

CSW Strategic Plan – 2019 “Refresh”

Stakeholders: CSW Members, Younger Chemists, Post HS Students, HS Educators, Chemical Professionals, Senior Chemists, Policymakers and Opinion Leaders

Vision Statement: Improving people’s lives in the greater Washington DC area through the transforming power of chemistry and related sciences.

Mission Statement: Empower members of the broader chemistry profession, and build relationships with the public in the greater Washington DC area.

Environmental Scan (STEP)

Social:

- Social media and Alt-metrics; Networking; Interdisciplinary Chemistry Community; Research Experiences for HS Students & Undergraduates; Shifting Demographics; Less face-to-face contact

Technological:

- Mobile Communications; Open Access to Publications; On-line Education; Instant, Unfiltered Information; Shift to Teleconferencing and Telecommuting; Data Mining

Economic:

- Government Funding; No Industry Funding; Aging Workforce/Retirement; Urbanization/Deurbanization; Professional Involvement

Political

- Globalization; Regulations (Sustainability, Climate Change); Funding; Perception of Science (recently more positive); Career Decisions Based on Funding; Terrorism

Challenges and Opportunities (TOWS)

Threats:

- Shifting Demographics; Less face-to-face contact; Instant, Unfiltered Information; Shift to Teleconferencing and Telecommuting; Data Mining; Shift to Teleconferencing and Telecommuting; Government Funding; Urbanization/Deurbanization; Regulations (Climate Change); Globalization; Career Decisions; Professional Involvement; Traffic; Spatial/Geographic Size

Opportunities:

- Mobile Communications; On-line Education; Social media and Alt-metrics; Networking; Interdisciplinary Chemistry Community; Data Mining; Underrepresented Community; Urbanization/Deurbanization; Regulations (Sustainability); Globalization; Perception of Science; Career Decisions; K-12 Students

Weaknesses:

- Difficulties in Member Involvement; Low Industry Presence; Geographic Reach; Low Visibility; Communication Inadequacies; Contacts with Education

Strengths:

- Active Members; Location and Resources; Size; Skilled Professional Members; Traditions

Underpinnings

- Open Access to Publications; Research Experiences for HS Students & Undergraduates; No Industry Funding; Aging Workforce/Retirement;

Goals

Goal 1: Increase CSW member participation across the various Section activities by 50% over the next 3-5 years.

Goal 2: Communicate timely and relevant information with communities we serve by establishing, implementing and maintaining strategies using various media platforms.

Goal 3: Communicate chemistry's vital role to society by establishing at least three new programs to compliment current programs.

Goal/Strategies

Goal 1: Increase CSW member participation across the various Section activities by 50% over the next 3-5 years.

Strategy 1: Create a task force that will report back to the board a roadmap for organizing targeted and inclusive activities to enhance overall member participation and engagement. Report returned to Board within 6 months.

Strategy 2: Determine if incentives implemented since 2016 worked by consulting hard data/numbers that have been collected.

New Strategy 2: Track participation at all CSW events through sign-in sheets/databases at all CSW events

Strategy 3: Evaluate past survey responses and provide that data to the Task Force (see Strategy 1) in order to implement programs or re-establish past successful programs. Additionally, establish an updated survey.

Goal 2. Communicate timely and relevant information with communities we serve by establishing, implementing and maintaining strategies utilizing media platforms.

Strategy 1: Within 6 months of the approval of the updated Strategic Plan establish 5 new or enhanced relationships with professional organizations and other appropriate entities to encourage and engage in activities of mutual interest. Potential groups discussed are as follows:

- DC STEM – DC city focused STEM organization
- RESET – Science Outreach
- Children’s Museum
- American Chemistry Council
- NEILOM Foundation – Non-profit organization that has funding to give to organizations like CSW to do activities such as STEM Outreach. Improve the lives of people in Maryland
- Center for Engineering Concepts Development College Park
- NOBCCHE/SACNAS/ASIS Regional groups
- Noblis
- Continue relationship with the Toxicology Group

Goal 3. Establish a simple means of tracking organizational programming efforts.

Strategy 1: Need a means to track participation

- Need sign-in sheets/database/spreadsheet
- Include relevant categories for the metrics we are trying to monitor
- Categories should include “1st time volunteers” and “repeat volunteers” and “names” and “total volunteers” and “institution/affiliation”
- Person leading event turns in spreadsheet to a single CSW Champion for this strategy
- Maintain an active database (maintained by CSW Champion for this strategy)
- Be careful not to include information on minors (less than 18 years old)
- A Board member can aid by maintaining the final lists along with the CSW Champion for this strategy

Strategy 2: More structured process for organization participation

- Establish a set time frame within which a proposed Outreach Event must be submitted (e.g. 30 days) in for CSW to participate
- Event proposal form as a requirement to have CSW participate in an event
 - If time frame is less than 30 days, event requires (Executive) Board Approval
- Outcome Report submitted by event leader following event (report due within 2 weeks).

Strategy 3: Establish a process for assessing organizational progress

- President establishes a Committee to evaluate the progress of all CSW events throughout the year
 - The Committee will use the submitted outcome reports as basis for evaluation.