

## Rochester Section Planning Table

**Time Period: January – December 2013**

**Date: November 7, 2012**

**Prepared by:**

**Vision:**

The Rochester Local Section implements the values and goals of the American Chemical Society to its members and the general public. The Section provides resources for professional development, and promotes the role of chemistry to the community. It leverages robust, sustainable and diverse collaborations to bring value to all the section stakeholders. The Section uses all forms of communication, most notably its website, to create a vibrant civic space where people can exchange ideas, nurture collaboration and engage in purposeful conversations. The Rochester Local Section actively recruits the next generation of chemists, provides a professional home for students, and provides the tools to help those students advance into the world of work.

**Objectives based on the Vision**

	PMS -goals
<p><b>1. Improve and expand the impact of the Section's website (Glen and Maryanne)</b></p>	
<p><b>2. Improve communications with the public. (Glen)</b></p>	
<p><b>3. Improve current and new collaborations and partnerships. (Amy)</b></p>	
<p><b>4. Promote interest in science through collaborative programs with academic institutions, museums and hi-tech companies. (Deb)</b></p>	
<p><b>5. Facilitate connections between job seekers and employers. (Jim Reynolds)</b></p>	

## Rochester Section Long Range Plan

<b>Objective 1.0</b>	<b>Time Period: FY 2013</b>	<b>Date: November 3, 2012</b>	<b>Revised:</b>
<p><b>Situation:</b> The Rochester Section website is a major tool for communication. The present website does not meet the needs of our members and partners. In order to create a vibrant civic space where people can exchange ideas, nurture collaboration and engage in purposeful conversations, the Section website needs to be a user friendly site, and have functionalities that link partners, use social media, and provide feedback opportunities for those using the site. `</p>			
<b>Objective based on the Situation</b>			
<b>Objective (Owner)</b>		<b>PMs –goals</b>	
<p><b>1-Improve and expand the impact of the Section’s website (Glen and Maryanne)</b></p>		<p><b>## Unique visits</b> <b>## member satisfaction</b></p>	
<b>Key Strategies to achieve the Objective</b>			
<b>Strategy (owner)</b>		<b>PMs – goals</b>	
<p><b>1.1 Adopt/adapt designs and features from user friendly websites. (YCC and webmaster)</b></p>		<p><b>Recommendations by 2/13</b> <b>Requirements Document</b></p>	
<p><b>1.2 Incorporate social media with the section website</b></p>		<p><b>Links added 6/13</b></p>	
<p><b>1.3 Develop website collaborations with Syracuse and Buffalo sections</b></p>		<p><b>Memo of Understanding 6/13</b> <b>Link/calendar on Website</b></p>	

## Rochester Section Long Range Plan

<b>Objective 2.0</b>	<b>Time Period: 2013-2015</b>	<b>Date: November 3, 2012</b>	<b>Revised:</b>
<p><b>Situation:</b> The Section’s mission to provide resources to members, create partnerships, and promote chemistry to the general public requires an efficient and effective use of all forms of communications. The Section must increase its visibility, expand the awareness of its programs by reaching a wide audience of stakeholders. The Section website is an important delivery system – other systems need to be developed.</p>			
<b>Objective based on the Situation</b>			
<b>Objective (Owner)</b>		<b>PMs -goals</b>	
<p><b>2-Improve communications with the public.</b></p> <p>(Glen)</p>			
<b>Key Strategies to achieve the Objective</b>			
<b>Strategy (owner)</b>		<b>PMs - goals</b>	
<p><b>2.1 Use Social media.</b></p> <p>(owner)</p>		<p><b>Social Media Training</b> <b>Social Media links created</b></p>	
<p><b>2.2 Create and maintain a public relations and distribution mailing lists that target specific audience.</b> (high school teachers, university, industry, etc)</p> <ul style="list-style-type: none"> <li>• Local papers, SOP for publicity, local websites, email to calendars, radio/tv stations, flyers, etc, create a checklist</li> <li>• Get a communications or PR committee</li> </ul> <p>(</p>		<p><b>List Developed 6/13</b></p>	
<p><b>2.3 Distribute press releases to local media for Section events.</b></p>		<p><b>Standard procedures for PR 6/13</b></p>	

## Rochester Section Long Range Plan

<b>Objective 3.0</b>	<b>Time Period: 2013</b>	<b>Date: November 3, 2012</b>	<b>Revised:</b>
<p><b>Situation:</b> The Section's successful events and programs are the result of partnerships. Like all membership organizations, the Section has limited resources (time, people and dollars) – to provide resources for professional development, and promotes the role of chemistry to the community, the Section needs to nurture its current partnerships, cultivate new collaborations.</p>			
<b>Objective based on the Situation</b>			
<b>Objective (Owner)</b>		<b>PMs –goals</b>	
<p><b>3-Improve current and new collaborations and partnerships.</b></p> <p><b>(Amy)</b></p>		<p><b>12/13</b></p>	
<b>Key Strategies to achieve the Objective</b>			
<b>Strategy (owner)</b>		<b>PMs - goals</b>	
<p><b>3.1 Establish oversight committee to manage collaboration programs.</b></p>		<p><b>Committee approved by Executive committee 3/13</b></p>	
<p><b>3.2 Define collaborations.</b></p> <p><b>3.2.1 Create database</b></p> <p><b>3.2.2 Outline priorities and other recommendations.</b></p> <p><b>3.2.3 Identify gaps and build new collaborations</b></p>		<p><b>Report delivered by 8/13</b></p> <p><b>Database</b></p>	
<p><b>3.3 Launch new collaborations/partnerships.</b></p>		<p><b>FY14</b></p>	



<ul style="list-style-type: none"><li>• Annual dinner, awards dinner, moving locations</li></ul> <p><b>4.3.2 Develop “chemistry emerging technologies” lectures for small business</b></p> <p><b>4.3.2.1 Write IPG grant application</b></p> <ul style="list-style-type: none"><li>• Expansion of chemistry in the arts, but for more technical audience</li></ul>	
<p><b>(NOTE Kim and Amy have contacts and already do this in some way.</b></p>	

## Rochester Section Long Range Plan

<b>Objective 5.0</b>	<b>Time Period:</b>	<b>Date: November 3, 2012</b>	<b>Revised:</b>
<p><b>Situation:</b> The Rochester Local Section is dedicated to actively recruiting the next generation of chemists, providing a professional home for students and the tools to help those students advance into the world of work. Students comprise nearly 25% of the membership. While many leave the area for additional education or jobs – they need help in career development and job placement.</p>			
<b>Objective based on the Situation</b>			
<b>Objective (Owner)</b>		<b>PMs -goals</b>	
<p>5-Faciliate connections between job seekers and employers. (Jim Reynolds)</p>			
<b>Key Strategies to achieve the Objective</b>			
<b>Strategy (owner)</b>		<b>PMs - goals</b>	
<p>5.1 Establish a mentoring program.</p> <p>5.1.1 Establish mentoring committee</p> <ul style="list-style-type: none"> <li>• They will put together a list of volunteers to mentor</li> <li>• Make a pilot program</li> </ul> <p>5.1.2 Define scope of work for mentoring program</p> <p>5.1.3 Develop list of potential mentors</p> <p>5.1.4 Publicize mentor program to area colleges</p> <p>5.1.5 Promote mentors and program on Section website</p>		<p>Committee approved by Executive committee 3/13</p> <p>5/13 8/13 9/13</p>	
<p>5.2 Create job exchange on the Section website.</p> <p>5.2.1 Coordinate development with Objective 1.</p> <ul style="list-style-type: none"> <li>• Glen—informal survey of what YCC members need</li> </ul>		<p>9/30</p>	
<p>5.3-Partner with employment agencies to provide regional job search resources and training.</p> <p>Create company database</p> <ul style="list-style-type: none"> <li>• Invite local companies to section mixers</li> </ul>			
<p>5.3.1 Find an employment partner</p> <ul style="list-style-type: none"> <li>• State Workforce employment</li> </ul>			
<p>5.3.2 Create job exchange on the Section website.</p> <p>5.3.2.1 Coordinate development with Objective 1 and 5.</p>			

<p><b>* Same as 5.2 too see 5.2 as well</b></p>	
<p><b>5.4. Create company database.—ties in with 6.1 (also need to think about database)</b>  <b>5.4.1 Invite local companies to Section mixers.</b></p> <ul style="list-style-type: none"> <li>• <b>Buying a database from BBB and posting it on website. Will cost, but will be worth it.</b></li> </ul>	<p><b>50 companies within 100 mile radius of Rochester.</b></p>
<p><b>2 Avenues</b></p> <ul style="list-style-type: none"> <li>• <b>Website</b> <ul style="list-style-type: none"> <li>○ <b>Network mixers, company database</b></li> <li>○ <b>We want website developer to make these decisions</b></li> </ul> </li> <li>• <b>Mentoring program</b></li> </ul>	
<ul style="list-style-type: none"> <li>• <b>Amy will check at leadership conference to see if other sections have successful mentor program already</b></li> <li>• <b>Partner with entrepreneur companies and orgs in the area</b></li> <li>• <b>Check ACS national for more of entrepreneurial information</b></li> </ul>	