

## **POLY Strategic Planning Retreat Saturday, January 19, 2013**

### **“Final” Vision Statement**

Improving People’s lives through the transforming power of the polymer enterprise.

### **“Final” Mission Statement**

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

### **Goals and SMART Strategies for Goals**

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

#### **Strategies**

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 fore meeting at New Orleans. [Diana Gerbi]

Symposium organizer (Resource, M; Impact, H)

Member recruitment (Resource, M; Impact, H)

POLY leadership (Resource, H; Impact, M)

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

Initiate a member-get-a-member drive within 6 mos

Develop ad campaign for POLY benefits within 3 mos

New member recognition program at Indianapolis Meeting  
(Resource, M; Impact H)

1-3 Develop a concrete plan to engage new leadership for POLY. [Greg Tew]

Produce candidates for POLY leadership by fall 2013 ACS meeting.

(Resources, M; Impact, H)

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. [Frank Blum]

(Resource, M-H; Impact M-H)

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

#### **Strategies**

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

[Gobet Advincula, John Pochan]

Produce with ACS a webinar series from POLY national meetings (year 1)

Develop a distribution strategy for POLY workshops accessibility for non-attendees (year 2)

(Resources, H; Impact, H)

2-2 Publish two workshop reports (highlighting meeting content) per year for the next 3 years [Dylan Boday, Kate Beers]

(Resources, M; Impact, H)

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. [Bill Daly]

(Resources, H; Impact, M)

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

Press releases external to POLY (6 months)

Proactive solicitations and advertisements of awards (6 months)

Expand Ad Hoc Awards Committee

Examine coverage of awards, timing and recognition events (12 months)

Add 1 page press release requirements during nominations (6 months)

(Resources, L-M; Impact, M)

**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.*

## Strategies

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. [Mark Dadman]

(Resources, H; Impact, H)

3-2 Evaluate current social media and determine additional future opportunities to benefit members by Fall 2013 ACS meeting [Mary Ann Meador]

Implement most promising approaches by 2014

(Resources, L-M; Impact M-H)

3-3 Hold two Science Cafés on the usefulness of polymer science per year for three years. (H.N. Cheng)

Assign task force (H.N., Frank, and Kate for New Orleans)

Proposal to Executive Committee with a budget by May 2013

Inaugural café in Indianapolis

Integrate student participation in local section. A special activities group for student chapters

(Resources, M; Impact, M)

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

Tap into marketing and public outreach resources – SPARKLE and CPRD resources

Nominate a PR chair today or tomorrow at Exec. Committee meeting

Get report in New Orleans

(Resources, M; Impact H)

### **CRITICAL PAY ATTENTION TO ISSUES FOR POLY TO ACHIEVE VISION AND MISSION**

- Number of initiatives for POLY
- Finding enough volunteers
- Follow-up
- Financial resources. Can we afford to do all of these? How to finance.
- Mission creep/surrender!