

Society Agility Council Zoom Meeting
October 20, 2021, 12:00 pm Eastern

Participating	Unable to Participate
Susan Trolier-McKinstry , Chair	Julia Phillips, Topical Curation Subcommittee
Shef Baker , Publications	Jenny Gerbi, Industry Engagement Council
Babu Chalamala , Topical Staging Subcommittee	
Lincoln Lauhon , Meetings	
Ashley White , Focus on Sustainability	
Eileen Kiley , Director of Programs	
Gopal Rao , Chief Editor for Technical Content	
Natalie Larocco , MRS Staff	

Action Items

Susan	Contact Paul Drzaic regarding the position of IEC Chair Contact Jenny regarding IEC leadership
SAC Members	Notice where communities have been misplaced, lost, or adopted by other groups.
Paula	Schedule the Zoom meeting for the “in-between” events discussion Send meeting minutes out promptly

SAC Chair Susan Trolier-McKinstry opened the meeting.

Action Items

- Topical Staging Task Force Chair Babu Chalamala reported that Task Force activities are now recorded on a Word document; the “asks” that the Task Force needs from the Publications Committee are now being recorded.
- Director of Programs Eileen Kiley sent the Loyalty Research Center Survey to SAC members who haven’t received it.
- Susan Trolier-McKinstry sent Meetings Committee Chair Lincoln Lauhon the slide deck that she presented during the SAC meeting.

Subcommittee Updates

Industry Engagement Council

MRS liaison to IEC Natalie Larocco reported that IEC is charged with in-between meetings, specifically the partnership with the Chemical Angel Network. She met with CAN and that event is moving forward. Susan was not present at the meeting which took place.

What lessons can be learned as other pilots, which SAC isn’t charged to generate, fall to SAC?

Jenny currently has other priorities and is stepping down as IEC Chair. Susan will reach out to Paul Drzaic of Apple to see if he’s willing to take on the role of IEC chair. She will also communicate with Jenny.

Paula will schedule the call for a Zoom conversation regarding the “in between” events.

Focus on Sustainability-Ashley White

- ✓ A 2050 panel on long-duration energy storage will take place virtually on November 10.
- ✓ A program to enable postdocs and students to run video competitions focused on incorporating sustainability into their research or on their campus has been pushed to S22 or F22.

- ✓ A grant program to incorporate UN sustainability goals into MSE research, on hold due to COVID, will open for competition again, hopefully in S22.
- ✓ FOS will participate in a marketing campaign on sustainability leading up to S22.
- ✓ MRS Vice President Carolyn Duran has plans for industry representatives to attend S23 in San Francisco. Can SAC make a new angle for S23?
- ✓ FoS wants to be able to provide resources for students to have industry models that help view sustainability in a new way.

Can MRS convene industry and academic teams on how to incorporate a program?

Could MRS include a workshop at a meeting to invite other professional society representatives to show a path forward in developing modules?

Target audiences are:

- 1) leaders in institutions where there is a sustainability major or minor within the materials science curriculum;
- 2) employment sectors who can identify these as skills they're seeking.

What is the MRS role as a convener in bringing people together is a place to start?

Who should be in the room and what mix can make it happen?

How to attract them?

What is the next step? The Meetings Committee can help as FoS brings in sustainability, which is part of marketing and industry engagement. What is the capacity to pursue both at once?

Babu asked what MRS members would be interested? What's at stake for MRS members?

Differentiation

Lincoln presented a high-level five-slide presentation exploring the highest priority of differentiation. Where does SAC's role intersect with MTGC charges and strategic considerations?

The goal to address diminished Spring Meeting attendance and perceptions was interrupted by turnover at HQ and COVID. The landscape for this task is new and rapidly changing.

Differentiation vectors

- Increase participation from North and South America in the Fall Meeting
 - Increase Asian engagement and engage the next generation in the Spring Meeting
 - Avoid direct competition with ACS, APS, and TMS in Spring
- Publications Chair Shef Baker asked if MRS won't offer programming in areas already programmed by ACS, APS, and TMS in the Spring?

If a community has a home in Spring TMS, is MRS trying to change that home or is MRS content to have a significant fraction of that community participating in our fundamental cutting-edge symposia in Fall? MRS needs a strategic plan to flesh out topics, and why MRS is better and why they're neglected in other places.

Babu asked whether MRS is trying to create the Spring Meeting as it used to be. The world has changed. What differentiated programs will MRS provide at the Spring Meetings?

MRS has more chemists and physicists in Fall. Who should MRS be attracting in the Fall? If there are no metals symposia, what should MRS do?

Topical Curation doesn't refer to the past but to the deliberate nature of the task. Topical staging that brings in cutting-edge symposia can contribute to differentiation.

MRS doesn't know if we're successfully getting differentiation because we're not getting the information we need.

S23: Meeting Level--direct solicitation of symposia

F23: Symposium Level--nudges on organizers and speakers

S24, F24: Meeting Level--direct solicitation of symposia to encourage or modify things

At the symposium level, what does it mean to have more applied or industry?

Can a hard target of the percentage of a cluster's invited speakers from industry be a measure of differentiation?

Can key leaders be convinced to lead a Fall Meeting symposium?

MTGC and PDSC want to differentiate but the Meeting Chairs have other considerations.

The perception is that Spring is more applied but due to the Meeting location, there was more industry involvement. What is the future of industry with Seattle? It won't always be the same but SAC needs to focus on what we mean by Spring industry engagement.

Sustainability is the nexus between industry needs and next generation. Engagement with the next generation is a priority. HQ has career services. How is that part of the SAC discussion? This is where a strategic advisory body can help the Meeting Chairs execute the charges.

What is the definition of next generation?

What is needed from SAC?

- Prioritize topical communities and tactics to engage cutting edge
- Broad fundamental categories (metals, polymers)
- Applications that drive basic research (microelectronics)
- Define industry participation and develop a coherent strategy
- Propose measurable goals
- Plan for annual review of strategic priorities

A strategic growth for Spring Meeting is needed. SAC should be involved. MTGC can make changes if that's the goal, but we may not realize strategic goals.

Chief Editor for Technical Content Gopal Rao is working with the F22 Chairs; they have a list of accepted symposia. Topical Curation Task Force Chair Julia Phillips provided a summary of missing topics. The Chairs accept this but Gopal doesn't know if all the suggestions were implemented.

Is there a better mechanism to support the Chairs? The process needs to change. The Meeting Chairs have to buy into differentiation for this to work well. The Meeting Chairs need to see the upfront strategy and the responsibility for implementing it before the proposals come in.

Susan asks SAC members to notice where communities such as actinides, polymers, metals, passive components, resistors, and capacitors, have been misplaced, lost, or adopted by other groups.

What do we absolutely not want to lose?

What should be groomed as next generation: What is MRS in a better position to capture? quantum, neuromorphic, 5G, processing routes for 3D, materials for display

Suggestion:

Target the goal of a 10% increase in Meeting participation.

Three years later, poll members to determine if they clearly understand the difference between the Spring and Fall Meetings.

Capturing three years leads to the fourth year.

What constitutes success?

Meeting Chair buy-in

10% increase in industry for the Spring Meeting

Define participation

After three years, members can be polled on their understanding of the difference between Fall and Spring.

2024 Meeting Chairs: here are two underprogrammed communities.

Bring in 100 attendees in this area

After 3 years of guided programming, the community should be self sustaining.

Paula will commit to sending out the SAC minutes promptly.