

Alpha Chi Sigma Fraternity

Professional In Chemistry

Office of the
GRAND
PROFESSIONAL ALCHEMIST



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2016 - 2018 Grand Professional Alchemist Biennial Report

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This biennium has seen its ups and downs, both for the Fraternity and for the Professional Branch. It has been my honor and a privilege to serve as Grand Professional Alchemist during this time. I am deeply grateful for the opportunity to serve Alpha Chi Sigma in this manner. Even with the ups and downs, I was able to try out some new fundraising vehicles, send out a survey to the Professional Chapters and Groups, attend both PR Chats and Pro Chapter Chats, attend and plan multiple ACS luncheons, help with interviewing National Office staff, perform GMA visits, attend and lead Installations, kick off our long-term Alumni Relations project, secure regalia from a suspended chapter, and perform Risk Management Training. It was a very eventful biennium!

A few key areas of interest:

- **Professional Representatives**
 - All of the PRs are doing very well. They meet monthly via Skype, and discuss a variety of Fraternity topics. During the biennium, the PRs have provided input on the annual solicitation, the alumni committee, chemical safety, Ritual Committee, marketing and social media ideas, and have shown a willingness to help the National Office (Wyvern Pin data, and general housekeeping with the changing staff). Many of them were also able to attend one or more Installations (Hannah, Stephanie, Kate). They have been ready and willing to help, even when we've had to stop and start projects, due to other things going on. We sincerely thank Tim Deschaines and Stephanie Bates for their service as PR chairs.
- **Professional Chapters and Groups**
 - We have acquired one new Professional Group (Atlanta Pro)! We are also hearing of possible groupings in the Tidewater Virginia area, as well as in Houston, TX and Flint, MI. There is also discussion of reinvigorating the Detroit Pro Group with input from recent Kettering University graduates. This may be in Detroit, or another nearby region of Michigan.
 - Our Pro Expansion Chair, Kerri Federico, has been quick to answer any inquiries she has received, and very helpful. For 2018, Tim Deschaines is taking on this role. I look forward to seeing what ideas he comes up with.
 - I sent out a survey to our current Professional Chapters and Groups. We have had 39 responses! The results were discussed at the Winter SC meeting. We are looking at ways to implement some of the feedback we received.
 - Some of the Pro Chapters took umbrage at the way the SC handled the March for Science. We have taken their input into account.
- **Solicitation**

- The 2017 Solicitation mirrored the format of the previous two years (quad-fold). Due to the occurrences at the National Office during 2017, we do not have complete data yet on what was collected during the 2016 Solicitation. I am hopeful that we can use the 2017 data (along with 2015, and what we can from 2016), to see how the new materials are being received. We mailed out approximately 25,000 letters.
- I also tried a few fundraising vehicles on Facebook. We were able to acquire approximately \$1,000 from these. I will look and see if these are new donors, or existing donors.
- **Professional Newsletter**
 - We had begun sending out a Professional Newsletter at the end of 2016, and early into 2017. This was halted due to the events at the National Office. Prior to that, we received praise for this new vehicle of sharing information. We also were able to acquire 10 Brothers who began using our Monthly Donation services. We are looking at reactivating the Newsletter (AGR Busch is working on this), as well as figuring out how to re-start the Monthly Donations feature as well.
- **ACS-Alpha Chi Sigma Receptions**
 - The Alpha Chi Sigma Reception at the 2017 ACS spring meeting was held at John's Grill in San Francisco, CA. The Alpha Chi Sigma Reception at the 2017 ACS summer meeting was held August 22nd at the City Tap House in Washington, DC. I also had the honor of presenting the ACS Award in Pure Chemistry at the 2018 ACS spring meeting in New Orleans, LA. For this luncheon (at Mulate's), we had over 60 attendees! I was able to attend the DC meeting and the New Orleans meeting, and had a blast meeting with Brothers from all over the country.
- **Facebook Promotion**
 - We tried using a targeted promotion on Facebook, to generate traffic and expansion interest. I targeted men and women 18 – 65+, living in United States: Kalamazoo (+25 mi) Michigan; Springfield (+25 mi) Missouri; Las Cruces (+25 mi) New Mexico; Austin (+25 mi) Texas. It reached 2,557 people, and resulted in 49 click-thrus, and two page likes. 74% of those interested were males. This ran for 28 days, and cost \$84. I will present a further analysis at the SC meeting.
 - I continued to help develop content for the Facebook postings, including interesting articles about Brothers, and their papers.
- **Installations**
 - I was able to attend the Installations at the University of New Orleans, Albion College, the reactivation of the University of Kentucky, the University of Richmond, and Kettering University. I presided over the installation at Northern Illinois University. This is one of my favorite things to do as a Supreme Council member, and I am looking forward to many more.
- **GMA Visits**
 - At GMA Wenzel's request, I performed the GMA visit for the University of Tampa Colony. They were approved for permission to petition!

It was definitely a wild biennium! I am looking forward to Conclave and continuing my work with Alpha Chi Sigma. It has been phenomenal working with our Brothers, the office staff, my fellow members of the Supreme Council, and the Professional Representatives.

Yours in the Double Bond,

A handwritten signature in cursive script that reads "Helen M. M. Webster". The signature is written in a fluid, connected style with a prominent initial 'H'.

Helen M. M. Webster
Grand Professional Alchemist
Alpha Chi Sigma Fraternity