

2019 Grand Professional Alchemist report

In 2019, I have continued my work on my major goal of better communication between the Fraternity and its members and non-members. The Supreme Council has also been very busy revising our Health and Safety strategy through the 3P2E process outlined by our insurance carrier, Holmes-Murphy. Throughout the year the SC has worked as a team with the GR and AGR to develop the Alpha Chi Sigma Health and Safety Philosophy, defined the Fraternity Health and Safety policies, and edited a library of Health and Safety procedures. The end goal is to not only meet the requirements of our insurance carrier but also set up a framework that gives our members a safe and rewarding Fraternal experience. While this is not a task assigned specifically to the GPA it has required large chunks of time for each of the SC members to get us to this point.

- **Solicitation.** For the 2019 solicitation I worked with Erin and Amy in the National Office to create a targeting strategy that makes sense for our Fraternity. Amy has a lot of experience in fundraising and was instrumental in developing the strategy. We developed a new strategy for our traditional mailing that not only targets our core donors but also targeted our younger members. We created specialized inserts for different donor classes that allowed us to get a targeted message to different groups of donors. We not only wanted to maximize donations during this solicitation but also to get younger members to start donating and build a history of support for the Fraternity. In addition, the Fraternity acquired a new email platform and solicitation emails were sent out to every member of the professional branch with an email address in our database that did not receive the paper mailing. We had follow-up emails as well as campaigns for giving Tuesday and Founders day. As of this report we have not fully analyzed the data from each of these efforts but I hope it will positively inform future solicitation strategies.
- **Communications.** As stated above, we acquired a new email platform. This has not only allowed us to bolster the solicitation but also help us reach out to our membership. GCA Cole has resumed the Chrome and Blue for the Collegiate members and I have created a newsletter for the Professional Branch. I worked closely with the National Office to evaluate and test the email system and will continue to evaluate the system as well as our email campaign results.
- **Professional Representatives.** I wish to thank the Professional Representatives for their work throughout the year. I have not assigned many tasks to the PRs but they have consistently attended our monthly chats and stepped up whenever I, or any other member of the SC, requested help. The PR group in 2019 was an exceptional group and I wish I was able to get them started on more projects. I expect more in 2020 and beyond.
- **Events.** I attended, along with the rest of the SC, the installation at York College in York, PA. This installation included a district conclave and I was able to speak on various topics about being a professional member of Alpha Chi Sigma. This year I also

presented the Award in Pure Chemistry at the ACS meeting in Orlando, organized the luncheons at the ACS meetings in Orlando and San Diego, and attended events held by the Washington DC Professional Chapter of Alpha Chi Sigma.

I look forward to a productive 2020, completion of the 3P2E process and a successful conclave..