

ACS-GHS September Meeting Minutes

September 20, 2021

1. **Welcome/Introductions:**

Meeting convened at 6:32 p.m. over Zoom (Online) by Dawn Friesen.

Attendees:

Board Members:	Position	Active Volunteers:
<input checked="" type="checkbox"/> Dawn Friesen	Chair	<input type="checkbox"/> Amiee Modic – AACT Liaison
<input checked="" type="checkbox"/> Eme Abu	Chair-Elect	<input type="checkbox"/> Tai-Yen Chen
<input type="checkbox"/> Crystal Young	Past Chair	<input type="checkbox"/> Jerry Yang
<input type="checkbox"/> Kevin Ramirez	Secretary	<input type="checkbox"/> Cotton Star
<input type="checkbox"/> Sam Lewis	Treasurer	<input checked="" type="checkbox"/> Maryanne Mores
<input checked="" type="checkbox"/> Laura Smith Callahan	Director	<input type="checkbox"/> Kiresha Johnson
<input checked="" type="checkbox"/> David E. Thompson	Director	<input type="checkbox"/> Usha Devathosh
<input type="checkbox"/> Lynn Foster	Director	<input checked="" type="checkbox"/> Safia Mohamed
<input checked="" type="checkbox"/> Loïc Samuel	Director	<input checked="" type="checkbox"/> Yangwei Liu
<input type="checkbox"/> David Germack	Councilor	
<input checked="" type="checkbox"/> Mamie Moy	Councilor	General Attendees:
<input checked="" type="checkbox"/> Larry Dennis	Councilor	<input checked="" type="checkbox"/> Tracey Willis
<input checked="" type="checkbox"/> Amber Hinkle	Councilor	<input checked="" type="checkbox"/> Anita FNU
<input checked="" type="checkbox"/> Carolyn Burnley	Councilor	<input type="checkbox"/>
<input type="checkbox"/> Valerie Lafitte	Councilor	<input type="checkbox"/>
<input checked="" type="checkbox"/> Javoris Hollingsworth	Alt. Councilor	<input type="checkbox"/>
<input type="checkbox"/> Snigdha Chennamaneni	Alt. Councilor	<input type="checkbox"/>
<input checked="" type="checkbox"/> Kerry Spilker	Alt. Councilor; Community Affairs Chair	<input type="checkbox"/>
<input type="checkbox"/> Bob Botto	Alt. Councilor	<input type="checkbox"/>
<input type="checkbox"/> Tom Malloy	Alt. Councilor	<input type="checkbox"/>
<input type="checkbox"/> VACANT	Alt. Councilor	<input type="checkbox"/>
<input checked="" type="checkbox"/> Lisa Houston	Awards Chair	<input type="checkbox"/>
<input type="checkbox"/> Roxie Allen	Education Chair	<input type="checkbox"/>
Needed for Quorum:	12	<input type="checkbox"/>
<input checked="" type="checkbox"/> Quorum Met		<input type="checkbox"/>

2. **Adoption of May, June, July, and August 2021 Meeting Minutes:** Dawn Friesen

Quorum met. May, June, July, and August 2021 meeting minutes approved.

3. **Budget Update:** Sam Lewis

No update.

4. **Committee Updates:**

I. Programming Committee: Eme Abu

- Younger Chemists Committee (YCC): Safia Mohamed

YCC Virtual Mentorship Event (August 21) was a success! 35 participants registered including 9 ACS career consultants, 2 former ACS presidents, and 3 ACS fellows. Mentees were introduced to informational interviews, participants grouped either 1 on 1 or 2 on 1 based on their responses to the pre-event survey.

- Participants from OR, NV, MI, IL, IN, PA, NY, and TX
- GHS YCC made many valuable connections via Twitter, which lead to collaboration with ACS Career Consultants (Tom Halleran) and connection to Eastern US YCC Partnership. Also lead to an invitation from Rampur Viswanath to organize an event as 2022 ACS Western Regional Meeting (Las Vegas, NV, October 2022).
 - Lisa – may want to try organizing something closer to home, possibly at SWRM 2022 in Baton Rouge.
 - Dave Thompson – certainly an honor to be invited, worth exploring further. Maybe get support from local section in Western Region to provide local resources with Safia’s leadership?
 - Safia – will consider and see what deadline is before making decision
- Also looked through ACS Communities and invited sections with highest member counts and recent activity, as well as reaching out to graduate advisors at TX universities. List of contacts are in YCC folder on DropBox
- At least one mentor/mentee pairing is continuing contact after event.
- Collected information on which participants were members and which would like to become a member – shared information on ACS resources and new membership tiers to participants.
- Lessons learned – 35 registered, only 22 attended. Large number of last-minute registrations. In future, will close registration 1 week in advance of event and will make it clear to registrants that you *will* be paired with another person. Considering a 72 hr cancellation policy to find another mentor or mentee match. Will also share information on groupings to give participants time to prepare to meet their mentor/mentee match.
- Eme attended the mentorship event and found her pairing very useful.

YCC Social Mixer/Trivia Night

- Registration open, will be held at Axelrad Beer Garden on Saturday, Oct 23. Venue waives reservation fee for non-profits. Will be held on their balcony, catering for 20 (can hold 60 people). First 10 people to arrive will receive goody bag, trivia prize is periodic table blanket. Pizza will be ordered from Luigi’s Pizza. Attendees will get pizza, themed cookie, and drink ticket for beer or color-changing lemonade.

- Worked with Axelrad to offer a featured drink called “Catalyst”, aka a color-changing Moscow Mule made with butterfly peaflower-infused vodka. Not included with ticket price, but available for purchase.
- Have rented AV equipment from venue. Live music at venue after GHS event if people choose to stay.
- Working on trivia questions around NCW theme with new volunteers from membership and mentorship event.

List of new YCC volunteers from website or events, some of whom are helping with trivia night event. List of new members and volunteers is on DropBox.

- Women Chemists Committee (WCC): Lynn Foster

No update.

- Minority Affairs Committee (MAC): Javoris Hollingsworth

Looking for participants for future activities in school year.

- Chemistry Career Roadshow – virtual option! Looking for volunteer panel of people in government, industry, academia to meet virtually with schools and provide guidance to high school students regarding chemistry as a career. Probably looking for 1 hr blocks of time, starting in November and later.
- Would also like to bring back Women in Industry Panel similar to event run previously – looking for volunteers.
 - Carolyn – is there a prospectus written anywhere with what you are looking for regarding volunteer commitment for these events - number of dates, time commitment, backgrounds, etc? Dave Thompson – agreed, especially if any travel is involved. Javoris – should be virtual, no driving required. Tracey and Dawn agreed, easier to get commitment from participants. Javoris agreed to put something together for volunteer recruitment.

- Engineering Council of Houston Liaison (ECH): Larry Dennis

- EHC meeting Sept 2, in person at HMNS. From minutes, reported on successful summer intern program at museum. Also discussed ongoing plans for climate change group (Tom Rehm’s initiative). Also distributed a timeline of major ECH events over the year.
- Invoice for yearly dues to ECH received, to be sent to Sam.

- Senior Chemists Committee (SCC): Carolyn Burnley

No update.

- Fall Social: Eme Abu

Rescheduled to Friday, November 5th at 6 pm (approx. 1.5 hr - 2 hr), still 6 people registered. Kerry asked if venue is outdoors? Eme – no, but limiting number of participants. Carolyn – can we add value of package to posts to drive participation? Laura – not a lot of engagement with posts, would be better if everyone shared event to get more views/participants. Dave Thompson – or invite someone personally? Are there non-alcoholic beverages available for non-drinkers? Eme will confirm and share with group.

- Seminars: Dawn Friesen

Jason Hein (UBC) – approx. 18 attendees, recording is now up on GHS YouTube channel.

Upcoming Seminars:

Roger Bertholf (Houston Methodist) – Thursday, October 7th. Title: The Predictive Value of Medical Laboratory Tests: Why Tumor Markers Have Been Such a Disappointment.

Allison Campbell (PNNL, Retired) – Thursday, November 18th. Topic: Biomineralization research and science advocacy.

- Science Café: Kerry Spilker

Science Café: The Chemistry and Craft of Bread Making

Kerry met with Emily Buehler by zoom and did a tech test. She also has a copy of Emily's book on hand for a door prize giveaway. She has tested the wifi connection at White Elm Café and talked to café owner to select food. Will coordinate with Dawn for on/off-site technology.

To be held Thursday September 30, 2021 from 6-7 pm CDT via Zoom. In-person event to be held at White Elm Café, \$5/person (~\$10 value). Can either get drink and pastry, or have \$10 put towards a meal. Currently 50 virtual registrants, 5 in-person registrants.

II. Awards Committee: Lisa Houston

Received 17 nominations for 5 local section awards, selection committees created and evaluating nominations. Expect to have winners decided between Sept 22 and 23 to start notifying winners and nominators.

Awards Ceremony will be hybrid. In-person venue will be at Junior League of Houston starting at 6 pm, dinner at 7 pm, awards start at 7:30. Flyer and sponsorship package completed and ready to send out. Looking for event and student sponsorships. Need volunteers for programming, promotions and marketing committees. Carolyn – is there a list of requirements? Lisa – will share with Dawn to send to committee. Laura – Advertisements already up on social media. Note from Lisa – do not need to be attending the Awards Ceremony to assist with organizing committees.

Two student travel scholarship applications received for SWRM – allowed to nominate two students, requesting board permission to submit the applications for funding – approved. Received word from SWRM that Jennifer Notz from GHS received SWRM award for excellence in High School teaching. No other SWRM award announcements received. Javoris – thanks to Lisa for her help with the final push on Stanley C. Israel award nomination.

III. Education Committee: Roxie Allen

- Chemistry Olympiad: Jerry Yang
No update
- Project SEED: Carolyn Burnley & Javoris Hollingsworth
No update
- AACT Liaison: Amiee Modic
No update.

Kerry is working with Amiee/AACT to get an Ask a Scientist lab tour organized with Argonne National Lab that can be recorded. Currently working on date. Kerry noted that ANL scientists are generally nervous about not knowing what questions will be asked, so will try to craft a list of general questions to lead into a story about their scientific careers.

- High School Chemistry Clubs Liaison: Usha Devathosh
No update
- Middle School Liaison: Kiresha Johnson
No update
- Scholarship Exam: Tai-Yen Chen
No update
- Student Affiliates: Loïc Samuel
No update
- Science Fairs: ECH Liaison, Larry Dennis

2022 Science and Engineering Fair of Houston will be held Feb 26, 2022 at George Brown Convention Center. Judging applications will be up on SEFH website this month (Sept).

IV. Community Affairs: Kerry Spilker

Preparing for National Chemistry Week. Amiee will be point person for illustrated poem contest.

- Kids & Chemistry: Bob Botto

No updated from Bob. Kerry has contacted Estes Rocket and the Houston Rocket Club (NASA affiliated). Will have a speaker from Estes Rockets – middle to high school audience. Will also have a speaker from Houston Rocket Club to speak about rocket fuel chemistry – ACS member audience. Will get them on the calendar in near future.

- Education Rainbow Challenge: Eme Abu

No news from organizers, not likely that event will be held this year at this point.

- Industry Relations: Kevin Ramirez
No update
- Government Affairs: Kerry Spilker
No update

V. Communications & Technology: Laura Smith Callahan

Some issues with social media – Twitter is gating number of posts per day. If you see missing posts, let Laura know.

Welcome back to Yangwei Liu to Communications Team!

VI. Nominations Committee: Crystal Young

Several nominations for Director, a few for Alt. Councilor. Still no nominations for Chair-Elect and Secretary, possibly Councilor position open. Dawn – if your board position is expiring at the end of this year and you have not yet notified the nominations committee whether or not you are re-running, or would like to change position, please do so as soon as possible.

VII. Strategic Planning: Amber Hinkle

Amber reviewed GHS vision and mission, as well as strategic goals and 2021 progress as reported by Committee leaders responsible for each goal (see Appendix for slides).

Goal 1: Increase active volunteers/leaders by 100% in 3-5 years

2021 strategy to hold local section passport event using IPG funding (Snigdha) – status? Dawn – IPG was closed in early 2021, did not hold passport event due to COVID.

Membership committee (David Germack, oversees Goal 1) – Safia as highly active YCC leader going well, re-energizing seminar series. New student engagement coming in through YCC. Looking to leverage new membership structure to gain members. Would like to brainstorm ways to re-engage past/inactive members. Lisa – 2 new volunteers for Awards committee this year. Dawn – virtual is also helping to reduce geographical barriers to participation/volunteering.

Goal 2: Continuously improve and use up to date communication methods.

Preliminary goal – differentiate content in social media feeds to target specific audiences, follow up on feedback from PR makeover. Laura – Makeover commented that newsletter and website are antiquated and need to be overhauled. Don't have bandwidth to do so this year, will address next year. Need more people on Communications committee – each social media channel should have at least 2 people running it (Amber – great way to add more volunteers with clear responsibilities). Board should be engaging/sharing posts more, our social media engagement is too low for size of section. Dawn – we do have other sections asking us for social media/website advice, so not all bad. David Thompson – appreciates communication that already is happening. Need to find the right balance between spending time on communicating to people or spending time fiddling with technology.

Goal 3: Be a leader in communicating to the general public the nature and value of chemistry and related sciences.

Work with Communications & Technology Committee to use virtual tools (Zoom, website, social media, etc.) to inform community of events. Provide website activities for CCEW/NCW, increase STEM outreach through student awards night and other events. Kerry – starting the year with goals up front makes it much easier to follow through on strategy. Collaborating with other sections for virtual events like Science Café also makes sense. Can we continue to invite other sections to future virtual events to engage a wider audience than just ACS members?

Amber – doing exceptionally well on moving strategies forward through 2021 goals. Will revisit in January transition meeting and continue to plan for 2022

Amber also provided a brief update on changes to the ACS national change drivers to be used for 2022 planning. These are included in the Appendix and will be reviewed in more detail at the 2022 Board Transition Meeting.

VIII. Membership: David Germack

No update

New membership options are live for 2022: www.acs.org/newchoices

IX. Financial Advisory: Larry Dennis

Will review with committee and put together a summary to be sent out prior to October meeting.

X. Fundraising (Ad hoc): Snigdha Chennamaneni

Finalize sponsorship document and flyer for Awards Ceremony. Moving on to securing event sponsorships.

XI. Councilor Updates:

- Brief update from Councilor talking points: The ACS Fall 2021 Meeting was held live from August 22-26, and on-demand from August 30 – September 30. As of August 25th, there were 8,205 registrations (1,895 in person and 6,310 virtual). Of the approximately 1,200 oral sessions held, 71 were only in-person, 244 were hybrid, and 855 were held virtually. Kerry noted that previous meetings have had around ~14,000 attendees in person, surprised at low attendance. Amber – people still struggling with idea of paying to attend virtual conferences. Mamie – 8000 considered good attendance for hybrid meeting, and notes that 400 – 500 additional people are present for governance activities but aren't formally registered for the conference.

5. **Other Business:**

- a. To assist ACS in advancing its core value of Diversity, Equity, Inclusion and Respect, all committee members and ACS leaders are encouraged to take the two-hour course entitled "**Leading Inclusively: Beyond Lip Service**," developed by La'Wana Harris, a Certified Diversity Executive, International Coaching Federation (ICF) Credentialed Coach, and global leadership development professional. To register, please go to <https://learning.acs.org/course/view.php?id=996>.
- b. The ACS Committee on Public Relations & Communications is sponsoring the Chemistry Ambassadors Elevator Speech Video Challenge. Share your passion for chemistry by creating a short video & you could win a \$150 gift card! Winners will be announced on Mole Day – Saturday, Oct 23, 2021. (<http://www.acs.org/cprc>)
- c. Have a new volunteer applying on the GHS inbox – Maryanne is talking to them and will put in contact with Committee Chairs. Dawn – for next year, we should put together a process for warm onboarding of volunteers.
- d. Consider volunteer needs for fall events – reach out/advertise needs early.

Meeting Adjourned At:	8:02 p.m.
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Appendix: GHS Strategic Plan Update and ACS Change Drivers

American Chemical Society



Greater Houston LS

Strategic Plan Update

September 2021

Amber Hinkle, Counselor

GHS Vision and Mission



ACS GHS Vision and Mission:

Improving lives through the transforming power of chemistry.

Empowering members and the community to thrive in the global economy and promote public understanding of the value of chemistry.

American Chemical Society

Final GHS Goals 2019 and beyond



Goal 1: Increase active volunteers/leaders by 100% in 3-5 years

2020 Strategy – Membership committee targeting another 10 new, active volunteers.

Preliminary 2021 Strategy – hold a virtual local section passport event, using remainder of IPG funding

American Chemical Society

Final GHS Goals 2019 and beyond



Goal 1: Increase active volunteers/leaders by 100% in 3-5 years

2021 Strategy – September Update

- 1 How can we re-engage
- Ex past/inactive members?
- Re-energized seminars (virtually)
- Plans to utilize new membership structure to engage students and community further

American Chemical Society

Final GHS Goals 2019 and beyond



Goal 2: Continuously improve and use up to date communication methods.

2020 Strategy – Communications and Technology committee applying for a PR makeover from CPRC to continue progress.

Preliminary 2021 Strategy – Differentiate content in social media feeds to target specific audiences; follow up on feedback from PR MakeOver Report

American Chemical Society

Final GHS Goals 2019 and beyond



Goal 2: 2021 Strategy – Communications and Technology committee begin implementing PR makeover suggestions from CPRC.

2021 Communications highlights:

- **ACS CPRC PR makeover report received, suggestions included:**
 - Major reformat of the website and newsletter to modern tabular formation, more concise assessable communication style, inclusion of google analytics and use of contact tab for volunteers using Genius (<http://www.signupgenius.com>).
 - Annual reports was also seen as too dense. They suggested added a Chair's thoughts section.
 - Social media was viewed as ineffective due to low number of followers and likes or shares.
 - Multiple administrators per account suggested
 - Executive committee should share posts on their personal feeds.
 - Use of additional channels of communication suggested, specifically Snapchat and use of an all-member slack channel.
 - Attend ACS social media training.
- **Greater use of targeted campaigns across communication platforms.**

CPRC suggestions are being discussed in committee and we are working toward implementation.

American Chemical Society

Final GHS Goals 2019 and beyond



Goal 3: Leader in communicating to the general public the nature and value of chemistry and related sciences.

2020 Strategy – Community Outreach committee to continue successful programs like CCEW and NCW. Also develop new programs for the future.

Preliminary 2021 Strategy – Hold fully virtual events in the Spring, including science café; collaborate with Brazosport LS; approach museums for virtual presentation opportunities

American Chemical Society

2021 Strategic Goals – Community Affairs



Goal 3: Leader in communicating to the general public the nature and value of chemistry and related sciences.

- Collaborate with Communications and Technology Committee to utilize tools such as Zoom, Facebook, Twitter, Newsletter (most effective)/Website
- Collaborate with AACT to engage HS Chemistry Teacher
- Talk to a Scientist:
 - Go Pro (sent to professor nationwide)
 - Tour lab virtually
 - 10-minute Q&A
- Increase STEM Outreach (Chem Demo, BSA, SEFH, Web)

American Chemical Society-GreaterHouston Section

Community Affairs – 2021 Prgm/Accomplishments



Goal 3: **Leader in communicating to the general public the nature and value of chemistry and related sciences.**

- ✓ Collaborated with Communications and Technology Committee to utilize tools such as Zoom, Facebook, Twitter, Newsletter/Website to inform community of events
- ✓ CCEW and NCW - Poster contest/ Website activities
 - Kids & Chemistry - San Jac (3 STEM Fall events)
 - AACT to engage HS Chemistry Teacher – Ask a Scientist
 - Host a Science Café
 - Chemistry of Bread September 30/Joint meeting with North Carolina section
 - Chemistry of Rocket Fuel/Joint meeting with Nasa Rocket /Estes
- ✓ Increased STEM Outreach thru SEFH/Chem Olympiad Awards Night

American Chemical Society-GreaterHouston Section

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Change Drivers
to be used for 2022 planning

OVERVIEW

These are seven Change Drivers that are most relevant to the chemical enterprise and includes a discussion guide that will help you use them to focus your work with the Society.

The Change Drivers framework is a result of in-depth research into current and projected changes that are important to the chemical enterprise and the Society into the future.

What is a Change Driver?

Change Drivers are indicators of **fundamental driving forces showing where important change is, or could be**, happening that will impact strategic planning over the next 3 to 5 years. They are developed from research and environmental scanning.

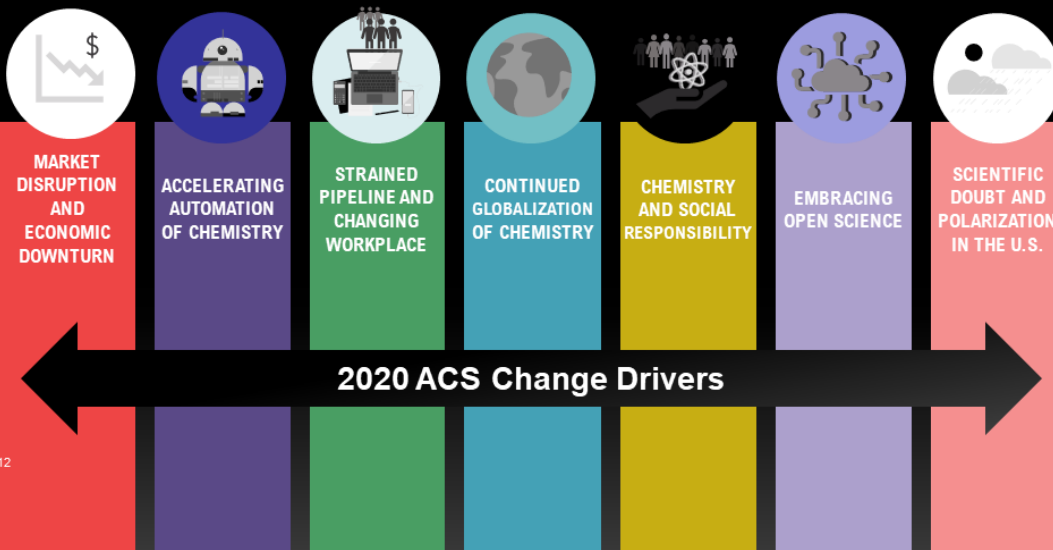


Quote from Barbara Sawrey, 2020 Chair, ACS Committee on Strategic Planning

"The ACS Change Drivers and discussion guide is a useful tool for leadership throughout the Society. As we have all experienced in the past year, the environment in which our members and the Society operate is rapidly evolving. These trends show us where those changes are highly relevant to the chemical enterprise. I offer my encouragement and thanks to our leaders and staff to make full use of these insights in their work with ACS."

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MARKET DISRUPTION AND ECONOMIC DOWNTURN	ACCELERATING AUTOMATION OF CHEMISTRY	STRAINED PIPELINE AND CHANGING WORKPLACE	CONTINUED GLOBALIZATION OF CHEMISTRY	CHEMISTRY AND SOCIAL RESPONSIBILITY	EMBRACING OPEN SCIENCE	SCIENTIFIC DOUBT AND POLARIZATION IN THE U.S.
<ul style="list-style-type: none"> The world is facing an economic downturn as a result of the COVID-19 pandemic. Petrochemical production and investment has been increasing leading up to 2020, revealing opportunities in emerging economies. Market disruptions and issues of supply pose a threat to the industry. 	<ul style="list-style-type: none"> Artificial intelligence (AI) and machine learning are increasingly being used in data mining and chemical manufacturing. Lab-based research is more commonly being outsourced. Clean energy is a motivator for technological advancements. Automation has security and workforce implications. 	<ul style="list-style-type: none"> Economic, institutional, and immigration issues disrupt the chemistry workforce pipeline. Millennials and Gen Z will soon make up the majority of the global workforce. Advancements in technology may address workforce shortages but will require new skills of employees. Workplaces and meetings have shifted to being increasingly virtual. 	<ul style="list-style-type: none"> Asia is rapidly prospering and becoming the focus of the scientific enterprise. Foreign investment into Asia continues to grow. Concerns around research quality in developing markets persist. Recent years have seen particularly acute and intensifying geopolitical tensions. 	<ul style="list-style-type: none"> Chemistry has room to be more diverse and representative. Investment in diversity, equity, inclusion, and respect (DEIR) is growing. Consumers have higher expectations for safe, ethical, and transparent practices in the chemical industry. The industry continues to move towards a "greener" future. 	<ul style="list-style-type: none"> Many influential funders and policy makers support open science and require open access to articles and data. Revenue from open-access publishing comes at the expense of traditional subscriptions. Preprint publishing is a growing means by which chemistry research is disseminated. The COVID-19 pandemic has spurred calls for open science. 	<ul style="list-style-type: none"> Americans are divided on key scientific issues and have differing levels of trust in scientists. Common online sources of scientific information are unsubstantiated. U.S. policy has reflected a shift away from scientific research and towards deregulation, particularly with regards to environmental protections.

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Change Drivers: Foundational To Strategic Planning

- **Start productive and meaningful strategic discussions**
- **Build an understanding of external forces**
- **Challenge existing assumptions**
- **Identify issues and risks**
- **Help plan investments in new opportunities**
- **Help prevent missing actions that are critical now and, in the future**