



# Strategic Plan 2011 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

ACS is a Congressionally chartered not-for-profit 501(c)3 scientific professional society. The Society will remain a strong and sustainable organization, maintaining adequate financial resources and adhering to financial stewardship principles that will ensure its ability to accomplish ACS goals today and into the future. Each goal is essential to achieving our mission and vision and, therefore, there is no significance to the order in which they appear.

## GOALS

- 1 Provide Indispensable Information**  
ACS will be the indispensable global professional and information resource for members and other chemistry-related practitioners.
- 2 Engage Global Community**  
ACS will be a preeminent global scientific community that engages members and other scientific professionals to advance the Society's Vision and Mission, including science education, research, knowledge, interaction, and collaboration.
- 3 Address Global Challenges**  
ACS will be a global leader in enlisting the world's scientific professionals to address, through chemistry, the challenges facing our world.
- 4 Communicate with the Public**  
ACS will be a leader in communicating to the general public the nature and value of chemistry and related sciences.
- 5 Advocate for the Profession**  
ACS will be the premier advocacy organization for members and the profession, creating and supporting the implementation of position statements.



# GOALS

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

ACS members have responded in surveys that information services are a primary benefit of ACS membership. ACS has a mission-related responsibility to provide information and education for the public benefit through its Congressional charter. The information products and services provided through the Society's journals, books, periodicals, software, and databases, together with the content of ACS conferences, seminars, professional development, and educational programming, offer a diverse and comprehensive collection of resources that assist chemists and other scientific professionals globally 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 the Society's Vision and Mission, including science education, research, knowledge, interaction, and collaboration.

**The Society will bring the global chemistry community together** in collaborations, research, education, and meetings. The desired outcome is an involved 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 on the Internet.** We want ACS to be regarded as the indispensable community for chemists around the world, complementing membership in their home chemical societies. ACS must engage a variety of diverse 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 must play a major role in finding sustainable 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 scientific community, including key stakeholders from academe, government, and industry, to bring unmatched expertise on critical national and global issues, the ACS 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 for Life™ to the public. By tapping the commitment of ACS members to our Vision, we will mobilize them for active participation in public outreach.

## 5 ACS will be the premier advocacy organization for members and the profession, creating and supporting the implementation of position statements.

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

### ***Excerpts from the Congressional Charter (Sec. 2): ...***

encourage in the broadest and most liberal manner the advancement of chemistry in all its branches; the improvement of the qualifications and usefulness of chemists..., increase the diffusion of chemical knowledge, ...promote scientific interest and inquiry, ...foster public welfare and education, aiding the development of our nation's industries, and adding to the material prosperity and happiness of our people.