

## POLY 2013 Strategic Plan Outcomes and Status

### The ACS POLY 2013 Strategic Plan



**Vision:** Be the premier professional organization promoting polymer science and its value to society

**Mission:** Advance the broader polymer enterprise to meet the global challenges of the 21<sup>st</sup> century.

**GOAL 1:** *Grow a robust, diverse global organization of scientists that encompass the broader polymer enterprise.*

1-1 Form a task force of four to six people to get increased industrial participation prior to New Orleans meeting and hold a task force meeting at New Orleans.

1-2 Develop and execute a membership drive to increase overall membership by 2%/year over the next 5 years.

1-3 Develop a concrete plan to engage new leadership for POLY

1-4 Create and implement a POLY Road Show in which: Phase 1 – we formulate content, identify volunteers with in 6 months; Phase 2 – coordinate regions and local section and begin to schedule 2 meetings

**MEASUREMENT**

**GOAL 2:** *Empower our membership by developing and providing a portfolio of valuable resources to thrive in the polymer enterprise.*

2-1 Select and produce one virtual product per year for the next four years.

2-2 Publish two workshop reports (highlighting meeting content) per year for the next 3 years

2-3 Identify the benefits of the ACS meeting management initiatives as well as other sources and resources of virtual materials for POLY benefit by spring 2014 ACS meeting.

2-4 Develop coherent awards strategy using existing awards as a starting point.

**MEASUREMENT**

**GOAL 3:** *Use state-of-the-art communication methods to convey the importance and activities of the polymer community to its members and public at large by adding 2 communication modes per year for the next 3 years.*

3-1 Develop or improve one new communication (apps, meeting blog, twitter, You tube channel, iTunes U, videos for website) per year for four years.

3-2 Evaluate current social media and determine additional future opportunities to benefit members by Fall 2013 ACS meeting. Implement most promising approaches by 2014

3-3 Hold two Science Cafés on the usefulness of polymer science per year for three years

3-4 Develop a system for submitting news items/press releases to POLY and including on website and email list.

**MEASUREMENT**

### POLY Vision Statement – 2013

Be the premier professional organization promoting polymer science and its value to society

### POLY Mission Statement – 2013

Advance the broader polymer enterprise to meet the global challenges of the 21<sup>st</sup> century

### GOAL 1: Grow a robust, diverse global organization of scientists that encompass the broader polymer enterprise

*Strategy 1-1:* Form a task force of four to six people to get increased industrial participation prior to New Orleans meeting and hold a task force meeting at New Orleans.

*Strategy 1-2:* Develop and execute a membership drive to increase overall membership by 2%/year over the next 5 years.

*Strategy 1-3:* Develop a concrete plan to engage new leadership for POLY.

*Strategy 1-4:* Create and implement a POLY Road Show in which:

Phase 1 – we formulate content, identify volunteers within 6 months;

Phase 2 – coordinate regions and local section and begin to schedule 2 meetings.

**GOAL 2: Empower our membership by developing and providing a portfolio of valuable resources to thrive in the polymer enterprise**

*Strategy 2-1:* Select and produce one virtual product per year for the next four years.

*Strategy 2-2:* Publish two workshop reports (highlighting meeting content) per year for the next 3 years

*Strategy 2-3:* Identify the benefits of the ACS meeting management initiatives as well as other sources and resources of virtual materials for POLY benefit by spring 2014 ACS meeting.

*Strategy 2-4:* Develop coherent awards strategy using existing awards as a starting point.

**GOAL 3: Use state-of-the-art communication methods to convey the importance and activities of the polymer community to its members and public at large by adding 2 modes of communication per year for the next 3 years.**

*Strategy 3-1:* Develop or improve one new communication (apps, meeting blog, twitter, YouTube channel, iTunes U, videos for website) per year for four years. *Strategy 3-2:*

*Strategy 3-2:* Evaluate current social media and determine additional future opportunities to benefit members by Fall 2013 ACS meeting.

*Strategy 3-3:* Hold two Science Cafés on the usefulness of polymer science per year for three years.

*Strategy 3-4:* Develop a system for submitting news items/press releases to POLY and including on website and email list.

**Status of POLY Goal Strategies as of 9/01/2017**

Please indicate status with an X in the appropriate column for each Goal and Goal/Strategy described above

SP Element	Status				Comments
	Complete	Nearing Completion	Carry Forward to 2018	Not Completed	
Goal 1					
Strategy 1					
Strategy 2					
Strategy 3					
Strategy 4					
Goal 2					
Strategy 1					
Strategy 2					
Strategy 3					
Strategy 4					
Goal 3					
Strategy 1					
Strategy 2					
Strategy 3					
Strategy 4					