

Division of Professional Relations  
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DENNIS CHAMOT, *Editor*



No. 48  
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## FROM THE EDITOR . . .

### Report from Atlanta

Quite a bit happened at the ACS national meeting in Atlanta in April that kept your division Counselors (John Connolly and me) quite busy. I will highlight just a few items that you may find of interest.

There is a major push on to reorganize the ACS committee structure. While one could argue that there may be too many Council and Board committees, subcommittees, task forces, consultants, and whatnot, it is interesting that the area picked first for "consolidation" is professional relations! A major proposal is circulating that would merge the Council Committee on Professional Relations, the Council Committee on Economic Status, PROPPACC (a co-ordinating body made up of the chairs of other committees), and the Board committee dealing with professional relations. The net result would be, in effect, elimination of CES (in part because the new "society committee" would have far fewer members than the original committees' total, and CPR alone already has a full agenda), and there would be reduced opportunity for Counselor control of ACS programs.

This last point is somewhat subtle. Three of the current committees under discussion -- CES, CPR and PROPPACC -- are either exclusively or preponderantly made up of Councilors. The new Professional Affairs Committee (PAC) would be a Society Committee; its (limited) membership would include Counselors, Board members, and other members of the Society not necessarily holding any elected office.

I believe that this move is in the wrong direction. There are very good reasons why the Society has two elected governing bodies, the Board and the Council. They have different structures and different functions. The Board has the legal responsibility for the financial welfare of the Society. The much larger Council, on the other hand, is more representative of the membership in that each Counselor has a much smaller constituency. Each body needs committees for detailed discussion and exploration of issues before them, but it is a mistake to blur any further the necessary separation between the two groups.

Council committees need the freedom for exploratory discussion without having to look at the budget first; they cannot be, and are not, irresponsible in their approach, but on the other hand, it would be counterproductive to have them subject at the start to the typical Board member's overriding concern with the budget. I believe that better governance is possible with a certain amount of "inefficient" duplication: proposals and discussion in the Council, followed by review by the Board.

This does not mean that some streamlining, especially in these times of tight budgets, is not warranted. We just have to be careful. Your division representatives are working vigorously on this, and will continue to confer with members of the Committee on Committees and its new chairman.

I mentioned tight budgets. It was very interesting to listen to this year's Council debate over dues: there wasn't any. The full escalator was allowed to take effect. In the past, several of us have argued forcefully for smaller increases than permitted by the bylaws. We insisted that new programs of interest to the membership be instituted, and that dues be supplemented by income from other sources (especially Chemical Abstracts and other publishing activities). I have to admit that both have occurred. In fact, the contribution from reserves to the dues pool is now well over \$4 million per year, currently accounting for a full third of the pool. In the face of this satisfaction of past demands, it would be difficult to argue for another less than cost of living increase in dues. After all, expenses do increase.

On the other hand, the Society does need to figure out ways to help members for whom the present dues level is a strain. I have made some suggestions to the head of the Membership Affairs Committee, and I urge you to do the same. Write to Dr. Michael P. Doyle, Dept. of Chemistry, Trinity University, 715 Stadium Drive, San Antonio, Texas 78212-3104.

One other interesting bit of non-debate. CPR presented its new Academic Guidelines to the Council for approval. These supplement PEG (Professional Employment Guidelines) and deal with issues specific to the academic environment. These were approved, and are now official. Contact the ACS Office of Professional Services for a copy.

### Contents

The major article in this issue is based on a presentation at the Atlanta meeting chaired by Terry Russell. This should be of particular interest to the members of this division. The study summarized in the paper demonstrated quite clearly that ACS members have different interests. While academic chemists, mostly with Ph.D.s, are an important group, the bulk of the membership is in other categories. We need to be concerned about all members, and to design programs and publications that meet a variety of interests. These kinds of findings support the interests and activities of this division, and it is nice to see that come out of the research.

# DIFFERENCES IN PROFESSIONAL NEEDS AND INTERESTS OF CHEMICAL SCIENTISTS

by Frank Chube, Head  
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American Chemical Society  
Washington, D.C.

The recent national ACS Member Needs Study was initiated to assess member satisfaction with current American Chemical Society programs and services; evaluate member attitudes toward various issues; and determine member needs for new products and services. This project is one of a series of studies conducted by the Washington Operations Marketing organization to quantify changes affecting the chemical science community and the ACS membership. The study was composed of a domestic and non-domestic component. This paper presents the findings of the domestic member phase of the study.

The primary data-gathering methodology was a mail survey of a random sample of 5,199 full and associate domestic members conducted during the summer of 1989. Overall, 70% (3,618 of 5,199) of members surveyed returned completed questionnaires.

An important finding of the study is that there are distinct differences in interests, needs, and attitudes of chemical scientists based on demographic factors such as educational degree, employer, age, and division involvement. This paper summarizes areas of agreement and disagreement among members, and characteristics of distinct member groups.

## Areas of Agreement

From a list of 13 items, the most important benefits that almost all members expect from a professional scientific society are access to information about current developments in science; access to information about developments in their field of specialty; and activities that promote the positive aspects of chemistry. On a 5-point scale where 5 is the highest rating, the mean scores for these expected benefits were 4.4, 4.2, and 4.1 respectively. The relative order and mean scores for these benefits were consistent among almost all members segments (e.g., age, employer, degree).

In addition, from a list of 20 products and services, almost all respondents indicated that public outreach activities and access to professional information were the most important programs expected from the American Chemical Society. Programs that improve the public image of chemistry (54%), national meetings (51%), Chemical Abstract Service (47%), C&EN (36%), and technical publications in field (31%) were the top five products, services, and activities that study respondents indicated the Society should provide.

Given the consistent ranking of benefits and selection of top programs and services, access to professional information and activities that improve the public image of chemistry are areas which almost all survey respondents agreed were important benefits of Society membership.

## Member Differences

Important differences among members were found based on educational degree, age, employer, and division involvement. The following summarizes key member differences that were identified:

### Degree

o Respondents with bachelor degrees were more likely to rate ACS information services (e.g., publications, books, CAS) lower than members with masters and doctorate degrees. In addition, members with bachelor degrees were more likely to indicate that ACS information products are not needed; are least likely to be involved in ACS activities; and believe that ACS is too academically and too PhD oriented.

o In contrast, members with doctorate degrees were much more likely to be involved in ACS activities than members with bachelors or masters degrees. These members are more likely to attend national meetings, read

*Based on a presentation at the DPR Symposium, "Diversity in the Chemistry Workforce," held at the national ACS meeting in Atlanta, Georgia, April 16, 1991.*

and subscribe to ACS publications, and be involved in governance. Members with doctorate degrees are also more likely to rate the quality and need for ACS products and services higher than other degree segments.

### Age

o Respondents under 35 years old were generally more interested in employment assistance and career planning programs than other age segments. In addition, these members were more concerned about costs of ACS products and were significantly less interested in insurance programs than other age segments.

o Respondents who were 35 years old to 44 years old were more active in ACS activities than other age categories. These members are usually more likely to read and purchase ACS publications and to attend meetings. This segment is also slightly more likely to be interested in making new professional contacts than other age segments.

### Employer

o Members employed by a university are one of the most distinct member segments. Members in this employer segment are much more likely to be involved in ACS activities (e.g., governance, meetings); more likely to rate information programs and services favorably; and are much more likely to subscribe to ACS publications than members from other employer categories. These members are least likely to indicate that ACS is too academically oriented.

o Respondents employed by industry were more likely to indicate that ACS was too academically oriented. Members in this employer segment were more interested in salary survey data, employment guidelines, and legislative monitoring activities than respondents employed by a university or government. In addition, members employed by industry were more interested in obtaining applied professional information and in certification programs for chemists.

### Member Involvement

o Members who joined a division and who attended at least two national meetings from 1987 to 1989 were the most active members within the society. Individuals in this segment are the most likely to attend local, regional, and national meetings. They are also more likely than respondents who do not belong to a division to need ACS products and services and to be involved in governance activities.

o Members who were not members of a division were more likely to indicate that ACS information products such as publications and books were not useful or needed. In addition, these members were much more likely to rate ACS meetings lower and were more likely to indicate that

another professional organization met their needs better than does the ACS.

### **Distinct Groups**

Utilizing several statistical techniques which segmented respondents based on statistically significant patterns of responses, four distinct member groups were identified. These groups are classified as Involved, Applied, General, and Special Services. Approximately 25% of the respondents could not be classified and are not included in these groups.

While all members have common interests, analysis of questionnaire responses indicated that each member group has distinct needs and interests. The following summarizes the demographic composition and needs of each group:

o Involved Members - Involved members usually have a doctorate degree; participate in most ACS activities; and strongly support the need for technical publications and meetings. These people are estimated to represent 15-20% of the membership.

o Applied Members - Applied members often have bachelors degrees; usually do not subscribe to or regularly read ACS technical publications; and are less likely than members in the Involved group to participate in ACS activities. Members in this group want applied scientific information, employment services, and ACS membership to assist them in advancing their careers. These people are estimated to represent 15-20% of the membership.

o General Members - Members in this group strongly believe that the ACS should do more to enhance the image of chemistry. General members need to interact with other professionals and want general scientific information. Members in this group, which has no distinguishing demographic characteristics, are estimated to represent 25-30% of the membership.

o Special Services Members - Special Services members have a strong need for, and appreciation of, ACS credit cards, insurance, and auto rental programs. These members want group life and professional liability insurance and are pleased with the Society's programs in this area. This group, which has no distinguishing demographic characteristics, is estimated to represent 10% of the membership.

### **Conclusions**

The ACS membership is composed of distinct member groups with common interests as well as specific needs. Almost all members believe that access to professional information and activities that improve the

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## INVITATION

The DPR needs you!

A major activity of your Division is the organization of sessions during the national (and regional) ACS meetings. We have presented informative, interesting, sometimes downright exciting programs. There is always room for good ideas and stimulating programs. We want your ideas -- volunteer to organize a symposium. Take it from someone who knows -- the rewards are great, not only in terms of public recognition, but also in satisfaction in seeing your conceptions turn into reality.

Have an idea? See a need? Contact the division's very capable program chairman, Tom Kucera. Write to him at 9310 Hamlin Ave., Evanston, IL 60202-1302.

## DIFFERENCES...

public image of chemistry are important societal benefits. There are, however, important differences among members based on demographic factors such as educational degree, age, employer, and division involvement.

The findings of the Member Needs Study indicate that the ACS is not serving the membership uniformly. Members employed by a university and those active in divisions are the most likely to use ACS products and participate in societal activities. Respondents with bachelors degrees, non-division members, and individuals under 35 years old are more likely to have specific unserved needs and are more likely to indicate that ACS products and programs are not needed.

## DPR Membership Application

I am a member of the American Chemical Society.  
Enclosed is \$4 to cover dues through December 31, 1991.

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

My ACS membership number is: \_\_\_\_\_  
(if known)

Address (As it appears on my C&EN mailing label)

\_\_\_\_\_  
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Mail to:

**Dr. E. Ann Nalley, Secretary  
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