2007-2009 Strategic Plan  
Division of Professional Relations

**Mission:** To serve as a home for all ACS members concerned with professional development and to be the advocate for all members of the SOCIETY in the area of professionalism.

**Vision:** To provide innovative programs, products and services (PPS) for the professional development of ACS members by: developing relevant content; creating a divisional home for non-technical committee members; and optimizing the divisional structure to serve all members of the chemical community.

**Strategy #1:**  
Develop programs, products and services (PPS) relevant to the professional needs of the members of the chemistry community.

**Action Steps**  
- Redesign website  
- Recruit talented people to develop PPS  
- Conduct a needs assessment  
- Collaborate with other ACS entities  
- Determine available resources (financial, human, etc.)  
- Explore the use of more technology

**Strategy #2**  
Create a divisional home for members served by non-technical committees.

**Action Steps**  
- Develop liaisons with other committees  
- Use committees to recruit members  
- Determine operating procedures between PROF and non-technical committees  
- Form a PROF programming committee comprising various non-technical committee representatives

**Strategy #3**  
Build a divisional structure that addresses the critical professional concerns of non-technical committees, industrial members, academics and small businesses.

**Action Steps**  
- Define subdivisions  
- Amend bylaws as needed  
- Recruit members for new subdivisions