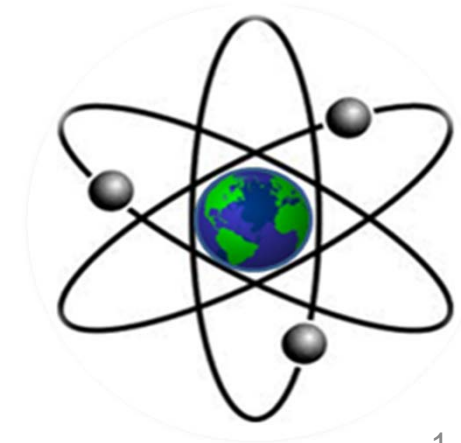


# **My Vision for ANS**

## ***Initiatives and Status***

**Donald R. Hoffman**  
**President, American Nuclear Society**

**June 15, 2014**



# My Overall Vision



To create new energy for making ANS a more vital and relevant professional society

Our challenge: redefine our role to be vital and relevant

We should be *the* society of choice for *all* nuclear professionals.

So how are we going to get where we need to go?

# Fast Trac



- Flexible
- Adaptable
- Strategic
- Transparent
- Transformational
- Robust
- Accountable
- Collaborative

# Initiative One



## Strategic Plan Implementation on parallel tracks

- Track 1 – strategic plan with current governance model
    - Four subcommittees of Planning committee formed
      - One for each mission component
    - Each subcommittee will propose
      - Units to be involved in implementing each goal and strategy
      - Metrics for each strategy
      - Baseline (current) value for each metric
      - Target value or rate for each strategy
    - Each subcommittee will discuss/suggest
      - How, if at all, the mission component should be modified
      - What ANS goals in this area should be
      - How ANS should be structured to achieve those goals
    - Timeline – report with recommendations provided September 2013
  - Track 2 – ultimate governance model
    - Who should be serving (i.e. who should be our members)?
    - What should ANS accomplish (i.e. what should our long-range goals be)?
    - How should ANS be structured to achieve those goals?
    - Timeline – report with recommendations provided September 2013
- Status**
- Discussed with Board October 16, 2013 comments/recommendations incorporated
  - Establishing ways to enhance the integration of members into ANS activities
  - Planning Committee working with Local Sections Committee, Professional Divisions Committee and Student Section Committee developed plan that is now in review and implementation
  - Actions and responsible parties identified and implementation underway

# Initiative One Cont'd



- Track 1 is to implement the current ANS Strategic Plan
- Track 2 is to propose a governance model that will allow ANS to serve all nuclear professionals more effectively. From June through November 2013, the Planning Committee worked primarily on this Track
- A plan to integrate activities of the Local Sections, Student Sections, and Professional Divisions was prepared after the Planning Committee considered who ANS members should be, what products and services ANS should be providing to its members, and what organizational structure would best provide those products and services. The plan was discussed with the Board of Directors in October. At the ANS meeting in November and in a follow-up teleconference, Chairs of the Planning Committee, Local Sections Committee, Student Sections Committee, and Professional Divisions Committee, along with the ANS Executive Director, identified a series of actions to implement the proposal the Planning Committee presented to the Board of Directors. Those actions are being carried out. The Chair of the Planning Committee will schedule a conference call with the other Committee Chairs at least once each quarter to assess progress.

# Initiative One Cont'd



- To accomplish the goals of Track 1, the Planning Committee has formed three sub committees, one focused on Mission Component 1 of the Strategic Plan, one focused on Mission Component 2, and one focused on Mission Components 3 and 4. (3 and 4 were combined because they are quite similar) Each committee will identify, for each strategy under its mission component, the ANS entities involved in implementing that strategy, metrics by which progress can be measured, and current and target values of the metrics. The Planning Committee has gathered information from Local Sections, Standing Committees, and Professional Divisions on activities they are conducting in support of the ANS Strategic Plan.

## Status

- The three sub-committees have assembled lists of metrics. The Planning Committee will be working with the Executive Director and his staff to identify the entities responsible for executing each strategy. By June 2014, the Planning Committee, in collaboration with ANS Headquarters Staff, will have identified the entities involved, proposed metrics for assessing progress, and gathered some information on current values of the metrics. Implementing the Strategic Plan will require coordination with the entities involved in implanting each strategy and long-term monitoring of the values of key metrics.

# Initiative Two



## Membership Development

- Re-evaluated membership categories and definitions of membership
- Completed a detailed plan to restructure dues levels and membership categories. Board approved plan August 2013, to be effective 2014
- Included new category for military nuclear professionals
  - Met June 6, 2014 with Director Naval Nuclear Propulsion Program and staff to begin implementation of navy nuclear professionals to become members of the American Nuclear Society
- Included two (2) reduced meeting fees for International Members
- Continuing outreach to all NS&T professionals
- Continuing evaluation of how to increase value of membership to all NS&T categories of members – individual and corporate



# Initiative Two Cont'd



## Local Sections

- Committee is working towards forging a stronger connection between management of members of the Society and the management and support of members of the local sections

## Communications Committee

- Developing a united membership communication program

# Initiative Two Cont'd



- **Membership Programs Initiated/Completed since June 2013:**
  - **Individual Membership**
- Developed and now implementing the Membership Development Plan to improve the effectiveness of membership recruitment, retention and communication activities. The plan includes rigorous testing of channels, messaging and lists to improve performance.
- Redesigned key membership materials, incorporating new graphic standards, for consistent “look and feel”, reduced production and postage costs, and improved response time to members:
  - Membership ID Card mailing which includes ID card, envelope, thank you note, and inserts
  - Dues invoice graphics and sending envelope
  - Patron and Benefactor thank you notes
- Introduced the “Letter from the President” summarizing recent ANS accomplishments for mailing prior to Dues Bill #1
- Implemented the 2014 dues increase that included the new dues categories for:
  - Active Military Personnel
  - Individuals from Lesser Developed Countries

## Communications Committee

- Developed a united membership communication program

# Initiative Two Cont'd



- Developed and implemented a 2014 dues billing plan and schedule to improve overall response to the dues notices and which included testing of email only dues notices, first class vs. non-profit postage, and inserts/messaging.
- Established a program with the Student Sections and Young Members Group to increase conversion of recent grads into Professional ANS membership and implemented a targeted email retention campaign to upcoming and recent grads
- Completed the following recruitment or retention campaigns:
  - email recruitment campaign during the summer
  - telemarketing recruitment campaign in late November
  - direct mail campaign in late December
- Established monthly reporting system to track membership and dues revenue collections
- Performed database analyses to determine the member profile and characteristics of various membership groups to improve marketing effectiveness

# Initiative Two Cont'd



- **Membership Programs Planned for 2014:**
- **Individual Membership**
- Continue implementation of the Membership Development Plan, specifically:
  - Evaluate the taxonomy of ANS member demographics (industry, position, professional licenses, etc.) as they overlay with ANS products, programs and activities (Divisions, journals, meetings, etc.) to identify responsive as well as at-risk membership segments
  - Identify opportunities to improve recruitment and retention program effectiveness through testing of:
    - channels (email, direct mail, telemarketing)
    - offers (free books, trial period, free merchandise, etc.)
    - graphics/copy
    - new membership benefits

# Initiative Two Cont'd



- Determine the most effective methods of retaining recent grads
- Identify new targets and methods to expand Student Member program
- Evaluate the viability of the Sponsorship Program
- Implement an enhanced Mentor Program
- Strategically assess market for new target audiences and channels to increase overall ANS membership
- Recommend dues pricing and recognition for Honorary Life members
- Continue to enhance membership/marketing operations for better member services, improved efficiencies, and reduced costs

# Initiative Two Cont'd



- **Organization Membership**
- Conduct complete evaluation of current Organization Membership program and develop plan/recommendations for program restructuring, to include:
  - Special programs for specific industry groups such as National Labs and Universities (in the model of the ANS-Utility Engagement Program)
  - OM program member benefits
  - OM Dues Pricing
- Initiate a project to standardize organization/corporate names in ANS database in advance to conversion to new AMS (this project is absolutely vital to profitably expanding Organization Membership program)
- **Marketing**
- Established a formal marketing function within the ANS to support marketing activities across the organization
- Includes copywriting, graphic design and production management
- Initial marketing initiatives include:
  - Adm Rickover Book direct mail and email promotion
  - Isotopes Discovery Kit promotion to high school science teachers
  - Meetings promotions:
    - ICAPP
    - 8ici
    - 2014 Annual Meeting

# Initiative Three



## Special committees

- Working closely with the Special Committee on Utilities Integration
  - Set goals to expand outreach to executives and employees
- Proposed ANS – Utility Engagement Program
  - One price per year for predefined benefits
  - Membership for all NS&T employees
  - Greater value to utilities and stable revenue for ANS
  - ANS represents much more of NS&T community
- Working with HPS, WNA, ENS, NAS, ASME and others to better integrate our events
- Planning to establish Special Committees for Integration for other NST segments including:
  - National labs
  - NSSS vendors
  - Nuclear suppliers

# Initiative Three Cont'd



- ANS-Utility Engagement Program
  - Made presentations to CEO/CNOs at three NSAIC meetings (August 2013 and October 2013 and May 2014) about relevance and value of the new ANS to utilities and are following up to get all utility participation in the ANS-Utility Engagement Program
  - Established Task Force of Utility Executives and BOD members to determine best approach
  - Meeting at UWC 2014 to finalize plan and schedule with CEO/CNOs
  - Continuing to develop utility CEO/CNO concurrence
  - Implement in 2015
- Other ANS-Constituent Engagement Programs
  - Considering a different model for Labs and Universities
  - Developing a Program for Suppliers/Vendors in NS&T

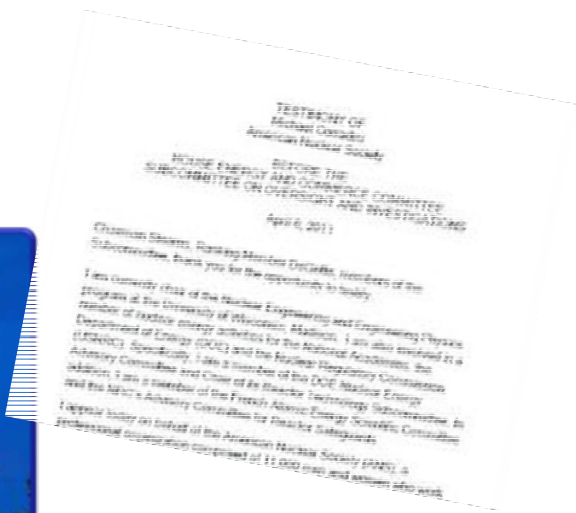


# Initiative Four



## Stronger relationships in DC

- Working through ANS Washington office and ANS committees to create closer connections with Congress and Executive Branch
- Building relations with other organizations that have policy issues of mutual concern (CINTAC, NIC, NEI, NAS, NAE)
- Continuing the Congressional Seminar Series for legislative staff
- Meeting with opinion leaders and policy makers to provide facts about benefits of nuclear science and technology



# Initiative Four Cont'd



- Met with key legislators about Nuclear Waste Policy Act – supporting activities
- Started meeting with policy makers from states that utilize nuclear energy (31 states)
- Presented to National Governors Association (NGA) in February 2014 and will present to the NGA Meeting in July 2014
- Promoting nuclear plants as national assets
- Supporting other activities through Special Committee on Government Relations and Public Policy Committee
  - 810 Guidance
  - Waste Policy Act
  - 123 Agreements
- Developed Legislation that is ANS authorized and sponsored to US Congressmen and Senators to submit to Congress by June 2014

# Initiative Four Cont'd



- Part 810 regulations: playing good faith facilitator role between industry and government, comment letter submitted.
- 9/13 Comment letter to NRC on Yucca Mountain Writ of Mandamus, encourage completion and release of SER Volume 3.
- 123 Agreements: ongoing outreach to key House and Senate policymakers supporting need for prompt approval of new 123 agreements and renewals; Letter from D. Hoffman in development.
- Nuclear R&D/University Programs: continuing engagement efforts in Congress and the administration, including submitted testimony to House and Senate Energy and Water Appropriations and ongoing dialogue with key policymakers; coordination of NEDHO advocacy efforts.

# Initiative Four Cont'd



- Nuclear Waste: ANS submitted comments on S. 1240, Nuclear Waste Administration Act. Working with Senate staff to explore enactment of pilot scale interim storage facility in appropriations legislation.
- ANS Nuclear Technology Fundamentals Program: basic nuclear education for congressional staff. In 2013, 5 briefings, 100+ attendees, 9 graduates. Positive word-of-mouth spreading on Hill. 2014 program to commence in spring.
- ANS one day seminar: 11/8/13; ~50 attendees; strong participation from non-technical federal agency staff (DOE-NE; NNSA; State Dept.; Naval Reactors, EPA) Also served as NTFP “make-up” class for congressional staff. 2014 event is planned.
- Nuclear legislation: developing concepts for a “pro-nuclear” bill or resolution that could be introduced in Congress. Upcoming meetings with Don Hoffman to recruit a congressional sponsor.

# Initiative Five



## Operations and Performance

- Working with Executive Director to identify more efficient means for ANS staff to do business
- Developing processes/procedures so ANS business activities are base-lined and transparent
- Report from Executive Director received and working on implementation
- Working on staffing plan and implementation of recommended actions
- Efficient and effectiveness of operations
- Weekly reports from 8 ANS departments and improved communication/collaboration between them

# Initiative Five Cont'd



- **Several Activities to Create Greater Operating Efficiency and Cost Savings**
- Outsourced work in Scientific Publications & Standards Department for a projected net savings of at least \$135,000 per year.
- Merged External & Corporate Affairs Department into Membership & Marketing Department for a projected net savings of about \$130,000 per year.
- Moved most printing jobs in-house for a projected net savings of over \$150,000 per year.
- Eliminated three outside advertising sales representatives and moved their work in-house for a projected net savings of at least \$50,000 per year.
- Created impetus for ANS staff to negotiate vendor contracts harder for better terms.
- Purchasing new association and financial management systems to improve the speed and quality of our operations and improve “customer service.”
- Moved from antiquated GroupWise email and calendar software to Microsoft Outlook.
- Developed new financial reporting system with clearer and more complete information on ANS’s finances.

# Initiative Five Cont'd



- Developed new budgeting process that actively involves all department directors, key committees, the Treasurer, Finance Committee and Board.
- Creating a culture of greater interdepartmental cooperation and collaboration through:
  - Biweekly meetings with department directors to address broad organizational issues together.
  - Interdepartmental project teams, such as the IT Work Group.
  - Frequent ad hoc meetings with two or more department directors to seek their advice on issues of concern in their areas or to brainstorm issues in their areas.
  - Fostering closer teamwork between staff and volunteer leaders.
- Hired several new department directors which have brought keen new insights, knowledge and skill sets to ANS operations.
- Provide guidance to department directors on their activities and challenges to improve individual and overall staff performance. (They give me guidance too!)
- Created new staff performance review process (and form) which includes evaluation of performance goals, work skills and competencies, and overall job performance.

# Initiative Six



## Fundraising for Center for Nuclear Science and Technology Information

- Identifying and calling on potential donors
- Re-populating the Leadership Council
  - Recruiting senior executives to lead peer fundraising effort
  - Several visits scheduled
- Part of ANS – Utility Engagement Program
- Suppliers/Vendors to be contacted
- Reconvening a development committee to help recognize current donors and cultivate additional donors
- Established an annual direct mail/email campaign that is helping build awareness and increase funding





# Initiative Six Cont'd



## Campaign Activities

- Public Education
- ANS Materials
- K-12 Program
- Congressional Seminars Series
- Media Education
- Public Service Announcements



# Initiative Seven



## ANS Finances

- To increase revenues, identifying possible new products, programs, and services
- Assessed current products, programs and services to determine their value and financial sustainability
- Evaluated revenue and expenditures vs. the level of member satisfaction

# Initiative Seven Cont'd



## ANS Finances

- Developed enhanced Budgeting Process/Technologies
- Developed new Investment Policy for reserves
- New processes for financial oversight
- Finding ways to become more efficient and reduce overhead
  - Staff
  - Governance
  - Technology - Board approved upgrade to systems
- Met with Presidents and Executive Directors of National Academy of Science and National Academy of Engineering to establish more collaborative relationships and coordination of activities and to participate in projects in which ANS receives revenue

# Initiative Seven Cont'd



## Finance Department Process Implementation

- Investment Policy Statement – Approved May 2013 - implemented strategy to split portfolio into two funds: Contingency and Reserve. Plan specifies that portfolio should be largely invested in non-proprietary investments to limit exposure. Investment Policy Statement and investment manager selected will be monitored on a regular basis. Annual review of statement to occur in June 2014.
- Scholarship & Award Policy & Procedures – Working with Treasurer and members of the SPCC to codify Scholarship & Award to correspond to Investment Policy Statement.
- Budget Policy Statement – Approved December 2013 - Policy statement codifies process that was implemented in May 2012. 2015 Budget process to begin July 15, 2014.
- Division Training Webinar – As a result of the approved Budget Policy Statement, divisions needed to modify their budget cycle to coincide with ANS budget cycle. Budget Training Webinar was created and presented to Division Leadership. This webinar was saved and placed on the PDC website for future reference and future viewing.

# Initiative Seven Cont'd



## Finance Department Process Implementation

- IT Implementation – Board Approved September 2013 – FMS selection made December 2013. Implementation will be coordinated with AMS implementation but no later than 1/1/15.
  - New Chart of Accounts to be adopted
  - Aspects of new system will be utilized during 2015 budget process.
  - 2 phase FMS implementation:
    - General Ledger and Chart of Accounts by July 15, 2014
    - Accounts Payable, Fixed Assets, Bank Reconciliation by January 1, 2015
- Credit Card Program – Implementing new credit card program which institutes rebates for each dollar spent. Free online reporting and management which will automate the expense approval process.
- Document Destruction Policy – Draft policy was presented to Executive Director. Policy outlines retention rules on electronic and paper documents. Policy still needs legal review to make sure the policy is in compliance with current law.

# Initiative Seven Cont'd



## New Technology

- One single integrated package out of the box with as little customization as possible
- Staff/membership change processes as needed to accommodate software
- Single process for members
- Single sign-on
- Immediate access to benefits
- Real time changes to own information
- Improve communications with members
- Allow constituent units to collaborate online
- Overall improvement to all Society activities
- To be implemented in 2014 with go live in Spring 2015

# Initiative Eight



## Expand Member Participation

- Identifying and removing impediments to member participation at all levels of Society leadership and governance
- Advertising at all levels opportunities for service to Society
- Collaboration with YMG and NAYGN
- Value to Young Members/Professionals and Students
- Developing clear process for participation
- Increase professional development for all young members
- New professional development, improving our products
- Professional Development
  - Technical
  - Leadership
  - Continuing education units where applicable
- Lifestyle

# Initiative Eight Cont'd



- The Chair of the Professional Divisions Committee, the Chair of the Planning Committee and the Chair of the Student Sections Committee met at the November 2013 ANS meeting.
- Local Sections Action Items:
  - Have revitalization process started for 5 local sections - November 2014. Bob Penn has talked with all 5 sections about their plans for revitalization.
  - Ask ANS HQ for a list of ANS national members by zip code – December 31, 2013. Bob Penn had made the request. Headquarters expected to complete the work by March 15, 2014.
  - Review of zip code data from Headquarters – January 31, 2014. Review will be done one month after data are received from Headquarters.
  - Local Sections Committee members will contact potential leaders of new sections in identified zip codes – February 28, 2014. Contact will be made within a month of review of the data from Headquarters.
  - Bob Penn will ask local section chairs to invite middle managers to meetings – December 15, 2014. Done
  - Local Sections Committee members will make local section chairs aware of contact person in professional divisions – January 15, 2014. Due date moved to February 15, 2014.



# Initiative Eight Cont'd



- Student Sections Action Items:
  - Prepare newsletters and distribute quarterly. First quarter newsletter is out.
  - Develop a template for gathering information from Professional Divisions – February 15, 2014. With help from Headquarters, template has been set up.
  - Distribute information about professional divisions at least once a quarter. Information is being incorporated into the newsletter.
  - NEW ACTION ITEM. Stay in touch with all student sections and especially new ones or those in trouble. Subcommittee to do this action has been established.
- Professional Divisions Action Items:
  - Designate a contact person in each division for student sections and local sections – December 15, 2013. Mostly complete.
  - Ask divisions to identify opportunities for students – January 31, 2014. Underway
  - Get students involved in topical and national meetings – ongoing. Underway.
  - Professional divisions identify a person to connect with students and new members attending division meetings and get them involved in division activities – November 30, 2013. Ongoing. Now listed as an expectation of division chairs. Note that PDC has a website where divisions can share information on opportunities for involvement.

# Initiative Nine



## International influence

- Visited numerous countries and spoke to nuclear industry and government leaders and leaders of nuclear societies to set up collaborative relationships
  - Mexico, UK, Saudi Arabia, United Arab Emirates, Turkey, Thailand, Malaysia, Vietnam, India, South Korea, China, Austria, France, Canada, Argentina, South Africa, Poland, Czech Republic, Kazakhstan, Indonesia, Russia
- Met with and presented to following International ANS local sections:
  - Latin American local section
  - Austria local section
  - French local section
  - India local section
  - Japan local section
  - Korea local section

# Initiative Nine Cont'd



## International influence (cont.)

- New International Local Sections in Malaysia, Indonesia, UAE, South Africa
- New stronger relationships – South Korea, China and Russia
- Evaluating all International collaborations
- Presentation to all IAEA member states and NGOs
- Met with incoming President of Health Physics Society to establish more collaborative relationships and coordination of activities in the US and internationally
- Evaluating how to greater leverage International Committee to support ANS international relevance and activities
- Working with NRC and National Labs through Standards Board to improve the ANS Standards Development Organization (SDO) status in the US and internationally
  - Standards Board has provided detailed implementation plan for improving all Standards activities
  - Working on implementation plan
- Assigned official position as “Observer” on ENS Board of Directors
- Continue to make presentations internationally to foreign governors, ministers, and NGOs

# ANS and the International Community



## Goals

1. Establish ANS as a global leader in NS&T and professional society leadership
  - Learn from each other
  - Strengthen our global voice for the advancement of nuclear science and technology
  - Influence the environment in which we all work
    - To continue research and development
    - To gain the public trust
    - To cultivate a more favorable environment for nuclear collectively
  - Increasing international agreements and collaborations
2. Interface with international media/public regarding NS&T



# ANS and the International Community



## 3. ANS influence international policy related to NS&T



- ANS encouraging international community and IAEA to establish a world bank for uranium fuel, thereby making uranium readily and easily available and prices affordable, thereby minimizing the need for any country to enrich and reprocess.

## 4. Interface with international young professionals

Forming a Presidents Special Committee on ANS International Influence (PSCII) at the June 2014 national meeting to implement the goals of the International Initiative

# Initiative Ten



## Meetings and Programs

- NPC chair created a cross-organizational task force to develop a strategic approach to meetings.
- Recommendations regarding National Meetings:
  - Recommendation 1 – Student registration should be provided the same amenities as regular registration
  - Recommendation 2 – Create a new Student Program that fosters increased participation and involvement of students at National Meetings
  - Recommendation 3 – Enhance networking with first-time attendees
  - Recommendation 4 – Division workshops before or after technical session periods without charging an additional registration fee
  - Recommendation 5 – A coordinated strategy for sponsorships and advertising
  - Recommendation 6 – Exhibits Advisory Council
  - Recommendation 7 – Evaluate the possibility/feasibility of including Expos at both National Meetings
  - Recommendation 8 – Evaluate if Transactions should be discontinued or modified
  - Recommendation 9 – Greater flexibility for divisions and national committees to schedule governance meetings
  - Recommendation 10 – Include a significant poster session event at each national meeting.
  - Recommendation 11 – Site National Meetings in popular destination cities and use venues that can adequately accommodate the space requirements of the meetings. A committee should oversee the site selection and approval process

# Initiative Ten Cont'd



## Meetings and Programs

### Recommendations regarding Topical Meetings:

- Recommendation 12 – Increased transparency of meeting budgets, create a topical meeting orientation presentation to introduce potential meeting organizers to hosting a meeting. Revise the introduction section of the Topical Meeting Manual to strengthen the explanation and justification for why topical meetings are designed to generate revenue and how the revenue is distributed and used
- Recommendation 13 – Develop a meetings services document that identifies all services that ANS can provide and describes the services and the associated costs. ANS should explore options for providing more service for meetings, at minimal or no cost
- Recommendation 14 – NPC should review meeting classifications to determine if there is a simpler approach to defining meetings and explaining the requirements for each. ANS Board or Executive Committee should consider treating the student conference as a topical meeting governed by NPC
- Recommendation 15 - Clearer definitions of the roles and responsibilities for meeting organizers (ANS HQ, Divisions, Local Sections, NPC). In addition, when ANS is providing individual services or running the meeting, the level of service that will be provided must also be clearly defined
- Recommendation 16 – The ANS Meetings Department should develop a database of all topical meetings attendance and budgets
- Recommendation 17 – Increased interaction between NPC and meeting organizers during the planning phase to ensure that the budget is not changing without approval and to track progress

# Initiative Ten



## Meetings and Programs

- PDCC evaluating the means to enhance and improve professional development opportunities throughout the year
- Establishing professional development hours program for various ANS activities





# Initiative Ten Cont'd



## Meetings and Programs

- Meetings changes implemented at 2013 Winter Meeting
  - President's Reception included in student registration
  - Up to five invited speakers per division or teaching group for single day registration at no charge
  - Meeting content to address all aspects of nuclear science and technology
  - Improved Student Program to encourage greater participation and value
  - Re-evaluated venues to enhance the meeting experience for all attendees
- UWC move to Amelia Island
- National Meetings relocating from some venues starting 2014
  - Renegotiating many existing contracts with suppliers/hotels to improve product and reduce costs

# Initiative Ten Cont'd



## Updates from the National – Winter Meeting

### – Student Program

- 115 students signed up to participate in the new program. Initial positive response received from students regarding the inclusion of the Presidents Reception and Expo Luncheon in the registration. Also, favorable responses received from committee meetings attended by the students.

### – Professional Development Hours (PDH) Program

- The PDCC initiated this new program for licensed meeting participants. PDH Hours are now offered at Annual Meeting and Winter Meeting. We recently updated the process to simplify for the attendee.

### – Networking in Expo

- The new division networking opportunity during the Expo luncheon was well received and will be repeated. As there is no Expo at the 2014 Annual Meeting, it will be offered at the ANS President's Reception on Sunday evening. Division networking will continue at the Expo at the Winter Meeting.

### – Other Enhancements

- ANS branding included on badges, signage, and banners.
- Ribbons added to include students, first-timers, young members, and others.
- Increased sponsor recognition including awards presented at the 75th Celebratory Dinner. ANS is working on improving sponsorship opportunities and recognition for sponsors, and is creating a sponsorship prospectus that will outline the opportunities and benefits of becoming a sponsor.

# Initiative Ten Cont'd



## Plans for Future Meetings

- Poster Session with Reception
  - The NPC is recommending that a Tuesday evening Poster Session Reception be added following the afternoon Technical Sessions. The intent is to reduce the duration of the meeting by allowing sessions to end on Thursday morning or Wednesday afternoon. This has not been planned for the June meeting.
- Pre- and Post- National Meeting Workshops
  - The NPC is also considering allowing divisions to hold one-day workshops before or after the National Meetings, provided the venue can accommodate the programs.
- Exhibitor Advisory Council (EAC)
  - Director of Meetings and Exhibits networked with exhibitors and laid foundation to form an EAC partnering with loyal exhibiting companies to provide them with a voice as we work to improve our Winter Meeting Expo. We are planning to hold an exhibitor and sponsor feedback breakfast at UWC and Winter Meeting and will continue this for all meetings with a true tradeshow. This will be their opportunity to make recommendations and suggest changes based on the outcome of each meeting. All suggestions will be evaluated and may be instituted based on overall benefit.

# Initiative Eleven



## Communications

- Irrational fear of nuclear energy and radiation by the public adds to the challenges
- Environment in which we operate is challenging
- Final detailed implementation plans for recommended strategies and responsible constituent units and schedules for activities delivered in October 2013
  - Internal communications
  - External communications
- Engaging key stakeholders in addressing board-approved recommendations
- Number of improvements implemented by November meeting
- Communications will elaborate on the benefits of nuclear science and technology to improving quality of life
- Enhancing our social media presence
- Evaluating the ANS website to develop a more strategic approach
- Re-launched a media program that is already yielding a stronger presence in the media

# Initiative Eleven Cont'd



- **New International Standard for Radiation Measurement**
  - Working with the Health Physics Society to develop new international standard for radiation measurement
  - Tailored to be easily understood by public
  - Zero point on scale includes background radiation
  - All other points on logarithmic scale are relevant points such as using a toaster oven, chest x-ray or undergoing chemotherapy treatment
  - This will enable the public and scientific community to easily address radiation in terms that are easily understood and are relevant to all parties
- **Implementing the Strategic Communications Plan**
  - Crisis communications plan
  - Web strategy
  - Reviewing publications
  - Strengthening media program
  - Formalizing training for ANS spokespeople
  - Launching a Policy e-newsletter
- **Expanding the Center's Activities**
  - Congressional Seminar Series 5 90-minute sessions and an all-day session
  - Updating and refining public education materials
  - Continuing to expand the website
  - Revising K12 materials to align with teaching standards and will get that out to sections
  - Introducing Nuclear Fundamentals for Journalists series (similar to Congressional Seminar Series but online)



# ANS



[www.NuclearConnect.org](http://www.NuclearConnect.org)

A public Web site

**Nuclear Science**

We all know science is all around us. But what does nuclear have to do with that? For those who have been out of school for awhile - Welcome back to the basics. For the new students - Welcome to Nuclear 101.

[Learn More >](#)

Technology  
Applications  
Nuclear Matters

Image Credit: NASA/European Space Agency

# Initiative Twelve



## Make ANS *the* “Society of Choice” for ALL nuclear science and technology professionals

- Enhancing ways to improve relevance of Society as a source of standards
  - Goal to be seen as the premier standards development organization
- November 2013 Meeting
  - Celebration of 75th anniversary of discovery of fission
  - Maximum media coverage
- June 2014 Meeting
  - Celebration of the last 59 years of the ANS
- November 2014 Meeting
  - Celebration of 60th anniversary of formation of ANS

# Thank you



Serve the Society that I love in the history of nuclear heroes that have been a part of the American Nuclear Society



*Donald R. Hoffman*