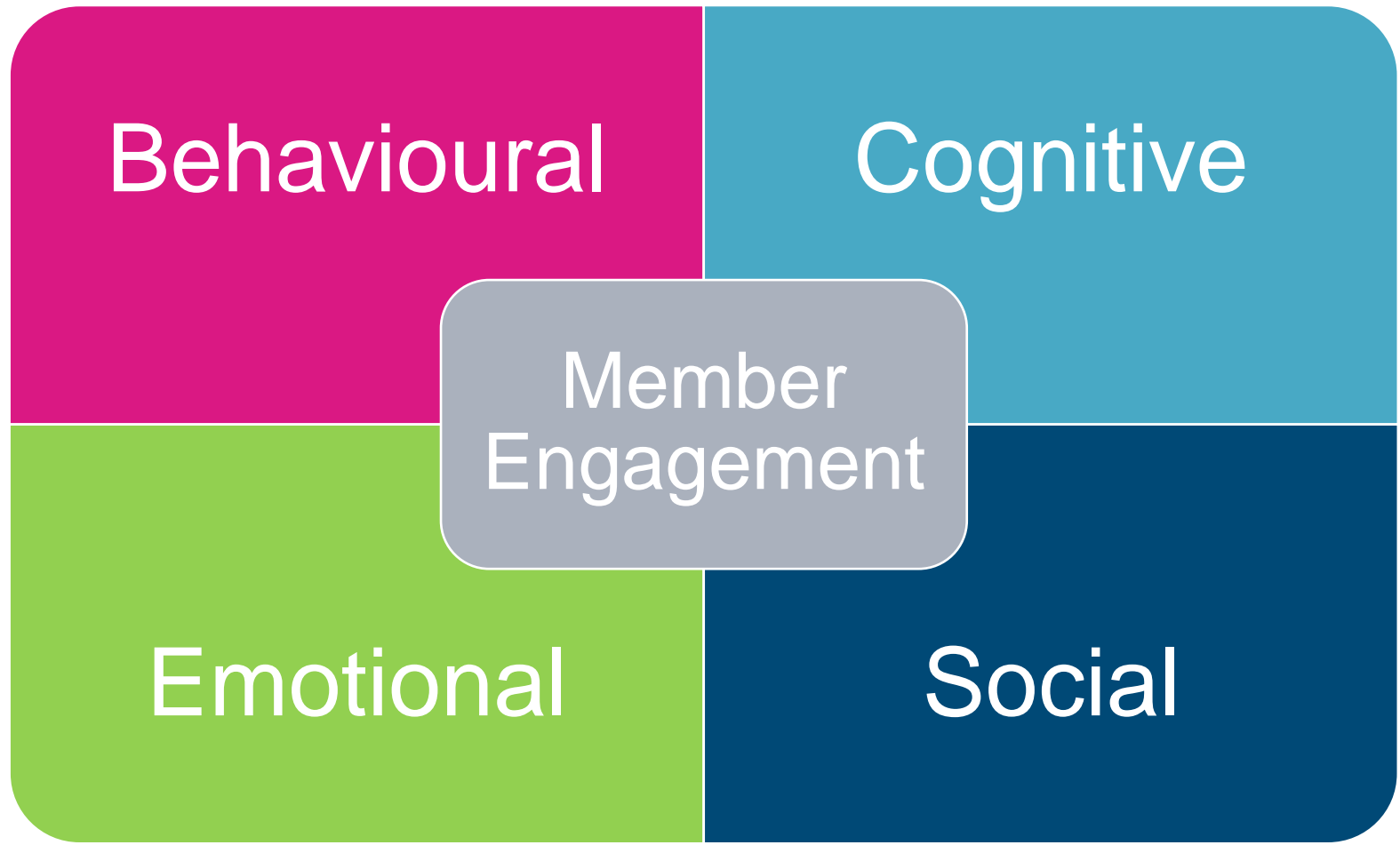




Engaging your Community

19 October 2023

Heather Bell & Debbie Dekker



The member engagement

Awareness (knowledge of the activities)

Why does engagement matter?

Success of any member network is dependent on successful engagement with its community.

Key concern for committees.

Engaging with the community translates to the success and sustainability of committees.

Do you understand your community?

Who are the different members of your community?

What are the barriers to engagement?

Communications -



How can your committee improve engagement?

What works well/is successful?

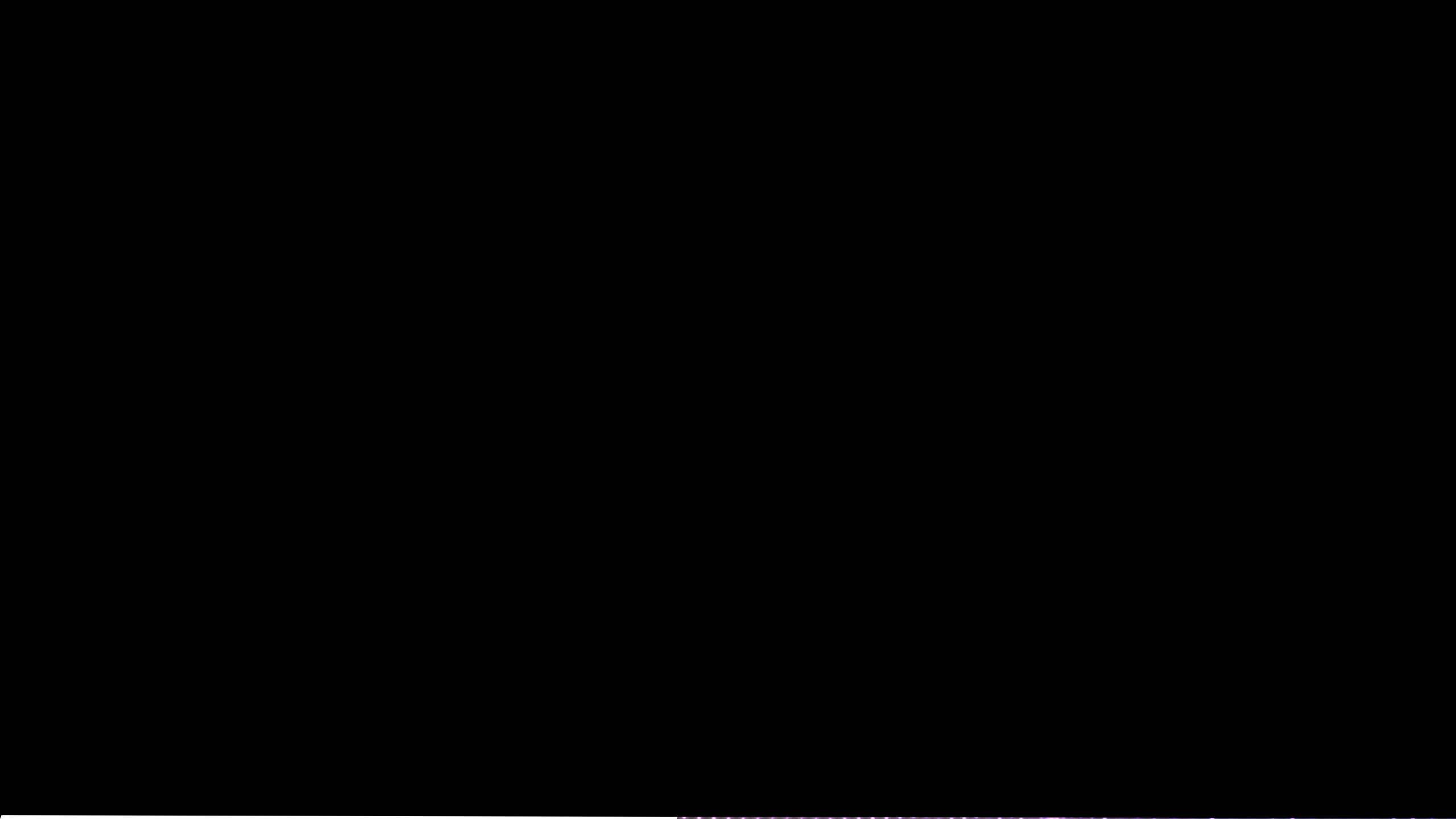
What areas need improvement?

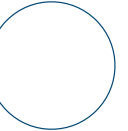
Improving engagement

- Understanding your community –Demographic reports (location, career stage, age, gender identity) feedback surveys & market research
- Inclusivity & Diversity –accessibility, awareness
- Flexibility –hybrid meetings, different days and times
- Tailored, regular communications (Understanding different audiences for different comms channels and content)
- Pro-active committee –welcoming, positive environment, ability to bring a friend

Questions?

networks@rsc.org





Discussion – 15mins

- What part of the RSC are you representing?
- What types of event do you run:
 - Scientific conferences
 - Lectures
 - Training events
 - Social or networking events
 - Schools or public engagement activities
- Have you seen any trends in recent years?



Evolving Landscape

- Largest decrease in online hybrid attendance – around 5-10% of total delegates
- Physical attendance at hybrid events has been fairly strong, and we've seen in-person attendance almost reach 2019 levels.
 - Faster recovery in India, China and US
 - UK slowed possibly due to the cost of living crisis
- Budgeting for lower attendance
- How can we evolve?



Discussion – 20 mins

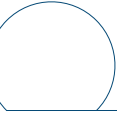
What does inclusion look like?

- Fully live interactive sessions
- Recorded physically and distributed online
- Mix of both?

What is possible and realistic for volunteers?

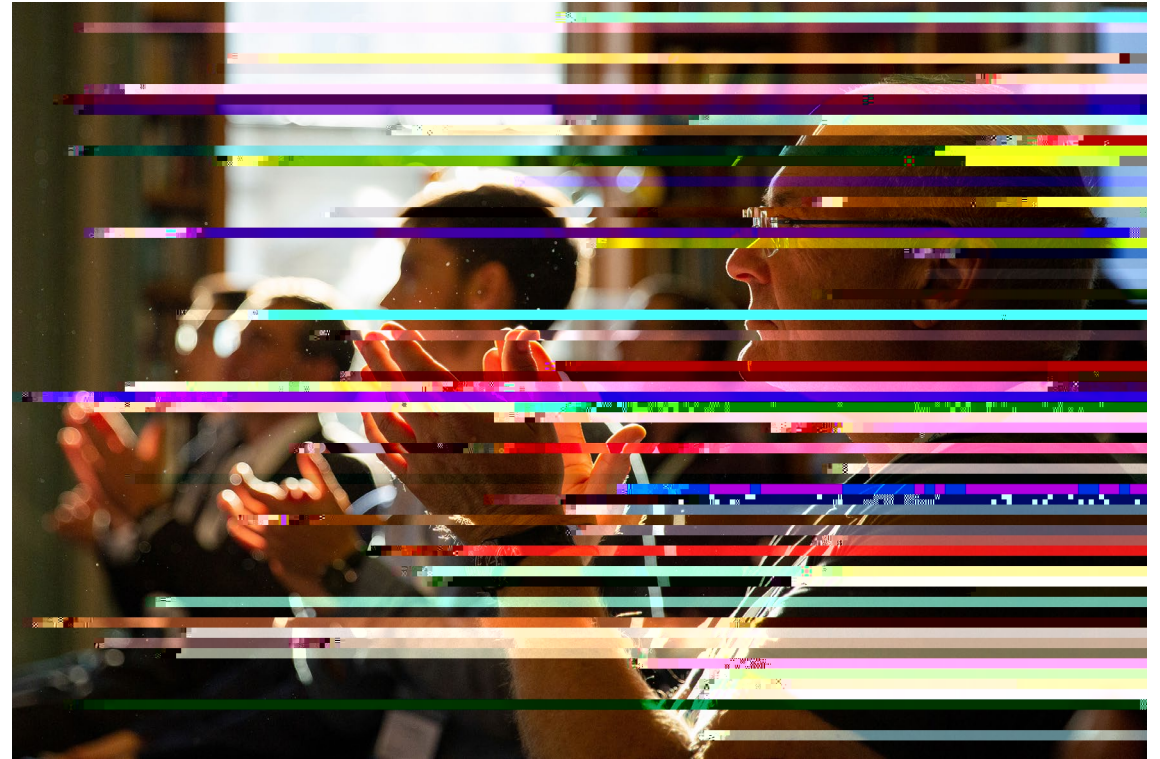
What's next – how do we evolve?



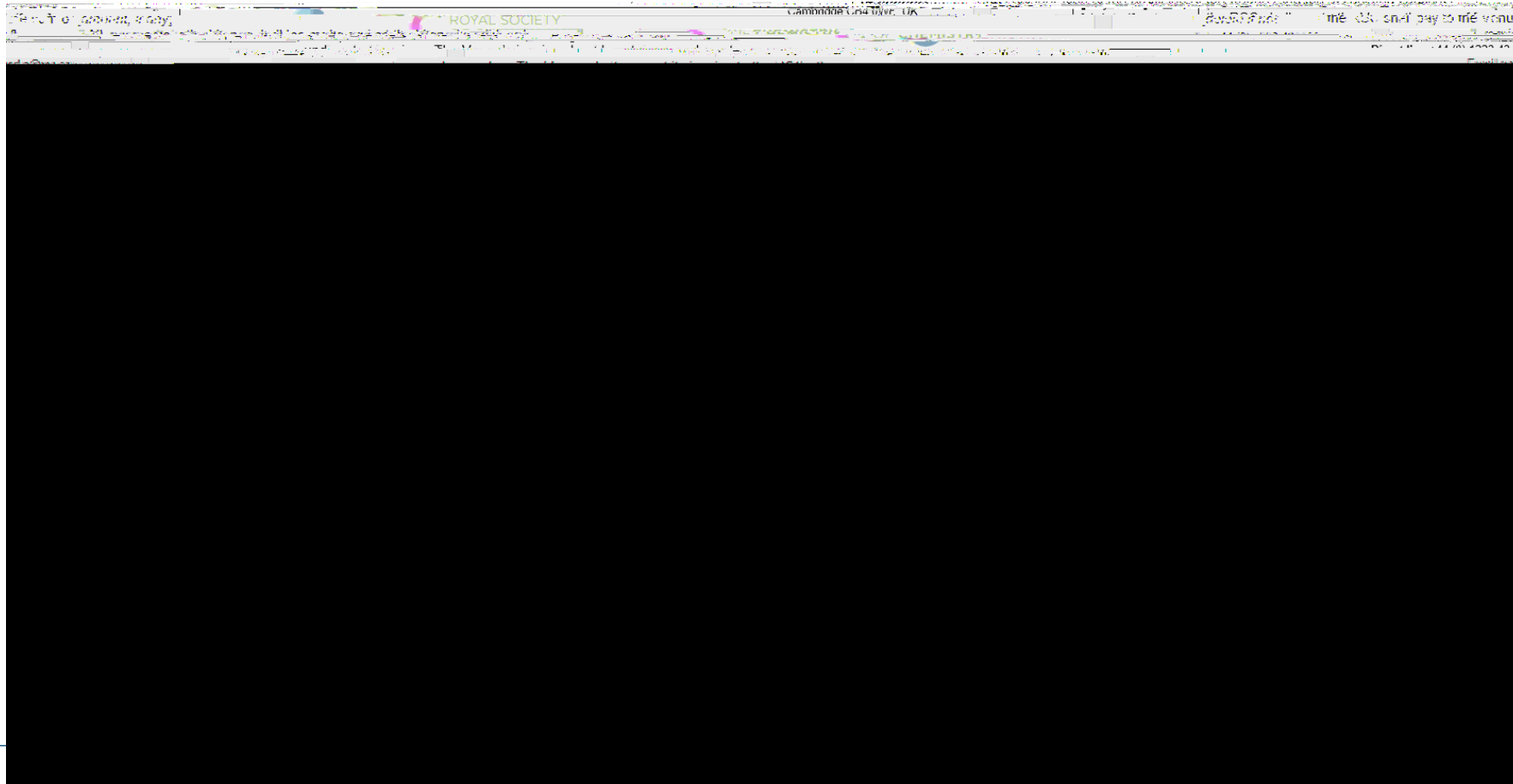


What can be done?

- Ask from the initial email/venue visit if they allow for negotiations (RSC policy).
- If they are unsure, proceed and look for a potential 2nd choice.
- Reach out to Networks for assistance on venues where we have accepted capped liability.
 - We can also liaise with the events team.



Venue Agreement Letter



Event Secretariat Services

- To aid in the event planning – can assist from budget sheet creation, on the day support, printing and more.
- Less volunteer time needed to organize an event and scope of work can be negotiated
- Contract is needed and be aware of conflict of interests.

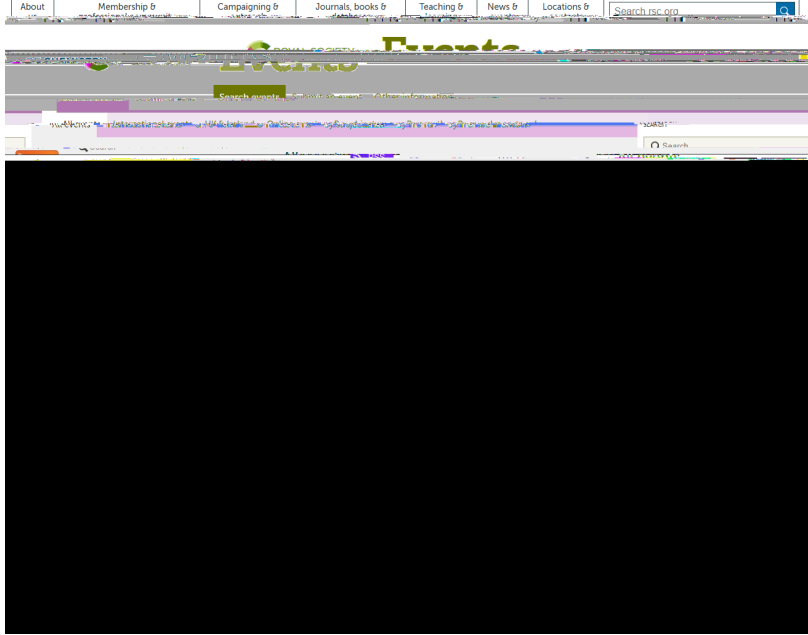


How we can support Networks with Events

Sarah Latham – Events Coordinator

Kathryn Espino & Legal Team – Member Networks Contracts

How we can support Networks with Events



Thank You!
Any questions?



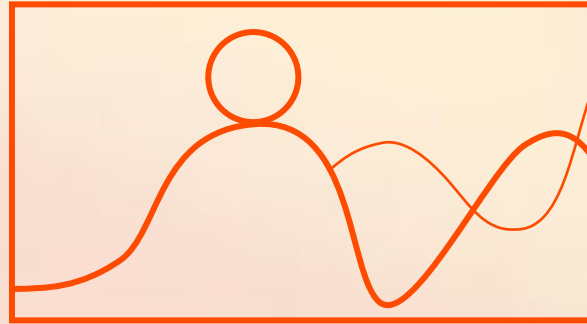
Our Strategic Mission

- o provide timely, relevant, and meaningful support to eligible beneficiaries – to minimise and prevent the impacts of hardship and poverty with a focus on holistic support and overall wellbeing.

Our Support Services



Financial Support



What We Really Do

CCF Ambassadors

- o Key role is to spread awareness of the Chemists' Community Fund to other Royal Society of Chemistry members.
- o Harnessing trusted peer to peer relationships to help lower barriers to approach & raise awareness.

This could, but is not limited to, involve:

- o Looking for opportunities to engage with other RSC members to promote CCF services and support.
- o Supporting CCF Local Section Representatives.
- o Forming a two-way communication channel.
- o Communicating back to the CCF team any key Ambassador work carried out.

Widening our Reach with your Input

- o How can we build closer links with Local Sections, Interest Groups, RSC Communities of Practice and other ad hoc and informal networks?
- o How do we facilitate more dialogue so that we can more effectively respond to your - and the wider memberships' -

We're here for you.

ccfund@rsc.org

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[rsc.li/chemists- community -fund](https://rsc.li/chemists-community-fund)