Engaging your Community

19 October 2023

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Behavioural

Cognitive

Emotional

Social

Member Engagement
The member engagement ‘funnel’

Awareness (knowledge of the group & it’s activities)

Engagement (attendance at events, making connections)

Participation (wants to join committee & help with organisation)
Why does engagement matter?

Success of any member network is dependent on successful engagement with its community.

Key concern for committees.

Engaging with the community translates to the success and sustainability of committees.
Do you understand your community?

Who are the different members of your community?

What are the barriers to engagement?
How do you engage with your community?

Communications - Open, honest & inclusive, different channels – different audiences (career stage, industry etc), regular updates, appropriate and meaningful content

Events Programme - How do you decide on your programme? Is it diverse? Is it topical, relevant, and/or useful?

If what you’re doing isn’t working as well as you’d like, consider alternative ways of doing things.
How can your committee improve engagement?

What works well/is successful?

What areas need improvement?
Improving engagement

• Understanding your community – Demographic reports (location, career stage, age, gender identity) feedback surveys & market research
• Inclusivity & Diversity – accessibility, awareness
• Flexibility – hybrid meetings, different days and times
• Tailored, regular communications (Understanding different audiences for different comms channels and content)
• Pro-active committee – welcoming, positive environment, ability to bring a friend
Questions?

networks@rsc.org
Event Landscape – Planning and Support

Kathryn Espino, Member Networks Event Specialist

Fiona McMillan, Member Networks Specialist
Discussion – 15mins

- What part of the RSC are you representing?
- What types of event do you run:
  - Scientific conferences
  - Lectures
  - Training events
  - Social or networking events
  - Schools or public engagement activities
- Have you seen any trends in recent years?
Evolving Landscape

• Largest decrease in online hybrid attendance – around 5-10% of total delegates

• Physical attendance at hybrid events has been fairly strong, and we've seen in-person attendance almost reach 2019 levels.
  • Faster recovery in India, China and US
  • UK slowed possibly due to the cost of living crisis

• Budgeting for lower attendance

• How can we evolve?
Discussion – 20 mins

What does inclusion look like?
- Fully live interactive sessions
- Recorded physically and distributed online
- Mix of both?

What is possible and realistic for volunteers?

What’s next – how do we evolve?
The Event Checklist

- Breaks down each step with a tick box
- Aiming to create a version that goes through each point in more depth
Negotiations and Approval Process

- Negotiations with the venue/external vendor can take an extensive amount of time
  - Provide this at your earliest possible point.

- What are we looking for?
  - Up to date data protection clauses
  - Force majeure
  - Capped liability → found this is the most difficult to secure
What can be done?

- Ask from the initial email/venue visit if they allow for negotiations (RSC policy).
- If they are unsure, proceed and look for a potential 2nd choice.
- Reach out to Networks for assistance on venues where we have accepted capped liability.
  - We can also liaise with the events team.
Venue Agreement Letter

[Header]

LETTER OF AGREEMENT

TOP OF THE BENCH EVENT (the “Event”)

[Body]

Names of Parties
1. THE ROYAL SOCIETY OF CHEMISTRY incorporated in England by Royal Charter (Registered No. RC000024) and a Registered Charity No. 207906, with its registered address at Burlington House, Piccadilly, London, W1J 0BA, United Kingdom (“RSC”), and
2. [Mr A B Sample] (the “Venue”)

Term & Commencement Date
The Event will take place from [insert time] on [date] at [address]

Key Obligations of the Venue
The Venue will provide the equipment listed below:
• [insert]

Key Obligations of the RSC
• The RSC volunteers will adhere to the RSC Safeguarding Policy and that students will remain the responsibility of teachers at all times.

Data Protection
Both parties shall comply, and shall ensure that its employees, personnel, agents, subcontractors and/or their partners acting on its behalf comply, in all respects with the provisions of the UK General Data Protection Regulation (GDPR), the Privacy and Electronic Communications (EC Directive) Regulations 2003 (PECR) (as may be amended by the proposed Regulation on Privacy and Electronic Communications) the Data Protection Act 2018 (DPA) and any subsequent legislation or guidance regarding data privacy, security, processing and electronic communications, as enacted by the UK Government when processing personal data under this Letter of Agreement.

Neither party shall engage or use a third party for the processing, storage or collection of personal data under this Letter of Agreement without the prior written consent of the other party. Neither party shall make an international transfer of personal data (being a transfer of personal data outside the UK or European Economic Area (EEA)) without the prior written consent of the other party.

Liability
Neither party seeks to limit or exclude their liability for death or personal injury resulting from the acts or omissions of itself or its staff, agents or sub-contractors.

Neither party seeks to limit its liability for fraud or fraudulent misrepresentation.

The Venue shall, at its times be deemed to be responsible for its staff, agents and sub-contractors. The Venue is responsible in law for ensuring the safety of all equipment it provides in relation to the Letter of Agreement. The Venue shall not be liable for damage to or loss of property of the RSC or its guests except in the event of its own acts or omissions or that of its staff, agents or sub-contractors.

Safeguarding
Where, in the course of the Event and in relation to this Letter of Agreement the RSC (including but not limited to its staff and sub-contractors if any) is or is likely to come into contact with person(s) under the age of 18, the Venue undertakes that the person(s) involved in the Event comply with the RSC’s Safeguarding Children and Vulnerable Adults Policy 2020 [https://www.rsc.org/out-vents/child-safeguarding] at all times during the term of this Letter Agreement.

Termination & Force Majeure
This Letter of Agreement may be terminated immediately by written notice:
• By either Party if the other Party is in material breach of any terms of this Letter of Agreement and, if such breach is remediable, failure to remedy following receipt of written notice by thirty (30) days’ notice.
• If either Party is prevented from performing its obligations under this Letter of Agreement by circumstances beyond its reasonable control including (without limitation) government intervention, war, accidents, bomb threats, acts of God, national or local disasters, jamming or threats of terrorism, strikes and outbreak of disease, from providing the venue.

Status
This Letter of Agreement does not constitute a partnership or joint venture between the parties hereto.

Law & Jurisdiction
This Letter of Agreement and all terms, provisions and conditions of the Event shall be governed by and construed in accordance with the laws of England and Wales and the parties hereby irrevocably agree that any contractual or non-contractual disputes arising out of this Agreement shall be subject to the
Event Secretariat Services

• To aid in the event planning – can assist from budget sheet creation, on the day support, printing and more.
• Less volunteer time needed to organize an event and scope of work can be negotiated
• Contract is needed and be aware of conflict of interests.
How we can support Networks with Events

Sarah Latham – Events Coordinator
Kathryn Espino & Legal Team – Member Networks Contracts
How we can support Networks with Events

Demographic Reports and Surveys
Thank You!
Any questions?
Chemists’ Community Fund
Member Networks Conference 2023
The Chemists’ Community Fund is here to help every member of the Royal Society of Chemistry, and their family, navigate life’s challenges with support and guidance available when and where you need it.
Our Strategic Mission

- provide timely, relevant, and meaningful support to eligible beneficiaries – to minimise and prevent the impacts of hardship and poverty with a focus on holistic support and overall wellbeing.

And for as long as funds and resources allow:

- to scale our support for the chemistry community, prioritising those in need where we can have most impact.
Our Support Services

- Financial Support
- Wellbeing and Family
- Employment and Study
What We Really Do

- **Financial support** to members whose income has reduced due to health issues.
- **Supporting** members, and their families, who have to relocate due to war and conflict.
- **Emergency** hotel accommodation to avert unexpected homelessness.
- A grant to replace a broken washing machine.
- **Referrals** to our legal advice partner for one off advice for property issues, employment contracts, pay disputes, redundancy agreements and more.
- Support towards a **bathroom adaptation** allowing a member to remain in the family home and maintain their independence.
- **Wellbeing, counselling** and **financial support** for families experiencing bereavement.
Scaling our Support for the Wider Chemistry Community

- Funding the Bullying & Harassment Helpline.
- Access to Wellbeing & Listening services for all chemists in UK & Ireland (all RSC members globally).
- Support for refugee chemists linking with the Council for at Risk Academics (Cara).
- Access to CCF for undergraduate chemistry students on RSC accredited degrees facing unexpected hardship.
- Funding work to better understand the socio-economic barriers for those entering the chemical sciences.
- Support of non-member chemists facing hardship during COVID-19 pandemic.
CCF Ambassadors

- Key role is to spread awareness of the Chemists' Community Fund to other Royal Society of Chemistry members.

- Harnessing trusted peer to peer relationships to help lower barriers to approach & raise awareness.

This could, but is not limited to, involve:

- Looking for opportunities to engage with other RSC members to promote CCF services and support.

- Supporting CCF Local Section Representatives.

- Forming a two-way communication channel.

- Communicating back to the CCF team any key Ambassador work carried out.
Widening our Reach with your Input

- How can we build closer links with Local Sections, Interest Groups, RSC Communities of Practice and other ad hoc and informal networks?

- How do we facilitate more dialogue so that we can more effectively respond to your - and the wider memberships’-needs?

- What information, and in what format, should we provide to help you and others promote CCF and our services to those in need?

Workshop

20 mins to discuss these questions, capture ideas & suggestions on post-its / flipcharts

Each group to feedback top 2 suggestions.
We’re here for you.

ccfund@rsc.org

0800 084 3451 (UK Freephone) or +44 1223 853549 (International)

rsc.li/chemists-community-fund