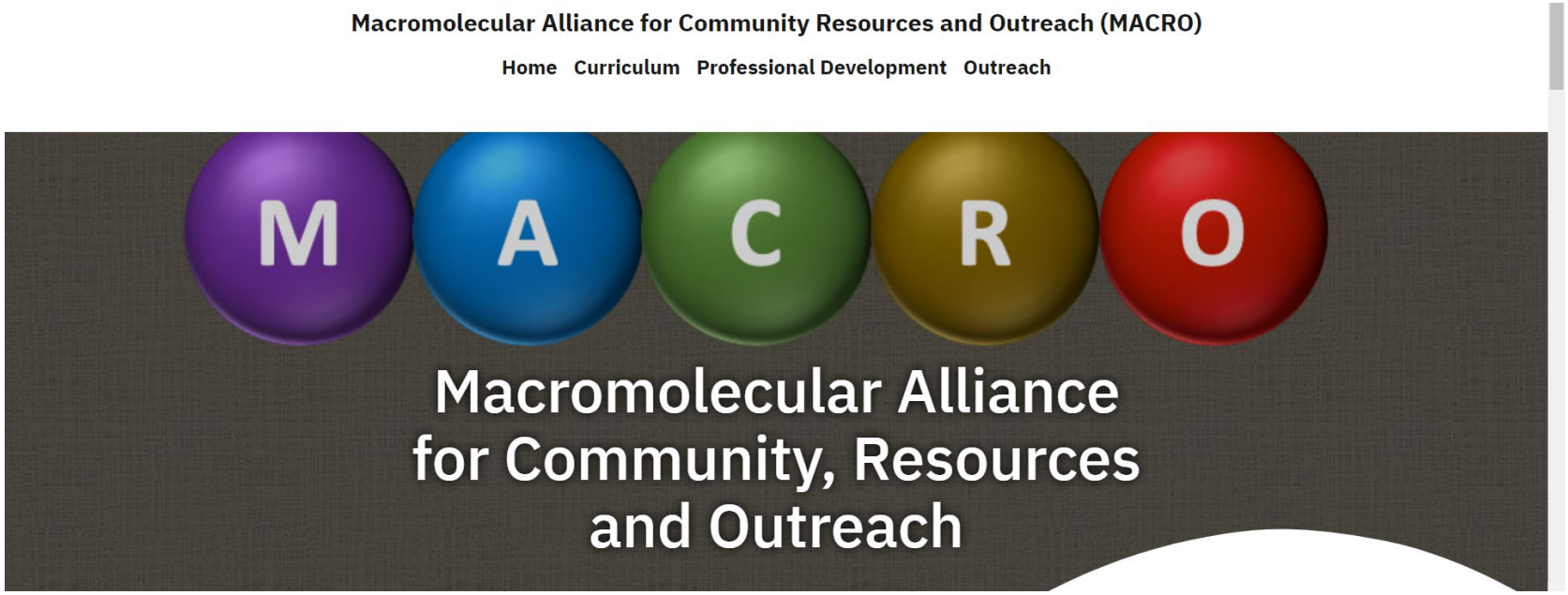
MACRO update

- Website traffic continues to grow
  - 2020: 1926 page views, 742 visitors
  - 2021: 4839 page views, 2834 visitors
  - 2022: 4990 page views, 3136 visitors
  - https://macro-poly-pmse.org/



- Twitter: Peter Iovine @ USD
- Youtube channel : Liz Sterner @ LVC

Curriculum: 2023

- Video equipment purchased and acquired. Belongs to “MACRO”
  - Currently maintained by Liz Sterner

- Post in various formats (instructor & student; slides & videos)
- New modules (determined by feedback from 2022 ACS symposium):
  - Describing Polymer Molar Mass: M_N, M_W, and Đ (Student & Instructor versions)
  - Methods for Determining Polymer Molecular Weight (Student & Instructor versions
  - Introduction to Polymer Viscoelasticity and Rheology (Student & Instructor versions
- Soliciting ideas for new topics (email: pcostanz@calpoly.edu or esterner@lvc.edu)
  - Free radical vs reversible activation deactivation polymerization
  - Reversible deactivation polymerization
  - Ring-opening polymerization
  - Polymer topics in physical chemistry

Professional Development: 2023

- Held/planning several panels
  - “Non-academic career paths” (APR 2023)
  - “Navigating Grad studies” (AUG 2023)
  - Additional session expected NOV 2023 on applying to REU programs

- Plan to continue these panels in the future.

- Please provide any other topics
  - pcostanz@calpoly.edu
  - Bhava Singhi (bsinghi@zeusinc.com)

Outreach: 2023

- *Currently soliciting activities*
  - *Difficult to collect information*
  - *Using Gamma Zeta chapter of Alpha Chi Sigma*
- Propose to offer a $175 stipend for each submission
- Plan to create a searchable database once 10 activities are loaded

- Spring 2024 National ACS meeting in New Orleans
  - "Integrating Polymer Science in the Classroom“
  - 2 half day sessions
    - K-14
    - Outreach Competition (model after AIChe STEM outreach)
  - Plan to transform conference contributions into website content

Future plans

- Implementing a sustainable methodology for generating new content
  - Current model
    - At least one new post per quarter
    - At least one new post per section per year

- Curriculum - video content
- Professional development - panels
- Outreach - polymer activities

- Please send any feedback to:
  - pcostanz@calpoly.edu
  - esterner@lvc.edu