

SAS SPECTRUM eNEWS



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Society for Applied Spectroscopy President's Report

In my incoming President's message, published in the January 70[01] issue of *Applied Spectroscopy*, I described the changes that have happened to the Society. All of these changes have placed us in a very good position, but we are still a small society in which our expertise and activities are not well recognized. My theme for 2016 will be to take action to market our Society to both members and non-members.

You probably have seen the results of some of these activities already. *Spectroscopy* magazine, through their vehicle "Spectroscopy Online" has placed a free banner ad for the society. If this gets only a few people interested in the Society, it is a win for us. All it took was asking.

We have emailed our members with a call for volunteers and we now have four volunteers that probably we would not have known about. All it took was asking.

There is a Pittcon page on the website advertising our contributions as a society and as our members. Again, a few emails and an hour to format the information. A benefit of this is that when someone hears about this and asks us to put some information on the website, we can politely invite them to join the Society or become a sponsor.

Thanks to one of our energetic members, who misunderstood whether I was asking a question as SAS or as Hamamatsu, we have the opportunity to place two articles in *Laser Focus World*. The articles will be centered on the recently emerging "key chain" spectrometers and the idea of crowdfunding results. We will be discussing making proper measurements. Are the measurements appropriate for the system you want to examine? What makes a representative sample?, etc. I have engaged our SAS experts, Alex Scheeline, James de Haseth, Katherine Bakeev, Richard Crocombe, Suzanne Schreyer, and Mary Kate Donais. All it took was asking.

Laser Focus World is also interested in our members producing brief tutorials on various types of spectroscopy. Along the lines of "What is UV?" or "What is FT-IR?", these articles provide the Society with visibility in a marketplace where we are not well known and also provides visibility for the author. All it took was asking.

Bonnie has sent email blasts to the SciX and Plasma conference attendee lists as well as those who have dropped out of the Society. At last count, she had 13 people who joined or rejoined. We saw a 25% open rate and a 5% click through. Those are good for simple email marketing. All it took was asking.

These efforts all (hopefully) are raising the profile of the Society. We all need to recognize that marketing, in this age of social media, is a matter of any one of us asking and following through.

All these things have resulted from asking. I encourage everyone to ask. I hope over the rest of the year to continue these efforts and put in place a process so that these initiatives continue.

Contributed by Ellen Miseo, SAS President

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■ **Recent Special Issues**

SAS 2020 PittCon 2016 Update

It is your turn! The EC recently reviewed a proposal for the SAS 2020 vision based on the input we received from you last year. The SAS 2020 vision has improved with suggestions from visitors to the SAS booth Pittcon. Please make our SAS vision better by sending your thoughts to sasadmin@s-a-s.org, care of Executive Director Bonnie Saylor.

As a reminder, our goal for SAS 2020 continues to be an aligned vision for the Society, so that all of our volunteer committees can work together to create the best SAS member experience possible.

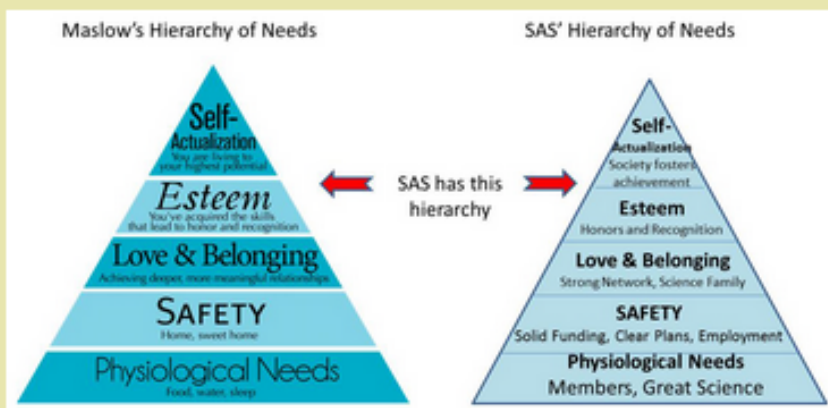
Last year's SAS 2020 vision work left off with an understanding that, while SAS members would like to see the Society expand globally, they are satisfied overall with the Society. Members told us that they take special pride in two areas:

1. Our publications, especially today's *Applied Spectroscopy* journal, and our Newsletter.
2. The family-feel created by SAS's Regional and Technical Sections, office personnel, and many networking events.



With this understanding, our vision must keep the benefits that our members value today, with healthy plans for the future.

Since the interests of SAS members and the Society are similar, it was natural to turn to Maslow's Hierarchy of Needs for vision inspiration. Using Maslow's hierarchy, combined with the member survey and an improved global focus, provided us with the needed guidelines to create a solid list of ideas. The only variance from Maslow's Hierarchy is the bottom of the pyramid where the fundamental needs rest. Our Society and our members rely on each other and doing great science.



From the bottom of the pyramid to the top, we start with SAS members:

MEMBERS have a professional life expectancy of 30–40 years. We need to attract ~80–150 new members a year, every year, just to maintain the current size. Annual strategies used by the Society may include:

- Adding new or expanding/updating Technical Sections, with a target of ~100 members/section
- Rejuvenating or adding Regional, Technical, and Student Sections, including global sections.
- Society participation at more conferences, with the specific goal of attracting new members at each.
- Adding cyber-sections or student sections for regions with low population density.
- Sponsorship of new members by local companies.

MEMBER PROPOSAL: Every year, the Regional and Technical Section Committee, with the Office, need to develop a plan for attracting at least 80 new members. This plan should be reviewed with the SAS Governing Board. Adding new Technical Sections will also help keep the Society's science on the cutting edge.

SAFETY includes two categories: (1) Member employment and (2) SAS funding.

1. SAS should provide employment and career development opportunities for members, which can include networking, mentoring, training, etc.

2. SAS funding has been an occasional trouble area for SAS. With the structural and financial interventions and innovations we made in 2015, the Society is back on strong ground. How do we keep it there? At least a 4% growth in income is needed every year to manage inflation. SAS needs ~\$50,000 per year in new income, plus a balanced budget. Strategies to achieve this goal while avoiding additional dues increases include:

- New member opportunities which can enhance funding, like Certification, development of Spectroscopy Kickstarter campaigns to fund emerging entrepreneurs, new publications, speaker videos, and funding events like bidding on shaving Ian Lewis's beard at last year's SAS Wine and Cheese Reception.
- Sharing the costs across the Society, e.g., asking self-funding Technical Sections for help with the cost of their Journal pages, Administrative support, and TPM efforts on their behalf.
- Reducing costs of existing services, e.g., the effort in 2015 to restructure the office, website, and journal costs. These changes should protect member benefits.

SAFETY PROPOSAL: The Membership Committee should propose employment and career development opportunities every year. The EC should align on their \$50,000 income building strategy annually, when they align on the next year's budget. Ideas should be weighted by their estimated likelihood of success (e.g., a \$25K idea that is 50% likely to pay out would be listed as a \$12.5K idea).

LOVE and BELONGING is very important for SAS's over 1600 members. Psychologists have estimated that it takes 8 communications of a new idea for most people to consider the communication a fact. To insure that every member feels the love, whether they attend conferences or not, SAS should strive to connect with them in at least eight ways. Some strategies for these connections may include:

- All Networking sessions, with new networking ideas like "Family Feud" between such groups as Vibrational and Atomic, global networking sessions, etc.
- Receiving the Journal and the Newsletter (translated into other languages?)
- Surveys seeking member input
- Invitations to join specific member-relevant Regional or Technical Section meetings
- Invitations to leverage their talents with SAS at a local or international level.
- Providing childcare help to enable member attendance at meetings.
- Personal contact from the SAS Office to make sure each member's needs are being met.

LOVE and BELONGING PROPOSAL: Every year, the Membership, Publicity, Publication, and Marketing Committees, plus the SAS Office, should contribute to a joint strategy that targets offering at least eight opportunities to enjoy SAS benefits to each member, everywhere in the world. Additional strategies to optimize networking events should also be prepared by the Membership Committee.

ESTEEM is important for both the Society and its members. Receiving recognition for achievements and efforts both in science and in our global society are critically important. The Society sponsors and manages several awards for its members. The Society's participation in the United Nation's *International Year of Light* is another example of this type of esteem-building event.

ESTEEM PROPOSALS include:

- Set specific goals for each SAS Award/Honoraria (e.g., to fund meeting attendance). Then re-fund Awards, and plan for budgeted step increases, to keep pace with inflation.
- Deliberately advertise awardees through all available outlets (Journal, Website, Social Media, etc.). This is a real opportunity to improve the recognition of both members and SAS.
- Create titles for members that have achieved different levels of service to the Society (à la the American Academy of Forensic Sciences). Sustaining membership could be part of this.
- With Sage Publications, award reviewers three months free access to the Journal for their services.
- Add new awards as new Technical Sections are introduced. Possibly, we need to add awards that whole SAS Technical and Student Sections can achieve. These new awards may or may not replace older recognitions.
- Keep awards prestigious (e.g., Fellows). By awarding only ~2% of the Society every year, with a 5% rate for Students, all members may receive valued SAS recognition during their careers.

SELF ACTUALIZATION is a broad area, because each individual defines self-actualization. However, considering the range and types of skills exhibited by current members, existing and potential strategies for meeting these SAS needs include:

- Continuing to provide opportunities within the Society to demonstrate talents like leadership through Committee, Executive Committee, and Governing Board offices in the Society.
- Development of new initiatives that appeal to broad groups of members (e.g., a Spectroscopy Kickstarter campaign to fund entrepreneurs, etc.). Ideally, these new initiatives will benefit both the individual and the Society's income.
- Consider adding a category to the Constitution and Bylaws to allow the formation of "Special Interest Sections," along with our existing Regional, Technical, and Student Sections. Ideas contributed so far include "Easing World Poverty", "Diversity", or "Spectroscopy in Government" groups. The target size for each group would be by ~100 members.
- Fostering certain members' work for recognition as new areas of science, via the formation of new Technical Sections.

SELF-ACTUALIZATION PROPOSAL: Every year, the EC should actively discuss plans for development or enhancement of specific member self-actualization opportunities. It may be appropriate for some development efforts to span multiple years. The goal for each effort would be for it to become self-sustaining by meeting the needs of multiple members.

All of your comments will be gratefully received and considered. The updated version of our 2020 Vision will be shared with the Governing Board at the SciX 2016 meeting. If approved by the Governing Board, this will become the vision that your Society will work to deliver for you.

Contributed by Diane Parry, SAS Past President

Open Award Nominations

Nominations may be submitted to the SAS Awards Committee via email at exdir@s-a-s.org.

SAS Fellows

This award is established to recognize individual members for their outstanding service to the field of spectroscopy. The award consists of a plaque and recognition at the SAS annual meeting. Up to 12 Fellows per year may be selected. Nomination for the award of Fellow must be made by current SAS Fellows or the Fellows Committee. The committee shall review all nominations and shall forward the award slate to the SAS Executive Committee for final approval. Fellows must continue to be members in good standing of the Society in order to maintain Fellow status. All Honorary Members of the Society shall be granted Fellowship automatically. The submission deadline is September 1st.

2015 Awardees: Colin Bain, Katherine A. Bakeev, Rohit Bhargava, David Cremers, Richard A. Dluhy, Roy Goodacre, Detlef Günther, David Hahn, Takeshi Hasegawa, and Paul Pudney.

Lippincott Award

This award is given to honor the memory of Ellis R. Lippincott. The award is sponsored jointly by the Society for Applied Spectroscopy, the Coblentz Society, and the Optical Society of America. The recipient of the award shall have made significant contributions to vibrational spectroscopy. These contributions may be theoretical, experimental, or both, as well as basic or applied. A \$1500 award is included along with an engraved crystal box. The submission deadline is October 1st.