MPPG Communications & Outreach Subcommittee Meeting  
February 26, 2016

Participants:  
Lisa Houston – Subcommittee Chair/ENFL  
David Harwell – ACS  
Joan Ogburn-Hylon – ACS  
Nathaniel Janick - ACS  
Kennie Merz – COMP/SD Thematic Chair  
Martin Abraham – CEI/ Chair-Elect  
Dan Daly – BGMT/Chair  
Christi McInnis- YCC  
Mike Morello – M&E  
Michael Appell – DAC  
Monique Wilhelm – CHAS  
Susan Olesik – ANAL  
John Finley – AGFD  
Christine McInnis – YCC  
Jennifer Tanir – CEI  
Edward Mottel – Ethics  
Christine Landry-Coltraine – POLY  
Paul Rilema – CHED  
Nancy Levinger – PHYS  
Ashli Brown – AGRO  
Monika Konaklieva – LS: CSW (Chemical Society of Washington)  
Kathryn Beers – POLY/ SF Thematic Chair  
Patrick Woster – MEDI  
Andrea Twiss-Brooks – CINF  
Souhail Al-Abed – ENVR  
Maren Roman – CELL  
Amanda Bryant-Friedrich – TOXI  
Tom Elder - CELL

The Subcommittee met via conference call. The agenda topics included internal/external communication, efforts to promote the thematic programming and outreach opportunities. Action items are indicated by *Bold Italic* font.

**Internal/External Communication**

- The ACS Network is used as a document repository. David Harwell has added the presentations from the Denver meeting and the resulting Thematic Organizer guidelines that Bob Weber put together.
- Internal communication is driven mostly by email. This has been successful over the last 6 months.
- David Harwell will continue to send email invitations to all Local Section Officers and Councilors for the next 6 meetings to request that representative(s) be sent to the General MPPG meeting so that Local Sections can be engaged
earlier in the process of thematic programming including identification of the theme for the meeting being held in their Local Section area. Participation will also allow future hosts to build connections and learn best practices well ahead of their meeting. – Dan Daly to work with David Harwell to send invites to appropriate Local Sections for future meetings.

- A post-meeting newsletter is prepared by the MPPG Chair and sent to MPPG members and host section representatives to share and use for advertising. It was suggested that an outline/bullet format may make it easier to read and that a summary be added to the MPPG website. The MPPG Chair will prepare a Post-meeting newsletter after each National meeting. David to add the Newsletter to the MPPG website.

- The MPPG website has been streamlined considerably and almost too much. Determine if we can add additional content (Charter, Post meeting Newsletter, etc.). Identify an individual to oversee an update of MPPG website after each National meeting.

Promotion of Thematic Programming

- David Harwell reported that promotional material for San Diego has been included in the registration packet, meeting newsletters, Social Media, program, mobile app, etc. The thematic program is so large that it barely fits on a single page flyer. Recognition of the importance of the theme has become widely recognized and the standard. Consider paying student(s) to be Social Media leads. Cost would have to come from thematic organizer funds.

- Efforts to promote thematic programming with the ACS Press Office have resulted in push back since they do no consider most topics to be newsworthy. David Harwell is trying to promote from a different direction including technology applications and addressing significant issues/problems. Thematic Organizers to identify talks/symposia that are newsworthy.

Outreach

- The San Diego meeting outreach event will be a Presidential Outreach Event: Exploring Our World Through Chemistry (Cosponsored by CCA and ACS Member Communities) held at the Central Library, 330 Park Boulevard San Diego, CA 92101 on Saturday, March 12, 2016, 1:00 PM-4:00 PM. Need to ensure that future Thematic Organizers are engaged with the organizers to see if the theme can be incorporated in the event.

Metrics

- We are still are struggling with how to measure success. We can get the # of likes/retweets from Social Media, newsletter clicks, circulation rates, analytics for website, and number of attendees at the Plenary and Kavli lectures.

The roadmap below has been updated based on the above. Items in **BOLD** indicate new and/or ongoing efforts.
• Internal/External Communication
  o ACS Network – depository of MPPG documentation, presentations, etc. – **Add the presentations from the previous meeting.**
  o Email – Post-meeting update/newsletter from MPPG Chair. **Add bordering Local Sections to the past and future Host sections to the Distribution list.**
  o ACS Website – Information on MPPG as a subset of Divisional Activities Committee. **Add the Newsletter and Charter to the MPPG website.**

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPPG</td>
<td>ACS Network, ACS Website, Email</td>
</tr>
<tr>
<td>Technical Divisions</td>
<td>Email to Division Officers, MPPG representative report, Division Newsletter and Website, DAC Newsletter</td>
</tr>
<tr>
<td>ACS Committees</td>
<td>Email to Committee Chairs, Councilor Newsletter, DAC Newsletter</td>
</tr>
<tr>
<td>Local Sections</td>
<td>Email to Local Section Officers &amp; Councilors, Host local section newsletter</td>
</tr>
<tr>
<td>ACS wide</td>
<td>C&amp;EN articles/press releases, Cut and Paste Newsletter, mail, social networking</td>
</tr>
<tr>
<td>Public</td>
<td>Local newspaper advertising, press releases, local schools/teachers, other professional organizations/society</td>
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• Promotion of Thematic Programming
  o Marketing materials –
    • Meeting program – 1 page ad for upcoming themes
    • **Thematic program brochure – Make it trifold so it is easy to carry and refer to**
    • Theme logo – **Make business cards with logo, contact info, solicitation of future themes and QR code with link to program info**
    • Banners at ACS meeting with current and next theme
    • Graphics to Local Sections, Divisions for website, newsletters, etc. via ACS Network.
  o ACS email Newsletter – includes thematic programming information
  o Video at previous meeting highlighting upcoming theme
Use Office of Undergraduate Programs to reach institutions, local Chem Clubs, local ACS Student Chapters, etc. in the area of the meeting

Email blasts

C&E News –
  - ad in several issues after previous meeting announcements are out; good to have 6 weeks prior to call for papers issue
  - Op-ed from DAC Chair/MPPG Chair

Press releases - Thematic Organizers to identify talks/symposia that are newsworthy

Science magazines - inChemistry; Others?

ACS Website - ad for upcoming themes

MPPG website – twice yearly updates; revise member list and timeline as needed

Local news - Press office is working with local news agencies

Local Convention bureau – Working with Local Bureaus

Social Media
  - ACS Network
  - LinkedIn – ACS Group has 14,195 members – timely posts/discussions on thematic programming
  - Facebook – timely posts/discussions on thematic programming
  - Twitter - timely posts/discussions on thematic programming
  - Any new communication avenues we should consider such as Pinterest, Instagram?
  - Consider paying student(s) to be Social Media leads.

Press conferences – ACS Staff to follow up after meeting to determine how many thematic press conferences were held.

Recorded content – Recording of Kavli and plenary speakers for ACS webinars.

Metrics
  - Feedback – Lisa created surveys with ACS Staff to formalize feedback mechanism for theme organizer and theme coordinator. Implemented surveys for theme organizers and theme coordinators. Need to implement survey for Divisions.
  - Assessment/metrics/Survey – ACS Staff to help collate metrics from meeting to gauge and communicate success.
    - Society – Increased attendance at meetings; new ACS members. Capture attendee data at Plenary & Kavli lectures.
    - Attendees – Add 1-2 targeted questions to Post meeting survey to measure success of thematic programming.
    - Divisions – Increased Symposium attendance in general and non-Division attendees in particular

Outreach –
Industry – Identify industry in region of National Meeting to obtain sponsorship and participation. Contact Corporation Associates to identify industrial outreach opportunities.

Educational Outreach – K-12 educational event(s) be organized in the local region of the upcoming National Meeting related to theme. This would build local interest and local news coverage.

Local/Regional Outreach
- Contact Local Section representatives and CCA for liaison and ideas for local event based on theme. Invite to MPPG meetings to provide input on upcoming meetings
- Formation of a small working group (Local Section volunteers) to help Theme Organizer/MPPG with organization of local/regional activities
- Provide a poster to advertise at the Regional Meetings prior to and near the National meeting city. This could grow into symposia related to the theme to build regional interest.
- Tie theme into Presidential event for community outreach.
- Broadcast symposium to local section as one of their Local Section activities.

Other Professional Organizations - Identify appropriate organizations – may be location and/or theme specific.