**Kentucky Academy of Science**

**Report to Members on the KAS Strategic Planning Process**

October 2015

Your Governing Board continues to develop a strategic plan using information from recent member surveys, other scientific academies around the country, and leaders from around the Commonwealth – as well as discussions at a Board Retreat on June 6, 2015. A high priority for future excellence is to involve more members in the work of the Academy. Action plans will be developed over the next few months. Since the business of the Academy is carried out through committees, one of the first actions will be to streamline the constituted committees (See separate KAS Committees & Tasks Report ) to permit greater flexibility and collaboration among the committees. The committees will then collectively refine the objectives set out in the Strategic Plan.

These are **the guiding principles** defined by the Kentucky Academy of Science Board for 2015 and beyond.

**Vision**

The Kentucky Academy of Science is an engaging group of scientists and citizens who are the voice of science in Kentucky

**Values**

* KAS believes that science uncovers natural laws about the real world, independent of opinion. Science develops theories that describe how the universe works. All theories are subject to correction, revision, or rejection based upon data that cannot be replicated or the discovery of better or conflicting evidence
* KAS values the scientific method that gives rise to the statement above
* KAS values communication of science with the people of Kentucky

**Mission**

To foster scientific discovery and understanding in Kentucky

**How KAS Will Build on its Strengths to Take Advantage of Opportunities**

1. **The KAS Board is a dedicated group** that fosters development of a diverse and engaged membership. The Board will strive to enhance the Academy’s organizational committees, making them more engaged and active by enlisting KAS members not previously on the Board to serve as members. The Board will continually explore new membership types and investigate / implement new possible categories.
2. **Geographic representation on the KAS Board is good and will continue to offer voices from around the state to enhance its mission. Members have indicated their willingness to volunteer** making possible the realization of some of the ideas generated at the recent retreat, such as:engaging citizen scientists, coaching teachers, providing a speakers bureau for meetings/educational groups around the state.
3. **The financial stability of KAS offers a base for expanding activities to engage new members and citizen scientists.** Some possibilities might include: funding high school projects and teachers, free membership for high school teachers, expansion of the use of technical opportunities such as YouTube, and support and scientific input on the Core Science Standards and with the Educational Professional Standards Board (EPSB)
4. **Potential partnerships with like-minded organizations, industry, government, boards and commissions** make it possible to influence science-related education policies in Kentucky and to validate excellent programs
5. **Website enhancement** is a needthat will help mobilize volunteers, promote the promulgation of educational videos, share science-themed YouTube videos, and potentially activate a speakers’ bureau. Making the website more interactive and responsive will help increase visibility in the general population and encourage engagement among members and potential members.

**The need for Kentucky’s premier scientific organization is more important today than ever due to the educational backgrounds of many Kentuckians and the promulgation of inaccuracies in the public arena**

**Strategies to Guide Future Goals and Actions**

1. **Strengthen Board Governance**
* Enhance representation – age, ethnicity, sectors (e.g. academic, industrial, government)
* Re-align organization’s standing committees with future goals in mind
* Define the Executive Committee’s responsibilities re: Finance, Nominating, and Planning
* Further develop, with committee chairs, charters/outlines of responsibilities, goals
* Identify committee members for all committees, adding non -Board members
* Communicate with members re: the evolution of the plan and ongoing issues
* Consider including a report on Board meetings on the web site
1. **Expand and Activate Membership – types and numbers**
* Cultivate and recruit members from private sector and K-12 educators
* Engage students in a Student Ambassador Program (visibility & social media execution)
* Develop a Speakers Bureau of member volunteers
1. **Develop a communications plan that engages the public in the work of the Academy**
	* Increase the presence of KAS with stakeholders and citizens in Kentucky
	* Develop a network of partners with complementary goals – discover opportunities to share newsletter and other forms of communication
	* Bring science to the public (science festivals, Science Cafes, You-Tube, Ask a Scientist) and become a resource for all things science in Kentucky.
	* Develop partnerships with other Kentucky organizations/museums for co-educational opportunities
2. **Enhance the ways the Academy communicates with and about members**
* Include shorter and more frequent touches via newsletter, social media (Facebook, Twitter, Instagram & other technologies used by students, teachers and faculty)
* Develop a more engaging interactive web site
* Provide more frequent and effective communications to members (example: more possible newsletters)
	+ Enlist Student Ambassadors to assist with social media
	+ Promote volunteer activities and accomplishments with members and public in all media
	+ Add more “cool science” videos to our web site featuring Kentucky scientists,
	+ Include profiles of scientists in KY on web site, in newsletters, etc.
	+ Examine availability and access to an on-line version of The Journal
	+ Expand the visibility of the Junior Academy
	+ Explore interdisciplinary collaborations
	+ Develop a other avenues of communication (e.g. Listserver, forum)
1. **Explore effective ways to support Science Education and Advocacy**
* Support science teaching at all levels
* Influence policy makers re: teacher education (Education Policy Standards Board)
* Support and validate Teacher Professional Development programs in light of the Next Generation Science Standards
1. **Develop KAS programs (Grants and Awards)**
* Examine the impact of the Grants Program
* Evaluate the validity of the current Awards Program
* Recommend future programs
* Consider scholarships for meeting attendance, memberships, higher education tuition
1. **Review the format of the Annual Meetings (Annual and Junior Academy)**
* Consider adding grant recipients as presenters
* Involve Student Ambassadors
* Consider noting presentations of interest to appeal to different types of members
* Consider providing workshops on effective use of social media