



Cellulose and Renewable Materials Division  
<http://cell.sites.acs.org>



## Cellulose and Renewable Materials 2016 Strategic Plan April 27, 2016

### Vision

Inspiring bio-based solutions for a sustainable future

### Mission

Leading and supporting innovation in cellulose & renewable materials by providing a forum for our members to excel in the chemical sciences and technology

### Objectives

#### 1. **Improve Communications** (World Nieh, Kevin Edgar, Sheila Murphy)

It is the desire of the CELL division to improve communications so that its membership is better informed of initiatives, events, awards and the division so that the division organization is more transparent, its membership is better informed about events and opportunities associated with cellulose and renewable materials.

Success criteria include an increase in submissions for awards, a membership that participates in the non-technical events such as governance meetings at the national meeting and members more aware of the work of the CELL division beyond the national meeting.

- 1.1. Create a division overview for presentation ahead of the ACS National Meeting technical sessions.
  - 1.1.1. By Spring 2017, prepare a single slide summarizing key CELL activities at that meeting and have it presented by the symposium/session chair at start of each session during Sunday and Monday. (Publicity Chair)
    - 1.1.1.1. Build into the Technical Program a 5-minute introduction ahead of the start of each of the technical sessions, especially important for first couple of days. (Program Chair)
    - 1.1.1.2. Saturday March 12, 2016, request an experimental introduction Sunday March 13, 2016 for review at the following Executive Meeting (Communications Team)
    - 1.1.1.3. No later than two weeks before the start of the National Meeting have electronic summary sheets of CELL highlights available on website for downloading, and printed copies available outside meeting rooms on-site. (Communications Team)
  - 1.2. By June 16, 2016, form an editorial board, led by the Publicity Chair, to gather content. The board could be made up of representatives from other committees such as Awards Committee, Program Committee, EPNOE Representative, RIADICYP Representative, etc. (Publicity Chair)
  - 1.3. By July 31, 2016 explore options for enhancement of website including the potential for membership comments and interactions with membership. Report to Executive Committee potential options (Publicity Chair)
  - 1.4. By June 16, 2016, explore alternative (social media) modes of communication and engagement. (Publicity Chair)
    - 1.4.1. Find a member interested in looking after the Facebook page
    - 1.4.2. Carry out experiments with other forms of social media such as LinkedIn

**American Chemical Society**

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1.4.3. Consider a “NanoFiber” blast directing members to web content

1.5. By October 1, 2016, determine a process to frequently gather and publish funding opportunities.

1.5.1. Determine who is in charge (Communications Team)

1.5.2. Determine frequency of publication

1.5.3. Determine process of communication with members (web, email, social media)

1.6. By April 1, 2016, outline a process for advertising and soliciting nominations awards, program ideas, communication ideas from our members (Membership Chair)

1.6.1. Develop time-sensitive advertisements to solicit awards

1.6.2. Develop advertisements to solicit program ideas

1.6.3. Develop advertisements to solicit member ideas

1.7. By Spring 2017, determine desire of membership, and legal feasibility, for the list of brainstormed ideas for improved communications (Publicity Chair/Communications Team)

1.7.1. Feasibility to provide free and legal pdfs of most cited papers

1.7.2. Desire of membership for a Journal club

1.7.3. Webinars

1.7.4. Ability to vote for... e.g., best CELL paper for year

1.7.5. On-line voting of student Poster Session

## 2. **Enhance Engagement** (Soledad Pereson, Nikki Brown, Xiangtao Meng, Steve S Spinella)

It is the desire of the CELL division to enhance the activities provided by the division for its membership beyond national meeting attendance. A significant number of CELL members do not attend national meetings thus the division seeks to extend the range and type of benefits offered to its members.

Success criteria include an increase in member participation in CELL organized activities and increased awareness of CELL member activities.

2.1. By March 20, 2016 Form an events committee (Events Chair)

2.1.1. Proposed members: Maria Soledad Peresin, Stephen Spinella, Xiangtao Meng, Stephen Eichhorn

2.2. By Spring 2017 enhance the social program for members. (Events Chair/Events Committee)

2.2.1. Develop the banquet to ensure there is more time and space for people to mingle at the dinner rather than sit at tables (Events Chair)

2.2.2. Introduce a “Member Reception” on Saturday through conversion of the Executive Committee dinner to a member business followed by member reception (Events Chair)

2.2.2.1. By September 1, Propose to the Executive Committee to reschedule the open business meeting to Saturday (Chair)

2.2.2.2. By November 2016 complete details of Saturday reception (Events Committee: Events Chair, Sole and Steve E.)

2.2.2.3. By 28 February 2017, remind executive members of their responsibility to bring members to the business meeting (Chair)

2.2.3. Informally encourage continuation of a shadow banquet (Sole)

2.3. By December 2016, simplify the nominations packages for major awards (Awards Chair)

2.3.1. Establish a simple pre-screening process with minimal requirements ahead of the current process

2.3.2. Engage with membership to encourage submission of nominees for awards

3. **Embrace Diversity** (Monica Ek, Steve Eichhorn, Runcang Sun and Lucian Lucia)

It is the desire of the CELL division to ensure the Division welcomes a diverse membership and the diversity of the Division is represented in all activities and functions of the division.

Success criteria include a diversity ratio for the Executive Committee and Awardees to closely match the diversity of the Division's membership.

- 3.1. By August 2016, determine what demographic data the ACS holds for the CELL division (Membership Chair)
  - 3.1.1. Define the diversity of the CELL Division from which other activities can be judged (Membership Chair)
    - 3.1.1.1. Distribute to Executive Committee the CELL membership diversity profile on a quarterly basis (Membership Chair)
  - 3.1.2. Ensure elected and nominated offices within the Executive Committee closely match the diversity profile (Nominations Chair)
  - 3.1.3. Ensure the Awards Panels are staffed with a panel that reflects the diversity profile of CELL membership (Awards Chair)
  - 3.1.4. Add a commitment to diversity statement to the webpage (Publicity Chair)
- 3.2. By Fall 2017 have visible representation that celebrates our diverse and welcoming division (Chairs of Executive Committee)
  - 3.2.1. Generate and publish in an appropriate form articles that can represent role models
  - 3.2.2. Publish testimonials
  - 3.2.3. Celebrate our diversity
  - 3.2.4. Proactively solicit applications for all awards that represent the CELL diversity profile
    - 3.2.4.1. ACS Fellows
    - 3.2.4.2. Division Fellows
  - 3.2.5. Mentor potential candidates to vet out weaknesses and develop missing components of use for a member's future scientific career.
- 3.3. By Fall 2017, interact with divisions and organizations beyond CELL and the ACS that will enhance the diversity within CELL (Chair Elect)
  - 3.3.1. Establish a Diversity Committee (Chair Elect)
  - 3.3.2. Establish what assistance or resources the ACS International Affairs office can offer
  - 3.3.3. Coordinate with existing ACS diversity groups, WCC, LGBT group, chemists with disabilities
  - 3.3.4. Form ACS international chapter for CELL
  - 3.3.5. Consider enhancing relationships of CELL with the following organizations such as:
    - 3.3.5.1. Royal Society of Chemistry
    - 3.3.5.2. Chinese National Chemistry Association
    - 3.3.5.3. Latin Communities
    - 3.3.5.4. International Cellulose Conference (Japan)
- 3.4. Co-brand CELL at other organization meetings
  - 3.4.1. By July 2016, establish guidelines for financial support of events beyond those organized by CELL (Chair)

4. **Development and Training** (all)

It is the desire of the CELL division to provide membership development and training opportunities.

Success criteria include promotion and inclusion of activities such as workshops, webinars, mentoring to membership.

- 4.1. By Fall 2017, establish a Technical programming session or workshop for student development in Cellulose and Renewable Materials (Program Chair)
  - 4.1.1. Propose a Sunday morning workshop (Program Team)
- 4.2. Reach out to ACS Committee on Professional Training and determine what relates to CELL. Construct a plan of action of potential materials (Membership Chair)
- 4.3. By Fall 2017, determine the feasibility of launching a web-based development programs (Communications Team)
  - 4.3.1. Establish a webinar committee and develop the criteria and budget for hosting a webinar series
  - 4.3.2. Determine the feasibility, both financial and technical, to create and post development or fundamentals videos to website
- 4.4. By Spring 2017, establish a list of member mentors willing to offer soft skills advice (resume writing, interviewing skills) to members (Membership Chair)
- 4.5. By Fall 2017, conduct a survey of student members and determine their needs (Membership Chair / Communications Team)
- 4.6. By Spring 2017, determine the benefit of holding a CELL Volunteer Workshop to discuss officer and chair duties and determine the interest of members to work with current chairs and officers. (Chair-Elect)

## 5. Improve Industrial Relations (all)

It is the desire of the CELL division to enhance its relationship with industry in order to provide its membership with improved networking opportunities and interactions with industrial members.

Success criteria includes, but is not limited to, more visible industrial interactions within CELL.

- 5.1. By Spring 2017 re-establish an industrial lead from either an Industrial Liaison Officer or added responsibility to Membership Chair (Chair/Chair-Elect)
  - 5.1.1. Consult with Nominations Chair to encourage an industrial member of CELL to stand for an Executive Committee positions
  - 5.1.2. By Spring 2017, create a Talent Pool of students and professionals of potential interest to industry
  - 5.1.3. By Fall 2017, develop database of company contacts held by which member that the Executive Committee can consult when industrial interactions are desired. (Executive Committee/Industrial Liaison Officer)
  - 5.1.4. By Fall 2017, establish a database that correlates when the CELL division can do for which industry/company (Industrial Liaison Officer)
    - 5.1.4.1. Promote the database to assist companies find contacts for cellulose and renewable materials within universities
- 5.2. By Spring 2017, partner with other organizations or divisions that have good industrial relations
  - 5.2.1. POLY
  - 5.2.2. TAPPI
    - 5.2.2.1. TAPPI Nano
- 5.3. By Fall 2017, generate an industry-focused symposium (Program Chair)
  - 5.3.1. Determine if a prominent industrial chemist is willing to participate as host for CELL seminar
    - 5.3.1.1. Consider co-organizing with POLY/PMSE
    - 5.3.1.2. Consider mimicking POLY/PMSE model

- 5.4. By Spring 2017, develop and publish a list of NSF Funding opportunities to promote member interactions with industry
  - 5.4.1. Appoint a member to lead this initiative (Chair Elect)
  
- 5.5. Develop an internship program whereby CELL maintains a list active industrial internships and a list of students seeking internships to facilitate industry matching their needs with appropriate candidates and raise student member awareness of potential opportunities
  - 5.5.1. Appoint a member to lead this initiative (Chair Elect)