

### **Summary: Proposed CCA Strategic Plan**

- Goal 1. Design and provide timely resources (ideas, activities, materials, and publications) for public outreach.
  - Strategy 1: Develop planning documents and editorial calendars to ensure timely production of resources.
  - Strategy 2: Collaborate with other ACS publications to develop outreach resources.
  - Strategy 3: Create a mechanism to develop new outreach programs.
  
- Goal 2: Support and equip outreach volunteers with accurate and accessible training.
  - Strategy 1: Develop a volunteer tool kit by December 2019.
  - Strategy 2: Develop at least one themed demo video per celebration before Celebrating Chemistry is published.
  - Strategy 3: Provide one in-person outreach workshop to train students and volunteers at each national meeting (i.e. completion certificate).
  
- Goal 3. Increase (internal and external) visibility of CCA's mission.
  - Strategy 1. Maximize visibility of CCA programs on ACS website.
  - Strategy 2: Develop a mechanism to create social media content to support CCA programs.
  - Strategy 3: Develop internal/external partnerships based on theme and location.
  
- Goal 4. Grow and retain the volunteer pool.
  - Strategy 1. Continue to develop materials and program to recognize volunteers at all levels by December 2018.
  - Strategy 2: Develop a certification program for outreach volunteers by December 2018
  - Strategy 3: Develop and implement guidelines for recruiting new volunteers at the local section impact
  - Strategy 4: Develop a role description with duties and expectations for CCA associates and members as well as a succession plan by December 2018.

### **Committee Charge from Bulletin V, page 46**

The purpose of the Committee on Community Activities is to improve the public perception of chemistry by providing programs to connect chemists with their communities by:

- a. Providing guidance to the Society's community outreach programs and activities, and developing and implementing new resources/technologies to support, evaluate, and sustain them;
- b. Encouraging participation in community outreach programs through recruitment, retention and recognition of volunteers; and
- c. Informing the Board, Council and other SOCIETY bodies of the Committee's activities.