

STRATEGIC PLAN 2009 AND BEYOND



VISION

Improving people's lives through the transforming power of chemistry

MISSION

To advance the broader chemistry enterprise and its practitioners for the benefit of Earth and its people

CORE VALUES

Passion for chemistry in the broadest sense

- Research
- Education
- Innovation
- Solutions for today's and tomorrow's challenges

Focus on members

- Service to members
- Volunteer contributions

Professionalism

- Integrity and transparency
- High standards of quality and excellence

Diversity and inclusion

- Diverse community of highly-skilled chemistry professionals
- Advancing chemistry as a global multidisciplinary science

GOALS

1. ACS will be the indispensable professional and information resource for members and other chemistry-related practitioners.
 2. ACS will be a preeminent global scientific community that engages members and other scientific professionals to advance science education, research, knowledge, interaction, and collaboration.
 3. ACS will be a global leader in enlisting the world's scientific professionals to address, through chemistry, the challenges facing our world.
 4. ACS will be a leader in communicating to the general public the nature and value of chemistry and related sciences.
 5. ACS will be a premier advocacy organization for members and the profession, creating and communicating policy statements in accordance with our Congressional charter.
 6. ACS will be a financially sustainable organization that serves members, chemistry, and related sciences.
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GOALS

1. ACS will be the indispensable professional and information resource for members and other chemistry-related practitioners.

ACS members have responded in surveys that information services are the number one benefit of ACS membership. ACS has a mission-related responsibility to provide information and education for the public through its Congressional charter. The information products and services provided in print and online through the Society's journals, books, periodicals, software, and databases, together with the content of ACS conferences and seminars, and educational programming, should offer a diverse and comprehensive collection of activities and services to serve chemists and other professionals in allied sciences with their career pursuits, public outreach, and interactions with legislators and policymakers.

2. ACS will be a preeminent global scientific community that engages members and other scientific professionals to advance science education, research, knowledge, interaction, and collaboration.

The Society should engage the global chemical community in, for example, collaborations, research, education, meetings, and international strategy. The desired outcome is an engaged community and the process of engagement itself. Other strategic goals are focused on specific outcomes that become possible with an engaged community. **It is essential that ACS extend its "power to convene" internationally and to the Internet.** ACS must engage a variety of scientific professionals, as research and education in the chemical sciences are not limited to ACS members.

3. ACS will be a global leader in enlisting the world's scientific professionals to address, through chemistry, the challenges facing our world.

Chemistry can play a major role in finding solutions to far-reaching societal challenges such as providing sufficient energy, protecting the environment, assuring the availability of safe food and water for all people, and improving global healthcare. Through its capacity to convene the chemistry-related scientific community in collaboration, and harnessing that community to bring to bear unmatched expertise on critical national and global issues, the American Chemical Society will play a leading role in harnessing the power of chemistry to improve people's lives.

4. ACS will be a leader in communicating to the general public the nature and value of chemistry and related sciences.

ACS must lead in the communication of the value of chemistry to the public. Members must play a role in this communication, but are not the ultimate target of the communication envisioned in this goal. By tapping the commitment of ACS members to our vision, we will mobilize them for active participation in public outreach.

5. ACS will be a premier advocacy organization for members and the profession, creating and communicating policy statements in accordance with our Congressional charter.

In order to fulfill our 1937 Congressional Charter, ACS will positively influence legislation and public policy, to benefit the profession and society, by developing strong and appropriate policy statements that seek to foster federal research and development and to support science, technology, engineering and mathematics education.

6. ACS will be a financially sustainable organization that serves members, chemistry, and related sciences.

ACS currently uses several overall metrics related to liquidity, solvency, financial sustainability, reserve adequacy, and cash flow. In addition, CAS and the Publications Division also track their own financial performance and goals. All of this should continue. Additional metrics are needed for the Member Programs activities, tied to the need to maintain fiscal discipline while striving to meet the needs and interests of members and the chemical community