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**BOARD OF DIRECTORS MEETING ♦ MINUTES ♦ Saturday, October 22, 2016**  
**Salt Lake City Marriott Downtown at City Creek Hotel ♦ Salt Lake City, Utah USA**

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**Board Members Present:**

Mrityunjay (Jay) Singh, President  
William Lee, President-elect  
Kathleen Richardson, Past President  
Daniel Lease, Treasurer  
Michael Alexander, Director  
Geoff Brennecka, Director  
Manoj Choudhary, Director  
John Halloran, Director  
Martin Harmer, Director  
Edgar Lara-Curzio, Director  
Hua-Tay (HT) Lin, Director  
Tatsuki Ohji, Director  
Greg Rohrer, Director

**Non-Voting Board Members Present:**

David Johnson, Parliamentarian  
Charlie Spahr, Executive Director

**Others Present:**

Dana Goski, Incoming Director  
Lynnette Madsen, Incoming Director  
Kevin Fox, EIC Chair

**Staff Present:**

Eileen De Guire  
Marcus Fish  
Bill Janeri  
Michael Johnson  
Sue LaBute  
Mark Mecklenborg  
Kevin Thompson

**1.0 CALL TO ORDER AND OPENING STATEMENTS**

President Jay Singh called the meeting to order at 8:30 a.m. and thanked Board members and guests for attending. There were no additions to agenda.

**2.0 APPROVAL OF CONSENT AGENDA**

**2.1 Approval of Previous Board Meeting Minutes**

- June 26, 2016 (Toronto)
- August 17, 2016 (via Conference Call)

**2.2 Acceptance of Committee Reports**

**2.3 Acceptance of Division Annual Reports**

**2.4 Approval of International Chapter(s)**

- United Kingdom Chapter

**2.5 Approval of Student Material Advantage Chapters**

- Wuhan University of Technology
- University of California – Riverside

On motion by Geoff Brennecka, seconded by Greg Rohrer, the Board voted unanimously to approve the consent agenda of October 22, 2016.

Bill Lee suggested posting the Division annual reports and financials on the Division web pages to be viewed as best practices for all the Divisions.

### 3.0 INDIVIDUAL BOARD MEMBER UPDATES

Board members provided updates of their ACerS related activities that have taken place since the last Board meeting in June.

### 4.0 PRESIDENT'S REPORT

#### 4.1 Welcome 2016-2017 Incoming Board Members

Singh acknowledged and welcomed the incoming officers and Board members:

President:	William Lee
President-elect:	Michael Alexander
Directors:	Doreen Edwards (not present), Dana Goski, Lynnette Madsen

#### Recognize Retiring Board Members

Singh acknowledged the retiring officers and Board members, thanking them for their many contributions and leadership:

Past President:	Kathleen Richardson
Directors:	John Halloran, Edgar Lara-Curzio

#### 4.2 Annual Conflict of Interest Declaration

Singh requested that each Board members turn in a signed Conflict of Interest Declaration.

#### 4.3 Appeal/Challenge to Board Members

Singh discussed his concern about declining membership, and as *Baby Boomers* retire we have to recruit and retain *Millennials*. He requested that each Board member recruit five members every year during their tenure and issued a reminder that a prepared presentation is available for use in discussing ACerS programs and activities.

#### 4.4 ACerS Strategic Plan Implementation Report

- **Membership Growth**

Singh reported that the GGRN and new member recruitment initiatives, such as lifetime membership, have shown tremendous promise. CGIF efforts along with creation of ACerS International Chapters will also help grow society membership.

- **Integrated Publications Strategy**

The study and report by consultant Simon Inger was finalized, which includes several recommendations for change such as limiting the editor-in-chief position to a five-year term and adding a managing editor position on staff. Mark Mecklenborg will discuss in greater detail later in the meeting.

- **Global Collaborations And Outreach**

Singh reported that progress was made in area of global collaborations and outreach. Approval of the first international chapter (UK) is on the agenda for this meeting. He is speaking to Wayne Kaplan about setting up an international chapter in Israel. Feedback has been received from the international community over concern that ACerS is trying to steal their members by establishing international sections. The point needs to be communicated that the goal is to serve ACerS members where they live, not steal members from other societies. Talking points of the mission of international chapters to be used to ease the fears of the international ceramics and glass community has been developed [Appendix A].

Singh reported that an MOU was signed with the Korean Institute of Chemical Engineers (KICe) for them to organize MCARE in future years. There is a lot of potential here, maybe a new journal.

Regarding the Asia Pacific Ceramic Cooperation Summit (APCCS) in Singapore and Bangkok, Singh encouraged follow up to keep the momentum going, could become an annual program, rotating between Singapore, Thailand or Malaysia, and possible Indonesia or Vietnam. The international chapters in this region could become anchors for an event. These are good locations for international

chapters.

Singh reported that initial discussions have been very positive for a Pan American Ceramics Congress (PACC), which could be a biennial event; could rotate between US, Mexico, Brazil, Colombia, Peru, Argentina, etc., following the PACRIM model.

Singh reported that there is strong interest for a Bilateral "Frontiers of Ceramics" Symposium from Japan, Brazil, Germany, etc. These events could also be held in conjunction with some large meetings. Attendees and organizers will be mostly people below age 35 with guidance from senior members, with YPN and GGRN heavy involvement. About 40 people (20 each from US and overseas) will be invited to attend.

- **Volunteer Recognition, Recruitment, And Retention**

Singh reported that progress has been made on volunteer recognition, with programs such as the ACerS Global Ambassadors Program plus more communications to members - articles in the *Bulletin* from the President, CTT updates to members, quarterly Division Leaders teleconference, annual Division Leaders meeting with the Board of Directors, Division and Section visits from the leaders, past president's newsletters.

#### 4.5 BOD Liaisons to Divisions/Classes – select for 2016-2017

The following assignments were made for 2016-2017:

<b>Division/Class</b>	<b>Board Liaison</b>
Art, Archaeology, Conservation Science	Lynnette Madsen
Basic Science	Greg Rohrer
Cements	Geoff Brennecka
Electronics	Martin Harmer
Engineering Ceramics	Tatsuki Ohji
Glass & Optical Materials	Manoj Choudhary
Manufacturing	Mike Alexander
Nuclear & Environmental Technology	HT Lin
Refractories Ceramic	Dana Goski
Structural Clay Products	Jay Singh
Ceramic Education Council	Doreen Edwards
National Institute of Ceramic Engineering	Doreen Edwards

Activities for liaisons include:

- Sit in on quarterly division leader calls that ACerS schedules, if available
- Periodically review division websites on ceramics.org and provide feedback for improvement
- Review division brochures and assist with/review marketing plan that is developed for the division to attract new members
- Attend division annual meetings for at least a day, if possible, to become more familiar with programming
- Attend division executive committee meetings and general business meetings at MS&T, if schedule permits
- Contact division officers by email at least once a quarter to touch base and be available as a resource

#### 5.0 PAST PRESIDENT'S UPDATE

##### **Washington Intern in Science and Engineering**

Kathleen Richardson provided an update on the Washington Internship in Science and Engineering (WISE). The Board approved as a pilot program last year to support an intern but due to a lack of nominations, the program was extended for one year. If we don't find a successful candidate this year, we will discontinue participation. IEEE might be able to provide the office space in Washington, DC, for our potential intern. Applications are due in early December, therefore based on the submissions, it will be decided at the board meeting in January whether to continue the program.

## 6.0 PRESIDENT-ELECT'S UPDATE

### 6.1 Strategic Planning for Emerging Opportunities Committee Update

Bill Lee updated that he appointed the chairs of YPN, PCSA and GGRN to the SPEO committee to get their ideas and perspective for keeping ACerS up to date. The committee held a telecom during the summer and have a meeting planned on Monday next week. Progress has been made on the two Technical Interest Groups (TIGs) – Computing and Polymer, plus discussing two new ones – Bioceramics and Additive Manufacturing.

### 6.2 2016-2017 Goals

Lee reviewed the areas that he plans to focus on during his term as president:

1. Extend Global Outlook
  - Establish additional International Chapters
  - Collaborate with international partners
  - Consider 'Global Best PhD Award'
2. Increase involvement of younger membership in ACerS through the GGRN/YPN and the Ceramic and Glass Industry Foundation
3. Expand industry-focused activity
  - Establish an Advocacy Committee
  - Grow involvement with Ceramics Expo
  - New Corporate Member 'Partnership' Program
  - Support progress and development of Manufacturing Division

## 7.0 FINANCIAL UPDATE

### 7.1 2016 YTD Financial Results (through August)

Dan Lease reported that the combined revenue through August 31 was \$5,045K, \$644K below budget, primarily due to underperforming CPC revenue. Direct expenses were \$243K below budget. YTD surplus is a \$9K deficit, which is \$265K below budget.

Dan expressed concern about meeting performance, CPC declining membership and workshop revenue, and declining revenue from advertising. Charlie explained that three international conferences were originally budgeted for Potters Council, however, one was cancelled due to lack of attendees, plus CPC experienced several issues this year including technical issues that prevented product delivery, issues related to the failed web update that caused many problems and complaints from members, subscribers and customers. This is why it was decided to partner with the Mequoda Group to develop the website.

### 7.2 Investment Portfolio Update and Major Fund Balances

Lease reported that the rate of return on the investments is 5.77% as of August 31<sup>st</sup> and the balance is \$8,114K, growth of \$500K on investments.

### 7.3 2017 Budget Schedule

Lease reviewed the 2017 budget planning schedule with final approval expected to take place at the January 2017 board meeting.

## 8.0 CERAMIC and GLASS INDUSTRY FOUNDATION

### 8.1 Updates – fundraising, programming

Development Director, Marcus Fish, provided an update on the foundation fundraising and programming activities. In 2016, \$158K has been raised year-to-date, \$662K has been received since the inception of the foundation (first donation received in December 2013).

Several outreach activities are taking place through student outreach, ceramic and glass career center, student exchanges and travel grants, leadership development, University–Industry network; repackaging of

the Materials Science Classroom Kits, including a copy of the *Magic of Ceramics* book.

Bill suggested that Marcus inform Dave Richerson (author of the *Magic of Ceramics* book) that the book is being included in the kits, as he is unaware at the moment.

## **8.2 Du-Co Ceramics Scholarship**

On motion by Kathleen Richardson, seconded by Dal Lease, the Board voted to revise the ACerS Procedure Manual to change the name and purpose of the Du-Co Ceramics Scholarship in *Section VI. Society Funds, A. Restricted Funds, 6. Du-Co Ceramics Scholarship Fund* to the Du-Co Ceramics Student Leadership Fund and delete *Section VII. Society Awards, L. Du-Co Ceramics Scholarship Award*, as outlined in the attachment [Appendix B]. The motion carried.

## **8.3 Board Members approvals – Trustees and Chair (to be distributed at meeting).**

On motion by John Halloran, seconded by Geoff Brennecka, the Board voted to approve Ted Day as Chair of the Ceramic and Glass Industry Foundation for the term October 2016 to October 2017 and Trustees Thomas Arbanas, Elizabeth Dickey and Phil Wenzel, for the term October 2016 to October 2019, as recommended by the CGIF Board of Trustees. The motion carried.

Jay requested that brief bios be provided on the nominees in the future and that there needs to be better communication between the ACerS and CGIF Boards. Greg Rohrer is a CGIF Board member so volunteered to be the interface between the Boards.

Marcus requested that Board members submit recommendations for potential Foundation Board members.

## **9.0 PRESIDENT'S COUNCIL OF STUDENT ADVISORS**

PCSA Chair, Lisa Rueschhoff, provided an update of activities of the PCSA. Recent activities include planning for the winter school, assigning Division delegates to connect students to Divisions, creation of additional lesson plans for the ceramic and glass science kits, and the addition of an External Partnerships Committee in addition to existing committees, which are Programming, Communications, Finance, Outreach, and Recruitment. Lisa reported that there are 50 delegates in this year's class, of which 45 are in attendance at their meeting today.

## **10.0 EDUCATION INTEGRATION COMMITTEE (EIC)**

EIC Chair, Kevin Fox, provided an update on the plans for restructuring the Education Integration Committee which includes forming a new Educational Class that includes the dissolution of the EIC and the two existing Classes – Ceramic Education Council and National Institute of Ceramic Engineers. The Board provided feedback and the consensus is for Kevin, et al, to continue moving in this direction in order to present a formal proposal to the Board for action at the next meeting.

## **11.0 EXECUTIVE DIRECTOR'S REPORT**

### **11.1 Operations and CPC Update**

The operations update was included in the materials distributed prior to the meeting; no questions were raised. Charlie Spahr reviewed the balance of year financials and projected a miss to the budget of \$(80)K.

### **11.2 GGRN/Material Advantage Discussions with MS&T Partners**

Spahr provided an update on the discussion with the MS&T partners regarding the ACerS GGRN program. ACerS drafted a 'compromise position' that the partners have been unwilling to accept.

Spahr asked for the sense of the Board going forward if the partners are unwilling to comprise on the GGRN membership. It is the consensus of the Board that ACerS should consider pulling out of the Material Advantage program and run our own student membership program if the partners don't agree to the proposed compromise.

Mike questioned if the MA program has enhanced ACerS.

Lynnette asked if this was discussed with the PCSA members.

Kathleen suggested polling the MA advisors and PCSA members at an appropriate time for their input about the value of MA and the potential of pulling out of the program.

### **11.3 Division Membership Policy**

Spahr reviewed a proposal for a revised Division dues structure which would eliminate the \$10 dues charge to members who select more than one division by adopting the policy described in the attachment [Appendix C]. The goals are to enhance/increase involvement in the Divisions and to ease the administration of enrollment in multiple Divisions. During discussion it was decided to go forward, while assessing the impact of possible reduced funding to Divisions, though it was noted that Divisions will still have access to the \$2,500 supplemental funding. Some members thought that the entire division funding structure should be reviewed and updated, perhaps financial support should be based on activity.

### **11.4 Corporate Member Partnership**

Charlie presented a new Corporate Member program structure. The goal of the new model is to partner with member companies to more fully engage them in the Society through advertising, meetings, exhibitions and to provide more visibility to members. The rates will be based on a company's desired level of engagement rather than the number of employees, as in the current structure. Current Corporate Members were surveyed for feedback, which was mostly positive. Current corporate members will be able to transition through 2018 and we'll work with those who prefer the current model.

On motion by Kathleen Richardson, seconded by Dan Lease, the Board voted to approve the implementation of a new pricing structure for Corporate Members as outlined in the attachment [Appendix D]. The motion carried with 12 positive votes and one abstention.

### **11.5 Functional Glass Manufacturing Initiative Consortium Development**

Charlie provided an update of the project, which has proceeded on time and on budget. Currently evaluating "homes" for the FGMIC as we move to the consortium stage. May engage consultants to identify and vet partners.

## **12.0 DIVISION SUPPLEMENTAL FUNDS**

December is the end of the Division Supplemental Funds two-year pilot program. After discussion, the Board agreed to extend the pilot program for another two years, contingent upon the availability of funds for the following fiscal year, through the operating budget.

## **13.0 JOURNALS**

Staff Director, Mark Mecklenborg, reviewed the results of the consultant report on improvement of ACerS Journals Program. Recommendations included the follow highlights, which will be implemented in the coming months:

- Optimize and standardize peer review process
- Enhance review and publication times
- Eliminate layers in editorial structure, defining term limits, and enhancing diversity and international representation
- Target high-impact authors and improving marketing to authors
- Increase staff to work with editorial boards to expand ACerS' impact in scientific publishing
- Invite major publishers to tender for ACerS journal business in 2018 to provide time to make change in 2020
- Hire JACerS Editor-in-Chief to replace David Green, who is retiring. EIC will partner with staff to implement agreed upon recommendations.
- Review additional input with Publications Committee and make recommendations and establish timetable.
- Hire a Managing Editor in January to serve as journals product manager, to partner with new EIC to implement appropriate structural and review process recommendations from consulting project, step up

marketing efforts, and ensure ACerS is getting support from Wiley.

**14.0 EXECUTIVE SESSION/ADDITIONAL ITEMS**

On motion by Kathleen Richardson, seconded by John Halloran, the Board voted in move into executive session. Charlie Spahr, Sue LaBute, Dana Goski and Lynnette Madsen were invited to remain.

**15.0 SOCIETY AWARDS**

**Darshana and Arun Varshneya Frontiers of Glass Technology Lecture**

On motion by Kathleen Richardson, seconded by Manoj Choudhary, the Board voted unanimously to approve **Leonid Glebov** (University of Central Florida), as the 2017 Darshana and Arun Varshneya Frontiers of Glass Technology Lecturer.

**Darshana and Arun Varshneya Frontiers of Glass Science Lecture**

On motion by Kathleen Richardson, seconded by Manoj Choudhary, the Board voted unanimously to approve **Himanshu Jain** (Lehigh University), as the 2017 Darshana and Arun Varshneya Frontiers of Glass Science Lecturer.

**16.0 COMMITTEE APPOINTMENTS**

On motion by Kathleen Richardson, seconded by John Halloran, the Board voted unanimously to approve **Janet Callahan** as a member of the Book Publishing Subcommittee for the Society term October 2016 through October 2019.

**17.0 DISCONTINUE EXECUTIVE SESSION AND ADJOURNMENT**

The Board voted to end the executive session and adjourn the meeting at 4:00 p.m.

**BOARD OF DIRECTORS MEETINGS SCHEDULE**

**2017**

Saturday, January 21	Orlando, Florida	All day	(EMA)
Sunday, May 21	Waikoloa, Hawaii	All day	(PACRIM/GOMD)
Saturday, October 7	Pittsburgh, Pennsylvania	All day	(MS&T)

**2018**

Sunday, January 21	Daytona Beach, Florida	All day	(ICACC)
Sunday, May 20	San Antonio, Texas	All day	(GOMD)
Saturday, October 13	Columbus, Ohio	All day	(MS&T)

**2019**

Saturday, January 26	Orlando, Florida	All day	(EMA)
Sunday, June 9	Boston, Massachusetts	All day	(ICG)
Saturday, October 5	Portland, Oregon	All day	(MS&T)

**2020**

Sunday, January 26	Daytona Beach, Florida	All day	(ICACC)
Spring/Summer TBD	TBD	All day	
Saturday, October TBD	Pittsburgh, Pennsylvania	All day	(MS&T)



## ACerS International Chapters Talking Points for Board Members

- ACerS is an international organization with almost 40 percent of its members located outside of the United States. To support members around the world, ACerS is forming International Chapters at the request of members residing in regions and local areas where concentrations of ACerS members already exist.
- ACerS International Chapters will work cooperatively with national and regional ceramic, glass and materials societies to better serve the needs of the local/regional ceramics and glass community.
- In addition to regular ACerS member benefits, members of International Chapters will have access to programming and networking opportunities with other local/regional ACerS members.
- Membership in ACerS is a prerequisite for membership in an International Chapter. Joining an International Chapter is free and based on residing in the defined region.
- Each Chapter will hold at least two technical, educational, or professional events a year.
- Every year, the Chapter will receive financial support from ACerS for the Chapter activities outlined above, based on its number of members:
  - ◊ 12 to 30 members – \$1,000 (USD)
  - ◊ 31 to 50 – \$1,500 (USD)
  - ◊ 50 or more members – \$2,000 (USD)
- A minimum of twelve ACerS members in good standing who reside in the geographic area is required to establish a new section. Seven of the twelve petitioning members must be Regular/Senior/Emeritus/DLM or Corporate members of the Society. Each Chapter should select a Chairperson, a Treasurer, and a Secretary.
- Material Advantage student members (i.e., ACerS joint student program with ASM International, Association of Iron and Steel Technology, and The Minerals, Metals, and Materials Society) may join a Chapter, but cannot be among the twelve charter members.

For more information regarding ACerS International Chapters, contact Belinda Raines at [braines@ceramics.org](mailto:braines@ceramics.org).

# The American Ceramic Society



## PROCEDURES MANUAL

### VI. SOCIETY FUNDS

#### A. RESTRICTED FUNDS

##### 6. DU-CO CERAMICS ~~SCHOLARSHIP~~ STUDENT LEADERSHIP FUND

- a. The Fund was established by \$100,000 initial cash donation made by Reldon Cooper, co-founder of Du-Co Ceramics, for the purpose of establishing a scholarship award for undergraduate students pursuing a degree in ceramic science, ceramic engineering, materials science, materials engineering, or a combination of any of these. Due to a lack of interest and applicants for this scholarship fund over multiple years, the ACerS Board of Directors now direct the fund to provide support to the President's Council of Student Advisors program. Lora Cooper Rothen, Reldon Cooper's daughter and current CEO of Du-Co Ceramics, supports this change and feels that her father's intent of supporting young leaders in the ceramic and glass community is best served by providing support to the PCSA. The funds are to be invested in accordance with the Society's investment guidelines and in a manner to protect capital.
- b. The purpose of the Du-Co Ceramics ~~Scholarship~~ Student Leadership Fund is to provide financial support to the President's Council of Student Advisors program. The fund will provide an annual distribution of \$5000 to the PCSA to support their business meeting expenses and to help student delegates attend the meeting through travel grants.~~provide a scholarship to an undergraduate student who is a US citizen and entering his/her junior or senior year of studies pursuing a degree in ceramic science, ceramic engineering, materials science, materials engineering, or a combination of any of these. The fund may also be used to assist with expenses as deemed appropriate by the Sub-Committee on the DU-CO-CERAMICS SCHOLARSHIP (such as a certificate and travel support.) The scholarship fund will also assist with expenses for a luncheon, reception, or attendance at the Society Annual Awards Banquet (along with the Du-Co Ceramics Young Professional Award Fund) for recognition of the winner and his/her peers and mentors. Annual expenditures from the fund should not exceed \$5000.~~
- c. The financial and investment responsibilities shall be with the Executive Director, with approval of the Board of Directors.

### VII. SOCIETY AWARDS

#### ~~L. DU-CO CERAMICS SCHOLARSHIP AWARD~~

~~Qualification:—~~

~~Certificate, \$3000 scholarship, and \$500 travel support~~

- ~~1. The Committee on the DU CO CERAMICS SCHOLARSHIP AWARD shall be a defined standing committee and consist of three appointed members, one appointed each year by the Board of Directors of the SOCIETY upon the recommendation of the President for a term of three years (except in the initial year where the terms will be staggered). The senior Committee member shall serve as chair of the Committee each year.~~
- ~~2. The DU CO CERAMICS SCHOLARSHIP AWARD will consist of a scholarship check in the amount of \$3000, a certificate of recognition, and \$500 towards travel support to the meeting at which the winner will be recognized.~~
- ~~3. Application criteria include:
  - ~~a. US citizen.~~
  - ~~b. Undergraduate student enrolled full time pursuing a degree in ceramic science, ceramic engineering, materials science, materials engineering, or a combination of any of these. Preference given to those with an emphasis in ceramics.~~
  - ~~c. Has earned college credits of either a sophomore or junior at the time of application.~~
  - ~~d. Is a member of ACerS via Material Advantage program, or other ACerS membership categories.~~
  - ~~e. Has not previously been awarded the Du Co Ceramics Scholarship.~~
  - ~~f. At least one recommendation of professor or faculty advisor.~~
  - ~~g. Essay on why pursuing a degree in student's chosen field.~~
  - ~~h. Involvement in extra-curricular activities, part-time work, volunteer activities~~
  - ~~i. Involvement in ACerS activities and events, such as PCSA, Student Speaking contests, Materials Camp, Congressional Visits Day, Mug Drop, or other Material Advantage activities.~~
  - ~~j. Application form, complete with essay and recommendation(s), must be received by ACerS no later than 8 months prior to the next Annual Meeting.~~
  - ~~k. Eligible students must reapply each year.~~~~
- ~~4. The duties of the Committee each year shall be to select the scholarship winner from the pool of applicants. Selection factors will be based on the criteria listed above in 3.i — 3.xi above as well as overall GPA and degree-related GPA.~~
- ~~5. The Committee Chair shall be responsible for distributing applications to the committee members in a timely manner and ensuring the final selection of the scholarship winner, by majority vote, is made no later than 5 months prior to the next Annual Meeting.~~
- ~~6. The Committee on the DU CO CERAMICS SCHOLARSHIP AWARD will keep their deliberations privileged and not discuss the applicants outside the Committee. All selections must be majority approved (minimum of two out of three of the Committee). The DU CO CERAMICS SCHOLARSHIP AWARD winner shall be selected by 5 months prior to the next Annual Meeting. It is the responsibility of the Committee Chair to communicate the choice to the President of the SOCIETY for the President's action and approval by the Board of Directors at least three months prior to the Annual Meeting at which the scholarship is to be announced.~~



## Division Dues Policy

**Motion:** To eliminate the \$10 dues charge to members who select more than one division and to adopt the following Division Membership Policy:

1. All ACerS members may select up to three divisions per year at no extra charge.
2. Members who wish to join more than 3 divisions should contact/petition the Membership Director.
3. Divisions will receive \$10 per division member to use for designated purposes (this policy does not change).
4. ACerS Headquarters (not divisions) will promote the opportunity to join up to three divisions to all members who have joined fewer than three divisions throughout the year.

### Rationale:

1. Increases member engagement in the primary programming units of the Society (divisions) by enabling members to join up to three divisions at no extra cost.
2. Allows members to more easily join cross-cutting divisions (such as Basic Science, Manufacturing, AACS, etc.).
3. Increases funding available to divisions to enhance member engagement and improve division offerings. This should make ACerS division meetings, etc. more attractive to a larger group of members.
4. Makes selecting divisions online via renewal process more user-friendly by eliminating additional payments.

### Financial Impact:

- Membership (division) dues revenue will decline by approximately \$4,500 per year.
- ACerS will save at least this amount and probably more in the long-run by eliminating the time and operational activities it currently takes to communicate, process, and collect the \$10 dues per extra division.
- ACerS will make available an estimated \$10,000 to \$20,000 per year in additional funding to divisions. This is an additional investment in improving division programs and activities. It should also result in increased meeting attendance and membership down the road.

### **Future Benefits:**

- Will make member renewal experience more user-friendly by allowing ACerS to simplify its online renewal and join process. Note: plan is to make selecting divisions as easy as checking three of 10 potential choices.
- Will help ACerS solve a current renewal processing (database) challenge – currently, a member record can be incorrectly thrown into “grace” in the ACerS database when a member renews his/her ACerS membership but not his/her division.

### **Background data:**

#### **1. Current Data:**

- Total professional membership at time of analysis = 6,471
- 88.5% of total individual members belong to at least one division (5,727)
- 11.5% do not belong to any division (744)
- Approximately 81% belong to only 1 division (5,242). Division Funding –  $5,242 \times \$10 = \$52,420$
- Approximately 6% belong to 2 divisions (388). Division Funding –  $388 \times 2 \times \$10 = \$7,760$
- Approximately 1% belong to 3 divisions (65). Division Funding –  $65 \times 3 \times \$10 = \$1,950$
- Fewer than 1% belong to more than 3 divisions (32) –  $32 \times 5 \times \$10 = \$1,600$
- Approximate Division funding = \$63,730

#### **2. Anticipated Impact:**

- 88.5% of total individual members belong to at least one division (5,727)
- 11.5% do not belong to any division (744)
- Approximately 65% belong to only 1 division (4,206). Division Funding –  $4,206 \times \$10 = \$42,060$
- Approximately 15% belong to 2 divisions (971). Division Funding –  $971 \times 2 \times \$10 = \$19,420$
- Approximately 8% belong to 3 divisions (518). Division Funding –  $518 \times 3 \times \$10 = \$15,540$
- Less than 1% belong to more than 3 divisions (32) –  $32 \times 5 \times \$10 = \$1,600$
- Approximate Division funding under new program = \$78,620
- Difference in funding provided to Divisions = \$14,890

### **Timing and Other Considerations:**

If approved by the Board, ACerS Headquarters will eliminate the \$10 charge for an extra division starting in December 2016. No refunds will be offered to people who already paid the \$10 extra for 2017. We will not actively promote this policy change until ACerS staff is able to ensure that there is an easy online process for members to select up to three Divisions via ACerS website. This will be ready to go by May 2017 at the latest.



## Corporate Partnership Program

**Overview:** While the ACerS Corporate Membership program has been moderately successful in terms of growth and retention rates, it has not led to a community of Corporate Members actively engaged in the Society.

As ACerS strategically expands from an academic and research focused society to also serve industry and manufacturing constituents, building partnerships with member companies is essential. Therefore, the Corporate Membership program will be “re-cast” as a Corporate *Partnership* program to create a loyal community of engaged members who find significant value in a partnering membership by utilizing expanded member benefits and marketing opportunities. The new program will no longer be based on the number of employees at a member firm, but instead will be based upon a company’s desired level of engagement.

**Transition Plan:** The new program will transition all Corporate Partners from an anniversary to a calendar year membership. It will be announced late 2016 and transition current Corporate Members by January 1, 2018, allowing Corporate Partners sufficient time to budget accordingly.

Current Corporate Members will have the option to continue their membership and related benefits until January 1, 2018. Companies joining after the launch of the new program will be required to join the new program.

**Introductory Pricing:** Discounted pricing (33%) will be offered to new and existing members to transition to the new program, with an option to lock into the discounted rates by committing to 3 years.

**Desired Outcomes:** Kevin Thompson will develop relationships with key decision-makers at Corporate Partner companies, inviting their input in our strategic direction and future programming. Partners will be encouraged to engage with the Society at every opportunity.

Increased engagement by Corporate Partners will lead to greater exposure for their company, name recognition, branding, and ultimately sales. They will also benefit from the recruitment of new employees and new partnerships within industry and academia.

**Restrictions:** Benefits must be used during the current calendar year.

**Partnership Levels:** There will be 3 options to choose from, depending upon the members’ desired level of engagement:

- 1) **Corporate (\$750)**
- 2) **Sapphire (\$3500)**
- 3) **Diamond (\$7500)**

ACerS **Corporate Partnership** includes:

- 2 ACerS Individual Memberships with full benefits
- One ¼ page advertisement in *The Bulletin*
- 5% discount on all additional advertising in electronic and print publications
- 5% discount on Ceramics Expo Show Guide advertising
- \$200 discount on booth space at Ceramics Expo and ACerS exhibitions
- Unlimited job postings on the Ceramic & Glass Industry Career Center
- *ceramicSOURCE*: Enhanced listings in print and electronic directory
- Recognition on signage and print and electronic publications
- Eligibility for corporate awards
- One complimentary ACerS Targeted Learning Workshop/Short Course registration
- Quarterly webinars on business operations, management, manufacturing, etc.

ACerS **Sapphire Partnership** includes:

- 6 ACerS Individual Memberships with full benefits
- Same benefits as Corporate Partners plus:
- One ½ page advertisement in *The Bulletin* (rather than ¼ page)
- Sponsorship of a refreshment break at an ACerS meeting
- One complimentary registration to the Ceramic Business and Leadership Summit
- Two complimentary ACerS Targeted Learning Workshop/Short Course registrations

ACerS **Diamond Partnership** includes:

- 10 ACerS Individual Memberships with full benefits
- Same benefits as Sapphire Partners plus:
- One Full page advertisement in *The Bulletin* (rather than ½ page)
- VIP lounge access at Ceramics Expo
- Silver Sponsorship of an ACerS Meeting
- Corporate website profiles on [ceramics.org](http://ceramics.org)
- Two complimentary registrations to the Ceramic Business and Leadership Summit
- Four complimentary ACerS Targeted Learning Workshop/Short Course registrations
- ACerS flag