The Analytical Division aims to promote and support analytical chemistry at all levels from public outreach and school education to the most innovative and cutting edge research in academia and industry.

With a membership base of over 10,000 scientists, the Division represents a considerable body of knowledge, expertise and experience in analytical sciences. This is reflected in the wide range of activities at local, national and international level undertaken by Division members.

STRATEGIC PRIORITIES

1. COMMUNITY: Strengthen the voice of the analytical chemistry community
2. MEMBER ENGAGEMENT: Communication with our members
3. SKILLS: Education and training
4. SKILLS: Continuing professional development (CPD)
5. COMMUNITY: International profile
1. COMMUNITY: Strengthen the Voice of the Analytical Chemistry Community

There is a confusing perception of analytical chemistry in society perhaps best summed up by an image of people in white coats working in a laboratory whose relevance to the wider world is uncertain.

Of course nothing could be further from the truth. Analytical chemists are at the forefront of scientific breakthroughs in many areas from medical research to environmental protection. Analytical chemistry is at the frontline in food safety and frequently plays a vital role in criminal investigations. Chemical analysis forms an essential component of every chemistry-related activity and the development of new and innovative analytical techniques promises further benefits to human health and many other areas.

The science and its practitioners deserve a much greater recognition and profile which will go hand in hand with raising the profile of the RSC Analytical Division itself to that of the world’s leading analytical chemistry community.

Goals
• To position the Analytical Division as the leading global voice for analytical chemistry
• To increase the awareness within the broader scientific community of the importance of analytical chemistry
• To increase public appreciation and awareness of analytical chemistry
• To promote the high quality and value of analytical chemistry to policymakers in the UK and abroad

Strategic objectives
• Work with the RSC Press Office and wider Communication, Policy and Campaigns (CPC) teams to develop a media communications plan to promote analytical chemistry and to raise the visibility of leading analytical chemists
• Develop and communicate a series of case studies which demonstrate the benefits of chemical analysis to society, the economy and the broader scientific community
• Actively support the development of RSC policy relevant to the analytical sciences
2. MEMBER ENGAGEMENT: Communication with Our Members

Communication is a key issue for all organisations and the RSC Analytical Division is no exception. Not all members are well informed about the activities of the Division, the Division Regions or the Division-aligned Interest Groups. How and what to communicate needs to be addressed: improved communication internally should facilitate the effective implementation of strategic priorities.

There needs to be strengthened communication, influence and awareness between the Divisional, Regional and Interest Group activities. There also needs to be regular communication with the Analytical Division membership in general.

Goals

- To strengthen the voice of the Analytical Division within the RSC governance structure
- To improve communication mechanisms with the Analytical Division community and ensure that the right Analytical Division information is communicated to the right people
- To partner with other RSC groups and external stakeholders for impact
- To strengthen the analytical chemistry community by engaging with industrial stakeholders

Strategic objectives

- Review touch points of the Division with other parts of the governance structure and identify opportunities to strengthen their influence
- Undertake a review of current Division communication and establish a new member communication strategy working closely with the RSC web regeneration project for web based communications
- Strengthen links with other Division Councils, Analytical Division Regions and relevant Interest Groups by pursuing projects in areas of mutual interest and through interactions at governance meetings
- Develop a strategy for engaging with industrial stakeholders such as instrument manufacturers to develop analytical science and leverage funding
3. SKILLS: Education and Training

Analytical chemistry is an important career route and the role of school education and subsequent training is vital in promoting this area of science as an attractive career option.

Analytical chemistry is not only a fascinating scientific discipline, but highly relevant and important in today’s world. We need highly talented and enthusiastic analytical scientists both now and in the future and so we will aim to inspire and train the analytical chemists of the future and contribute to the development of world-class analytical chemists.

Goals

- To contribute to improvements in analytical chemistry education and training in schools, academia and industry, where required, encompassing both academic and vocational career paths
- To highlight the importance and relevance of analytical science by integrating the teaching of analytical chemistry with other sciences in schools, academia and industry

Strategic objectives

- Input into the analytical chemistry content, where appropriate, of online resources for pupils and teachers through collaboration with the RSC Learn Chemistry team
- Contribute to school teacher training in analytical chemistry (including laboratory skills), as appropriate, in collaboration with the RSC Education team and relevant external stakeholders
- Collaborate with the RSC Education and Parliamentary teams to ensure that analytical chemistry is appropriately embedded within a broad-balanced chemistry school curriculum
- Explore potential accreditation of analytical chemistry courses (including practical aspects) with the RSC Accreditation team for industrial and other members in academic or vocational career paths
- Look into supporting the development of new online/face-to-face courses as required
- Investigate the development of industrial placements for graduate students to enhance their analytical chemistry skills
4. SKILLS: Continuing Professional Development (CPD)

CPD is vital to facilitate the continued development and career progression for analytical chemists. This in turn will both maintain highly trained and enthusiastic scientists in the profession and encourage others to enter.

The current framework for CPD for analytical chemists is unclear. We will develop a CPD scheme that will meet the needs of analytical chemists throughout the various stages of their careers.

**Goal**
- To develop a CPD scheme that will meet the needs of analytical chemists throughout the various stages of their careers

**Strategic objectives**
- Embed a CPD element within the RSC talent pipeline project
- Design a framework of competencies that aligns to the different career stages and which is aligned with known frameworks e.g. the researcher development framework of VITAE and other teaching and industry frameworks
- Engage with external bodies such as QAA, BIS and Cogent to influence policy in this area
5. COMMUNITY: International Profile

Advancing excellence in analytical chemistry necessitates developing a global reach. The RSC Analytical Division Strategy requires an international dimension in order to promote analytical science to the wider world and to benefit from the advantages of being part of the global analytical community.

Only a small proportion of RSC Analytical Division members are based outside the UK and Ireland. Consequently there is a low awareness overseas of the existence of the Analytical Division. To strengthen and grow the Analytical Division community we need to have a greater international presence. This will best be achieved in line with the overall RSC International Strategy.

Goal
- To expand the reach of the Division internationally to better promote the value of analytical chemistry and strengthen the analytical chemistry community

Strategic objectives
- Embed a strong analytical chemistry presence within RSC international activities including RSC priority regions such as India, China, Brazil, Japan and Africa by working with the relevant RSC project teams
- Develop the international membership of the Analytical Division by encouraging RSC membership among the analytical chemistry community overseas and by considering setting up more Analytical Division regions outside the UK
- Establish a significant international analytical scientific meeting within 3 years
- Strengthen engagement with relevant international bodies including EuCheMS and Eurachem, making greater use of Analytical Division contacts within the international science community by exploring opportunities for partnership initiatives