POLY 2023 Strategic Plan*

Core Values: Passion for chemistry; Focus on members; Professionalism, Safety & Ethics; Diversity & Inclusion

Vision

Advocating and advancing polymer science to transform society.

Mission

Empower a community of polymer scientists to meet the global challenges of today and the future.

Goals & Strategies

Goal 1: Engaging Membership. Recruit, retain, and develop a diverse and inclusive polymer science community.

G1S1: Inclusive Recruiting. Create (a) an elevated social media presence and targeting professors and early career professionals to promote POLY to students and (b) develop networking events targeting interested potential members. [I, H; R, M].

G1S2: Retain. Define and communicate member-specific benefits and expand opportunities to build community, network, and mentor. [I, H; R, L].

G1S3: Develop. Define and communicate pathways to active and inclusive participation in POLY. [I, H; R, L].

Goal 2: Resources. Evolve a portfolio of technical knowledge and career development resources to enable our members to thrive.

G2S1: Education. Task each student chapter to produce one polymer education video annually and post on POLY YouTube. [I, M; R, L/M].

G2S2: Technical. Create a members-only repository for technical digital content by 2024. [I, M; R, M/H]

G2S3: Career. Assign a committee (by Q4, 23) to develop a plan (Q3, 24) to create a series of THREE career development resources for members only [I, H; R, H]

Goal 3: Effective Communication. Effectively communicate the science, impact, and activities of the polymer community to ACS, our members, polymer practitioners, students, and the public.

G3S1: Crafting the Message. Employ professionals to audit and create a targeted communications map that addresses Goal 3 by Q4 23. [I, H; R, H]

G3S2: Social Media. Create, administer, and analyze a survey by Q1, 24 for most effective and preferred communication platforms for POLY communication that targets student leadership, NGRPC, and POLY list-serve for input. [I, M; R, L]

G3S3: Improve Efficiency. Develop and implement resources by Q2, 24 for POLY leadership and members (Q4 25) to communicate across multi-levels and platforms using outcomes from G3S1. [I, H; R, H].

*As approved by POLY, 2023
Goal 1 – Strategy Statements

Goal 1: Engaging Membership. Recruit, retain, and develop a diverse and inclusive polymer science community.

- **G1S1: Inclusive Recruiting.** Create (a) an elevated social media presence and targeting professors and early career professionals to promote POLY to students and (b) develop networking events targeting interested potential members. [I, H; R, M]. Co-champions: Laura & Adrian

- **G1S2: Retain.** Define and communicate member-specific benefits and expand opportunities to build community, network, and mentor. [I, H; R, L]. Co-champions: Coralie & Kat

- **G1S3: Develop.** Define and communicate pathways to active and inclusive participation in POLY. [I, H; R, L]. Co-champions: Semra & Christine
Goal 2 – Strategy Statements

Goal 2: Resources. Evolve a portfolio of technical knowledge and career development resources to enable our members to thrive.

• **G2S1: Education.** Task each student chapter to produce one polymer education video annually and post on POLY YouTube. [I, M; R, L/M]. Co-champions: James & Andrea

• **G2S2: Technical.** Create a members-only repository for technical digital content by 2024. [I, M; R, M/H] Co-hampions: Wei & Semra

• **G2S3: Career.** Assign a committee (by Q4, 23) to develop a plan (Q3, 24) to create a series of THREE career development resources for members only [I, H; R, H] Co-champions: Hayley (IAB) & Allan & Sara
Goal 3 – Strategy Statements

Goal 3: Effective Communication. Effectively communicate the science, impact, and activities of the polymer community to ACS, our members, polymer practitioners, students, and the public.

• G3S1: Crafting the Message. Employ professionals to audit and create a targeted communications map that addresses Goal 3 by Q4 23. [I, H; R, H] Co-champions: Coralie, Oleg & Kathryn

• G3S2: Social Media. Create, administer, and analyze a survey by Q1, 24 for most effective and preferred communication platforms for POLY communication that targets student leadership, NGRPC, and POLY list-serve for input. [I, M; R, L] Co-hampions: Justin & Dawanne

• G3S3: Improve Efficiency. Develop and implement resources by Q2, 24 for POLY leadership and members (Q4 25) to communicate across multi-levels and platforms using outcomes from G3S1. [I, H; R, H]. Co-champions: Kat & Sara
### POLY Strategic Plan Champions

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