

Current Roles and Responsibilities

1. Design and provide timely resources for public outreach (*i.e. ideas, activities, materials, and publications*)
 - Strategy 1-1: Develop planning documents and editorial calendars to ensure timely production of resources.
 - Champion: Verrill,
 - Staff: David H
 - Project Leader: **TBD**

 - Strategy 1-2: Collaborate with other ACS publications to develop outreach resources.
 - Champion: Rick
 - Staff: Patti
 - Project Leader: **TBD**

 - Strategy 1-3: Create a mechanism to develop new outreach programs.
 - To volunteer – talk to Lori, Lily
 - Champion: Lori
 - Staff: Lily
 - Project Leader: **TBD**

Current Roles and Responsibilities

2. Support and equip outreach volunteers with accurate and accessible training.
 - Strategy 2-1: Develop a volunteer tool kit by December 2019.

Champion:	Jackie and Shawn
Staff:	Patti
Project Leader:	<u>TBD</u>

 - Strategy 2-2: Develop at least one themed demo video per celebration before Celebrating Chemistry is published.

Champion:	Janet
Staff:	Patti
Project Leader:	<u>TBD</u>

 - Strategy 2-3: Provide one in-person outreach workshop to train students and volunteers at each national meeting (i.e. completion certificate).

Champion:	Mike
Staff:	Lily
Project Leader:	<u>TBD</u>

Current Roles and Responsibilities

3. Increase (internal and external) visibility of CCA's mission
 - Strategy 3-1: Maximize visibility of CCA programs on ACS website.
 - Champion: Ressano
 - Staff: Marcia
 - Project Leader: **TBD**

 - Strategy 3-2: Develop a mechanism to create social media content to support CCA programs.
 - To volunteer – talk to Neal, Marcia
 - Champion: Neal
 - Staff: Marcia
 - Project Leader: **TBD**

 - Strategy 3-3: Develop internal/external partnerships based on theme and location
 - To volunteer – talk to Rick and Verrill, David
 - Champion: Rick and Verrill
 - Staff: Patti
 - Project Leader: **TBD**

Current Roles and Responsibilities

4. Grow and retain the volunteer pool.

- Strategy 4-1: Continue to develop materials and program to recognize volunteers at all levels by December 2018.

To volunteer – talk to Alexsa, Marcia

Champion: Alexsa

Staff: Marcia

Project Leader: **TBD**

- Strategy 4-2: Develop a certification program for outreach volunteers by December 2018.

To volunteer – talk to Holly, Marcia

Champion: Holly

Staff: Marcia

Project Leader: **TBD**

- Strategy 4-3: Develop and implement guidelines for recruiting new volunteers at the local section

To volunteer – talk to David K., Patti

Champion: David K.

Staff: Patti

Project Leader: **TBD**

- Strategy 4-4: Develop a role description with duties and expectations for CCA associates and members as well as a succession plan by December 2018

To volunteer – talk to Mike and Holly, Lily

Champion: Mike and Holly

Staff: Lily

Project Leader: **TBD**