Division of Chemical Education

2024 Strategic Plan
Summary & Overview

Jan 19, 2024
2024 Strategic Plan is informed by:

2023 Membership Survey
(top 5 themes)

<table>
<thead>
<tr>
<th>What went well</th>
<th>What could be better</th>
<th>Where to focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>Communication</td>
<td>DEI</td>
</tr>
<tr>
<td>Resource sharing</td>
<td>Professional development</td>
<td>Resource use</td>
</tr>
<tr>
<td>BCCE</td>
<td>Resources</td>
<td>Teaching methods</td>
</tr>
<tr>
<td>Engagement</td>
<td>Engagement</td>
<td>Target audience</td>
</tr>
<tr>
<td>Idea exchange</td>
<td>Idea exchange</td>
<td>Division structure</td>
</tr>
</tbody>
</table>

2017 Strategic Plan
(abridged summary)

Mission: To engage its' global network of members by communicating, promoting and effectively identifying opportunities and resources responsive to the spectrum of chemistry teaching and learning environments.

Goal 1: Communication.
Goal 3: Professional Development.
Goal 4: Resources.

Goal 1: Communication
Goal 3: Professional Development.
Goal 4: Resources.

2023 DEIR Task Force Report
(recommendation summary)

1. Conduct a Qualitative Self-Study
2. Reevaluate Committee Member Recruitment and Selection
3. Revise Division Mission and Objectives statements

Retreat members’ participation
(influenced by our perspectives and experiences)

- Troy Alivio, Asst. Prof., Nicholls State University
- Laura Anna, Prof., Montgomery College
- Thomas Bussey, Assoc. Prof., University of California San Diego
- Scott Hawkins, Teacher, St. Ignatius High School
- Nicole James, Asst. Prof., Reed College
- Resa Kelly, Prof., San Jose State University
- Robert Kojima, Assoc. Prof., San Diego City College
- Jennifer Lewis, Program Director, NSF; Prof. University South Florida
- Matt Mio, Prof., University of Detroit Mercy
- Amiee Modic, Teacher, Duchesne Academy of the Sacred Heart
- Rick Moog, Prof., Franklin and Marshall College
- Ryan Stowe, Asst. Prof., University of Wisconsin-Madison
- Adrian Villalta-Cerdas, Assoc. Prof., Sam Houston State University
- Paulette Vincent-Ruz, Asst. Prof., New Mexico State University
- Zakiya Wilson-Kennedy, Assoc. Prof. & Asst. Dean, Louisiana State University
2024 Strategic Plan was developed through:

**Guiding Ideas**
- Nothing is sacred
- Lean into our strengths
- 80/20 optimization
- Budget and logistics influence strategy but do not drive vision, mission, or goals

**Individually Prior to Strategic Planning Retreat**
- Stakeholder identification & SWOT analysis: SWOT: Strengths, Weaknesses, Opportunities, Threats
- Thought-storming: Ideas for vision, mission, and goals statements; identification of critical success factors & potential barriers

**At retreat, facilitated by ACS representatives Bill Carroll and Larry Krannich**
- Pre-Work Review
- Vision Statement Drafting
- Mission Statement Drafting
- Goal Drafting
- Strategy Drafting
- Goal 1
  - Strategy 1
  - Strategy 2
  - Strategy 3
- Goal 2
  - Strategy 1
  - Strategy 2
  - Strategy 3
- Goal 3
  - Strategy 1
  - Strategy 2
  - Strategy 3
Vision: Advancing chemistry education for all

Mission: Foster a vibrant and inclusive community of educators and researchers to improve the teaching and learning of chemistry

Goal 1
Engagement & Inclusivity
Cultivate welcoming and responsive chemical education communities.

- S1. Governance Structures & Committees
  Create task force to solicit committee input & info to review governance structure and responsibilities, recommend improvements for the membership by Fall 2024 National Meeting

- S2. Programs & Events
  Create 3 social networking opportunities by Fall 2025 National Meeting

- S3. More Equitable & Accessible Practices
  Create and communicate DEIR grounded best practices for committee operations by Spring 2025 National Meeting

Goal 2
Professional Development
Engage chemistry educators and education researchers at all levels in a wide range of high-quality, accessible learning experiences

- S1. Professional Learning Opportunities
  Implement three new professional learning programs by Q3 2025 addressing each: secondary practitioners, postsecondary practitioners, and chem ed researchers

- S2. Accessibility for Resources
  Examine and revise financial structures to provide funding that serves DivCHED membership (e.g., new programming, other activities) by Q4 2024

- S3. Collaboration
  Implement a new professional learning experience bringing chemistry education professionals together with 1+ other communities with complementary expertise by Q3 2025

Goal 3
Identifying & Communicating Value
Build and communicate the unique benefits and role of DivCHED

- S1. Information Dissemination
  Launch and gather user experience feedback from a diverse constituency of members about the new DIVCHED website by end of 2024.

- S2. Building Value & Branding
  Assign the PR committee and develop and present to the Executive Committee (ExComm) two branding strategies by the end of 2025

- S3. Documentation, Build Institutional Knowledge
  Assign the PR committee to do an inventory of at least 15 DIVCHED resources by Fall 2025.
**2024 Strategic Plan Timeline**

**Spring 2024**
- Introduce 2024 Strategic Plan
- Identify Strategy Team Leads & Members
- Strategy Team Kick-off!

**2025**
- Goals and Strategy Assessment
- Updated, revised, or new strategies developed
- Strategy Team formation, work, reporting

**2029**
- Development of 2029 Division of Chemistry Education Strategic Plan
Call to Action – Which goal and strategy speaks to you

• To help us know which strategies you are interested in, please use the QR code or link to complete the form.

https://www.divched.org/form/strategic-plan-sign-up