

Councilor's Report from 238<sup>th</sup> ACS Meeting  
Washington, DC, August 14-19, 2009  
Royce Woosley, Councilor

This report covers my activities other than the Council Meeting on August 19, which has been previously reported in the Eubanks-Woosley Councilors' Report. In addition to serving as Vice Chair on MAC, my duties included serving as chair of the MAC Task Group on Planning and Communications. My MAC subcommittee assignment is Categories and Dues and my MAC Liaison assignment is to the Society Committee on Education (SOCED). A summary of actions and information from these assignments follows:

**1. MAC Executive Committee:** The meetings were held on August 15 (8 am-5 pm) and August 16 (8 am-noon), 2009.

MAC opposed the petition on "Election Timelines and Procedures 2009" and unanimously approved the "Petition on Admissions Committee". If approved, the Admissions Committee Petition provides for that function to become a responsibility of MAC.

In an effort to improve the Society's member records and customer service, MAC asks that all committees and staff make it a practice to forward information about member changes of address, death notices, and other member records information to [service@acs.org](mailto:service@acs.org) so that the central data base can be updated.

Implementation of the provisions of the Petition on Membership Categories and Requirements was completed in June 2009. The Society had approximately 9,000 Student Member undergraduates and a total membership of 160,964 in June 2009, an increase of about 4,000 since June 2008.

A mini-website will launch in September specifically to help undergraduates understand the benefits of ACS membership. The website will feature video feeds with interviews of current young members explaining why they joined ACS.

The MAC Subcommittee on Innovation received input from the committees on Younger Chemists, Women Chemists and Chemical Technicians on how to make committee meetings more efficient and effective. The subcommittee is formulating recommendations for a new MAC meeting format.

The subcommittee on Recruitment and Retention discussed ways to offer the gift of ACS membership as a holiday gift or graduation present. Dues scholarship are also being considered.

MAC is looking for ways to integrate its recruitment and retention activities into the 2011 International Year of Chemistry and met at this meeting with a representative from the International Activities Committee to discuss possible collaboration. MAC and SOCED have formed a joint task force on precollege teachers.

**2. MAC Task Group on Planning and Communications:** The P & C Task Group met on August 15, 2009 at 3:30-5:00 pm.

The Task Group reviewed and approved revisions to update the MAC Welcome Book for use in 2010. A short version for the Welcome Book was also approved for distribution to prospective new MAC members in 2010.

The task group conducted the first annual review of the MAC Strategic Plan developed in 2008. The Plan contains specific actions and metrics to be used for assessment of progress toward the MAC goal to recruit, retain and recognize ACS members. The review found that of the 14 metrics in the Plan, 6 had been completed, 6 were continued and 2 were not applicable. In order to keep the MAC Strategic Plan alive and useful, the P & C Task Group recommended that the Plan be updated with new actions and metrics at the San Francisco National Meeting.

The ACS Member Network which was launched in August 1,2008 and successfully promoted by the Membership Staff at subsequent national meetings, and now has 19,300 members. The MAC Strategic Plan calls for continued monitoring of the number of members who join the on-line member network for the next two years.

**3. MAC Subcommittee on Categories and Dues:** The C & D Subcommittee met on August 15 at 1:00-3:00 pm.

Dues and meeting registration fees were reviewed for high school teachers and the use of reduced dues and fees as an incentive to enroll more high school teachers in ACS activities was discussed. The need for ACS to develop more on-line tools for high school teachers was noted and discussed as a more effective means of outreach to high school teachers. There are approximately 30,000 teachers of high school chemistry in the US and currently fewer than 1500 high school chemistry teachers are members of the Society. The subcommittee also conducted a review of dues categories for student members.

**4. SOCED Liaison:** As the MAC Liaison, I attended the SOCED Executive Committee meeting on August 14. Since a wide range of topics and concerns were presented during the day-long meeting, I have selected the topic that I think is the most relevant to this Section for this report, i.e. the preparation of high school chemistry teachers. After a lengthy discussion, the use of the Physics Teacher Education Coalition (PTEC) program was proposed as a potential model for chemistry. A motion to direct SOCED and the Chemistry Education Division to create an ACS working group to review and develop a program for teacher education and support of in-service chemistry teachers was approved with a request for a report in San Francisco, March 2010.

**5. US Commemorative Stamp Petition:** On the occasion of the recently announced United Nations' 2011 International Year of Chemistry, ACS is working to urge the USPS to adopt Chemistry as a theme for a commemorative stamp in 2011. The petition maybe copied and circulated at local section of ACS meetings for members' signatures. However, each member may sign only one petition. I plan to circulate a petition at the September 15 meeting of the Western Carolinas Section. I will distribute extra copies of the petition at the Executive Committee.

**6. Other Activities:** Sunday afternoon, August 16, I attended the Presidential Reception for the 25<sup>th</sup> Anniversary Celebration for the US National Chemistry Olympiad; the Town Hall meeting with the Candidates for Director at Large; and the District IV Councilors' Caucus. Monday afternoon, August 17, I participated in the MAC Open Meeting; and on Tuesday Morning August 18, I attended the Senior Chemists' Breakfast. The featured speaker at the latter was Dr. Luis Echegoyen, who gave a very positive report on the current support of Chemistry by the National Science Foundation. Certainly one of the meeting highlights was the 11<sup>th</sup> Annual Chem Luminary Awards program held on Tuesday evening, August 18. As the 2009 awardee for volunteer service to the ACS, Mary Virginia Orna was the featured speaker for the event. Mary Virginia is also a candidate for President-elect for the Society for 2010. As host of the 59<sup>th</sup> Southeast Regional Meeting, the Western Carolinas Section was highly honored when SERMACS 2007 was selected as an outstanding regional meeting. Our Councilor duties concluded with the 4-hour of the Council on Wednesday, August 19, as previously reported in the Eubanks-Woosley joint Councilors' Report.

If you need more information or have any questions about my Councilor's Report, please contact me at [rwoosley@email.wcu.edu](mailto:rwoosley@email.wcu.edu).

Respectfully submitted,

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Western Carolinas Section ACS