

Local Section Innovative Project Grant (IPG) Application Form

Sponsoring Local Section:	New York
Submission Date:	01/31/2017
Title of Project:	Increasing Member Engagement via Social Media
Brief Description:	Social media will be used to attract younger members to NY ACS events and ameliorate traffic and weather impediments to the participation of longtime members and volunteers. Targeted Facebook ads will be used to inform our younger members of NY ACS events. Seminars and events will be live streamed and used to generate webinars to increase member involvement.
Name:	Brian R. Gibney
Address:	[REDACTED]
Tel:	[REDACTED]
Email:	[REDACTED]
Does the Section currently have an active IPG funded by LSAC?	Yes
If yes, indicate submission date:	
Name of Current Section Chair:	Brian R. Gibney
Letter of Support from Local Section attached? (If the Section Chair is the Project Coordinator, a member of the Executive Committee must submit the support letter.)	Yes
Upload Local Section's letter of support here (acceptable formats: .pdf, .doc, .docx).	NYACS_IPG_Support_Letter.pdf (26k)
Letter(s) of support from your co-sponsors attached?	No
Upload co-sponsor's letter(s) of support here (acceptable formats: .pdf, .doc, .docx).	
Which groups are co-sponsors?	None
Specify partnership(s):	None.
What are the project's goals/objectives?	The Project has the following three goals: 1. Increase membership participation both in person and through electronic media. 2. Improve marketing of NY ACS events to the local community with an emphasis attracting the participation of younger members 3. Provide archived content (seminars, demonstrations) of value to members

<p>How is this project consistent with your local section's strategic plan?</p>	<p>The Strategic Plan of the New York Local Section of the ACS (NY ACS) seeks to leverage advanced technology to enhance the professional activities and services for our diverse membership. A recent Threats-Opportunities-Weaknesses-Strengths (TOWS) analysis of the NY ACS performed by its Long Range Planning Committee identified three significant threats that are addressed in this Proposal. First, the low rate of participation of industrial chemists due to ever changing corporate priorities and the loss of area jobs threatens the career diversity of the section. Second, the low rate of participation of millennials in section activities weakens the leadership pipeline and threatens the long-term viability of the section. Third, the dwindling visibility of the section, and its apparent relevance to its members and the community at large, adversely effects the recruitment of new members and the philanthropic donations needed to operate the section.</p>
<p>Justify how the project is innovative for your local section or a unique one-time opportunity.</p>	<p>This project is innovative because it seeks to couple the technical content of our local section activities with social media marketing to engage a younger and more diverse population of chemists and members of the greater community. The 100 events organized by the NY ACS are a rich, and yet underutilized, resource of high-quality content that can be used to provide information, to engage and empower our members, to support of STEM educators, and to communicate chemistry's value. This Proposal seeks to promote these events using targeted social media advertisements, provide them as a live-stream video/audio to members obviating the need for travel, and to record them for future use by the membership. These efforts will increase the visibility of the NY ACS, and allow it to provide content on-demand. These are expected to increase membership participation in the section's activities by providing greater member value.</p>
<p>How will this project stimulate local section members to become and remain involved?</p>	<p>Members want value. At present we lack the capability to record, broadcast or archive our section's activities which limits the value to the membership. In addition, we have not use the targeted advertising available on social media (Facebook, LinkedIn) to attract and retain members by showing them the value of the NY ACS. We believe that we will engage new members by broadcasting events (technical talks, symposia, chemical demonstrations for educators, award presentations) that provide items of interest/value to them. These broadcasts will be made in real-time, but will also be edited and archived for future viewing. In addition, these broadcasts/webinars will be used to cross market other section activities to inform active and new members of all the other opportunities for engagement with the NY ACS. Demonstrating the value of the NY ACS to its membership and its community will stimulate and retain member involvement.</p>

<p>What is the project's plan of action? Please include probable date(s).</p>	<p>Summer 2017: The NY ACS website will be upgraded to allow for tracking of content delivery. The necessary audio-visual equipment will be purchased and tested. All Fall 2017 Local Section events will be posted to our social media outlets (Facebook and LinkedIn). Select events will be advertised on Facebook (\$20 in ads over the two-week period preceding the event, to the NY ACS geographical area, users aged 18-35). Practice seminars will be live-streamed to identify and correct technical issues with content delivery.</p> <p>Fall 2017: The Inorganic, Organometallic and Nanoscience Symposium will serve as the initial event for live-streaming to the membership. This will be followed by other seminars.</p> <p>Spring 2018: The NY ACS Sectionwide Conference and Williams H. Nichols Symposium will be live-streamed. The attendance data from broadcasted events will be compared with previous years' data to evaluate the impact of these efforts.</p> <p>May 2018: The final report for the IPG will be written.</p>
<p>Identify target audience(s) and estimate the number of people to be reached. Estimate the number of members involved in organizing the project.</p>	<p>Target audience: The target audience is the members of the NY ACS that do not currently participate in section activities and those who can not travel to the events. This includes local students (high school / undergraduate / graduate), STEM teachers (high school to university), ACS members, and the local community including elected representatives.</p> <p>Number of people reached: 7,500 (100 events with 30-300 in person and online participants)</p> <p>Organizers: 20 (NY ACS Executive Committee, webmaster, Subsection Chairs, Topical Group Chairs and Committee Chairs)</p>
<p>How will IPG funding seed continuing events following the completion of this project?</p>	<p>The funding will overcome the activation barrier of purchasing the equipment and establishing the IT infrastructure to support the broadcasting of events live, and their presentation from digital archives. Successful implementation of the proposed activities will allow for straight-forward broadcasting in subsequent years. The NY ACS currently pays for its own internet domain, email server, webhosting service and webmaster and maintains both Facebook and LinkedIn groups. The fees to maintain streaming capabilities represent an incremental increase on its tight budget. Funding the added expense of \$500/year for Facebook advertisements will be discussed by the NY ACS Board of Directors depending on the data derived from the first year of implementation.</p>
<p>If the spaces below are insufficient, you may also upload an itemized budget spreadsheet with explanations (acceptable formats: .xls, .xlsx).</p>	
<p>Item:</p>	<p>Facebook Ads</p>
<p>Expense:</p>	<p>500.00</p>

Justification:	To promote NYACS events to younger members and the public
Item:	HDMI Camera with 1TB video storage device
Expense:	999.00
Justification:	To record seminars/events for
Item:	Encoder
Expense:	599.00
Justification:	To stream audio/video to the web
Item:	Microphone
Expense:	188.00
Justification:	External microphone for professional audio recording
Item:	
Expense:	0.00
Justification:	
Item:	
Expense:	0.00
Justification:	
Additional funds requested from other sources:	0.00
Justification:	
Project Total:	2286.00
Total Requested from LSAC:	2286.00
How do you plan to evaluate the success of your event?	In-person and online attendance will be tracked and compared to data from the previous five years to evaluate the immediate impact. All attendees will be surveyed to determine how they heard about the event (impact of Facebook ads), their previous attendance at NY ACS events (new vs. continuing member engagement), and the quality of the event (speaker quality, technical quality of broadcast, streaming quality). .
What tools will you use to measure success of event (i.e., surveys)?	All participants will be surveyed using short SurveyMonkey surveys immediately following the event. A second survey six months later will evaluate whether they participated in additional events (increased engagement) and whether those are more recent events (continued involvement) or earlier events (ability to view past webinars) Social Media metrics (views, comments, engagements, likes, shares) will be used to measure success as well. The impact of the purchased ad will be assessed.

<p>How will you use the data captured for future planning?</p>	<p>The collected data will be analyzed by the Long Range Planning Committee (LRPC) of the NY ACS for presentation to the NY ACS Board of Directors. The LRPC will use the data to develop a plan for future implementation of live-broadcasts and recording of webinar content. The LRPC will also review the data from social media advertisements to make a recommendation to the NY ACS Board of Directors for future financial support of these outreach efforts.</p>
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New York Section

<http://www.NewYorkACS.org>

Dear Local Section Activities Committee,

I am writing in whole-hearted support of the New York Local Section's Innovative Project Grant entitled "Increasing Member Engagement via Social Media". As Chair-Elect it is my honor to represent the Executive Committee in supporting this IPG coordinated by our current Chair Brian Gibney. We are all excited to begin implementing the proposed project.

The New York Local Section is observing decreased participation by younger chemists and industrial chemists. This is a multi-faceted problem that the New York Section that this innovative project addresses. This IPG is a concerted effort to engage members who are digital natives. The proposed project attempts to engage them where they live, on social media. The first approach is to show them the variety of events that the NY ACS sponsors using targeted Facebook advertisements. This allows the NY ACS to build its brand and populate its Younger Chemists Committee. The second, and most innovative aspect of the proposal, is to live-stream our events so that members can access the content without leaving their homes or offices. This is designed to increase member engagement and demonstrate the value of chemistry to society. Lastly, the recorded content will be offered on our website as archived webinars. It is believed that these webinars will become a resource for the STEM community.

Thank you for your prior support and your consideration of this IPG application.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Joseph M. Serafin', is written over a light blue horizontal line.

Joseph M. Serafin
NY ACS Chair-Elect