



# Planning Successful Activities

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# 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: 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

# 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

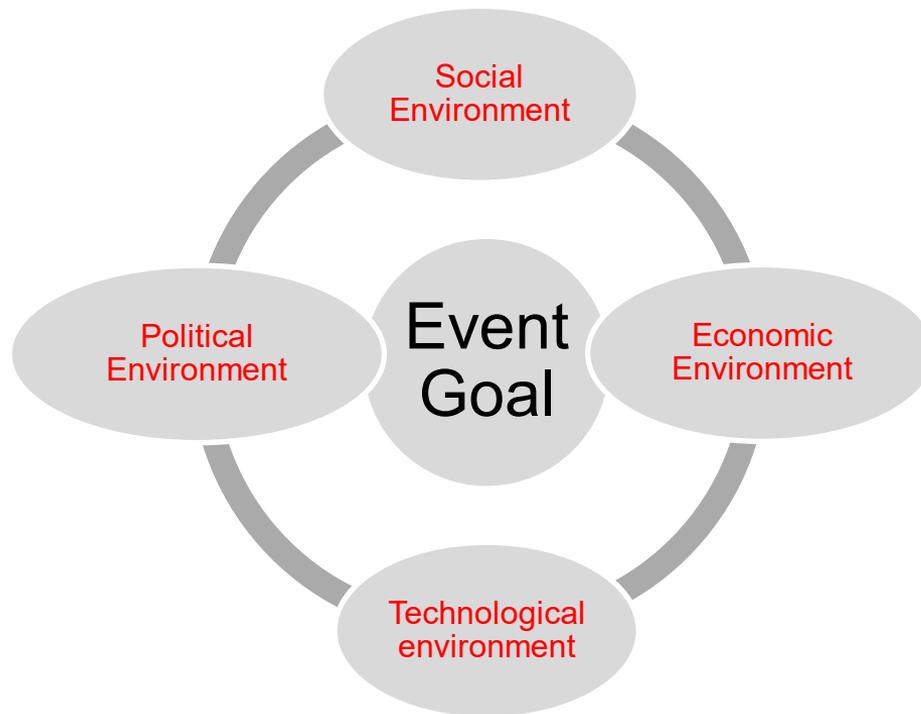
Goal 3: Support Excellence in Education

Goal 4: Communicate Chemistry's Value

Goal 5: Embrace and Advance Inclusion in Chemistry



# Factors That Determine Goals: The Environmental Scan Tool



# Environmental Scan

## Especially Important to Local Sections



ACS  
Chemistry for Life®

### 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

### 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

### Technology

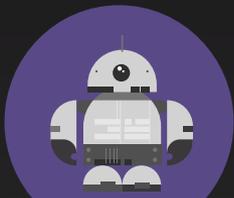
- Advanced automation technologies
- Analysis of large data sets/use of metadata; Artificial Intelligence
- IT-based analytical and education tools
- Emergent technologies and personalizing member experiences
- Smart manufacturing
- Increasing threats to cyber security

### 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



**MARKET  
DISRUPTION  
AND  
ECONOMIC  
DOWNTURN**



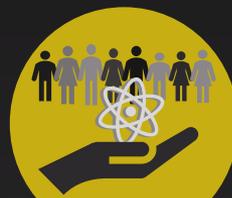
**ACCELERATING  
AUTOMATION  
OF CHEMISTRY**



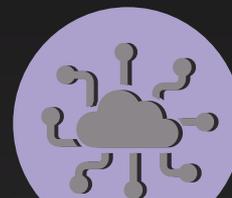
**STRAINED  
PIPELINE AND  
CHANGING  
WORKPLACE**



**CONTINUED  
GLOBALIZATION  
OF CHEMISTRY**



**CHEMISTRY  
AND SOCIAL  
RESPONSIBILITY**



**EMBRACING  
OPEN SCIENCE**



**SCIENTIFIC  
DOUBT AND  
POLARIZATION  
IN THE U.S.**



**ACS Change Drivers**



### MARKET DISRUPTION AND ECONOMIC DOWNTURN

- The world is facing an economic downturn as a result of the COVID-19 pandemic.
- Petrochemical production and investment has been increasing leading up to 2020, revealing opportunities in emerging economies.
- Market disruptions and issues of supply pose a threat to the industry.



### ACCELERATING AUTOMATION OF CHEMISTRY

- Artificial intelligence (AI) and machine learning are increasingly being used in data mining and chemical manufacturing.
- Lab-based research is more commonly being outsourced.
- Clean energy is a motivator for technological advancements.
- Automation has security and workforce implications.



### STRAINED PIPELINE AND CHANGING WORKPLACE

- Economic, institutional, and immigration issues disrupt the chemistry workforce pipeline.
- Millennials and Gen Z will soon make up the majority of the global workforce.
- Advancements in technology may address workforce shortages but will require new skills of employees.
- Workplaces and meetings have shifted to being increasingly virtual.



### CONTINUED GLOBALIZATION OF CHEMISTRY

- Asia is rapidly prospering and becoming the focus of the scientific enterprise.
- Foreign investment into Asia continues to grow.
- Concerns around research quality in developing markets persist.
- Recent years have seen particularly acute and intensifying geopolitical tensions.



### CHEMISTRY AND SOCIAL RESPONSIBILITY

- Chemistry has room to be more diverse and representative.
- Investment in diversity, equity, inclusion, and respect (DEIR) is growing.
- Consumers have higher expectations for safe, ethical, and transparent practices in the chemical industry.
- The industry continues to move towards a “greener” future.



### EMBRACING OPEN SCIENCE

- Many influential funders and policy makers support open science and require open access to articles and data.
- Revenue from open-access publishing comes at the expense of traditional subscriptions.
- Preprint publishing is a growing means by which chemistry research is disseminated.
- The COVID-19 pandemic has spurred calls for open science.



### SCIENTIFIC DOUBT AND POLARIZATION IN THE U.S.

- Americans are divided on key scientific issues and have differing levels of trust in scientists.
- Common online sources of scientific information are unsubstantiated.
- U.S. policy has reflected a shift away from scientific research and towards deregulation, particularly with regards to environmental protections.

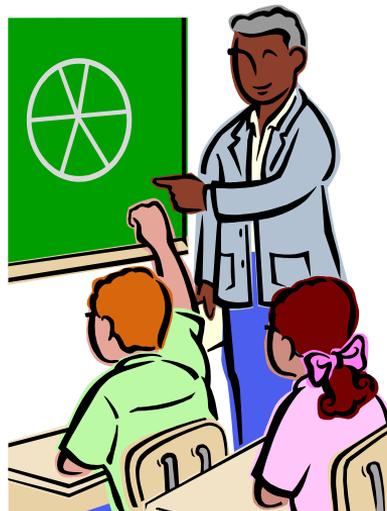
# Typical Local Section Goals



- 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?

# SMART Goals

- **S** = Specific
- **M** = Measureable
- **A** = Attainable
- **R** = Relevant
- **T** = Time-bound



# 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!



# Planning Successful Activities: Part One Details



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

# 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 Activities: The Time/Place Matrix



# Planning Successful Activities: Your Working Time



- **Part One: Setting the Target**
  - Guided Discussion (completed)
  - Your working time (15 minutes)
  - See Page 20 in your Participant Guide for directions. Your Worksheet is on Page 21.

# 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, lets move on to.....

- **Part Two: Planning the Activity**

# 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

# 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

# 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

# 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

# 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: 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

# 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
- 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.communityconnection.acs.org](http://www.communityconnection.acs.org) (then login with ACS ID)

# 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

# Volunteer Motivation: Five Important Factors



Factor	Definition
Social	Enhancing relationships with other people
Values	Expressing what is important to the person
Job Advancement	Enhancing job and career prospects
Knowledge/Experience	Developing experience or knowledge in areas important to the person
Fulfillment	Seeking personal growth

# 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: Your Working Time



- **Part Two: Planning the Activity**
  - Guided Discussion (completed)
  - Your working time (15 minutes)
  - See Page 35 in your Participant Guide for directions. The Worksheet is on Page 36.

# 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, lets 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)
  - See Page 43 in your Participant Guide for directions. The worksheet is on page 44.

# 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, lets 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

# Connections in the ACS Leadership Development System

## AREAS OF CORE LEADERSHIP COMPETENCY

Personal Capability	Interpersonal Skills	Focusing On Results	Setting A Clear Direction
The ACS And You	Engaging Colleagues In Dialogue	Becoming An Effective Contributor	Matching Interests With Goals
Managing Projects Effectively	Running Productive Meetings	Engaging And Motivating Volunteers	Understanding Member's Interests
Fostering Innovation	Coaching & Feedback	Collaborating Across Boundaries	Leading Change
Leading Without Authority	Developing Communication Strategies	Succession Planning	Strategic Planning
Extraordinary Leader – 8 Hour Course			



 On-line Courses

 4 Hour Facilitated Courses

# Planning Successful Activities



THANK YOU FOR YOUR PARTICIPATION!  
WE HOPE YOU FOUND THIS WORKSHOP HELPFUL.

Please have an enjoyable and productive experience  
here at the 2024 ACS Leadership Institute Experience!