or Local Section, please contact:

Elizabeth McGaha  
Assistant Director, Research & Brand Strategy  
e_mcgaha@acs.org  
202.872.6120