Vision: A community enriched by the chemistry enterprise

Mission: Connecting and Empowering Our Members, Local Scientists and Students Through Innovative Chemistry Programs and Outreach

**Goal 1:** Establish more effective communications across multiple platforms with key stakeholders. (I=H,R=H)

- **Strategy 1:** By May 1, 2019 develop a survey to identify membership communication preferences.... (I: H, R: H)
- **Strategy 2:** By January 2020, Communication Committee to establish sustainable communication policy & best practices. (I: M, R: L)
- **Strategy 3:** By June 1, 2019, establish a consistent presence on social media platforms. (I: M/H, R: L)
- **Strategy 4:** By December 31, 2019 update RLS website with accurate, current information and move to WordPress. Find a webmaster and 2 associates. (I: H, R: M)

**Goal 2:** Increase membership by 20% through new member acquisition and current member retention. (I=H,R=H)

- **Strategy 1:** Piggyback on the communications team survey to establish what RLS members see as membership benefits, value and ideas. See Goal 1 for timeline. Determine RLS preferred benefits (+3 months from Goal 1) (I: H, R: M)
- **Strategy 2a:** After NERM 2020, establish a Membership Affairs Committee with new volunteers to communicate the value of ACS membership to key stakeholders. (I: H, R: L/M)

**Goal 3:** Increase membership engagement by 5% of all members (by 2019 count) for RLS-sponsored activity (I=H,R=M)

- **Strategy 1:** By September 30, 2019, establish active YCC/WCC/SCC Committees. (I: H, R: H)
- **Strategy 2:** For NERM 2020 Each committee will host at least one event. (I: H, R: H)
- **Strategy 3:** In 2019, increase participation of members at targeted local section meetings through publicity and personal invitations. (I: H, R: L/M)
- **Strategy 4:** By the fall lecture, enhance the outreach of the emerging technologies seminar by streaming, recording and live tweeting. (I: M/H, R: M)

**Goal 4:** Create innovative interdisciplinary programs that foster unique collaborations within the chemistry community (Chem-UNITY). (I=H,R=H)

- **Strategy 1:** After NERM 2020, form a Programming Committee that completes ACS leadership course “Collaborating Across Boundaries.” (I: M/H, R: L/M)
- **Strategy 2:** Within 6 months of formation, identify 3 specific possible collaborations. (I: H, R: L)
- **Strategy 3:** After NERM 2020, develop a list of volunteers from academe and industry willing to mentor (by field). (I:H, R: M/H)
- **Strategy 4:** By the fall lecture, enhance the outreach of the emerging technologies seminar by streaming, recording and live tweeting. (I: M/H, R: M)