

## GC3 Green Chemistry Education Project Group

### Project Break Out Group Discussion, May 30, 2014

See slides that were presented to the group, which provided an update on what was done this past year as well ideas for the year ahead.

#### Feedback on Recorded Webinar Portal:

- At this point the group thought that the portal looked like a good start. There were no additional topics or specific webinars suggested for the training, except one that was mentioned how databases work in a supply chain.
- The group discussed the options of the portal being free, partially free or not free, if the videos should be edited/polished, segmented or left alone. The advantage of the portal being entirely free is that it helps mainstream, the negative is that it is not a value added to the membership of being GC3.
- Is it possible to timestamp the webinars at the start of each speaker (if there are three speakers)? If not it might be helpful to cut them into sections. This would allow for people to watch segments easily at different times and would allow us to separate the sections into different levels (for Example Mulvihill presented an introduction to chemical design whereas Greene's presentation was very technical).
- Another question was if it was worth asking each speaker to rerecord their webinars in a non-live session?

#### How to do outreach on the live webinars and recorded trainings?

- One of the attendees mentioned that they never thought of forwarding the announcements to other contacts. Another said that while they were free, it still wasn't clear that they were open to everyone.
- **Communication of the live webinars**
  - When an email is sent out announcing the webinar to GC3 members, it should request that members forward to individuals who would be interested in attending.
  - If it hasn't been done already, one could create a listserv with the emails of people who have attended in the past. – can we see who has opened, forwarded email etc when there is an audience?
  - Webinars could be announced on the GC3 facebook page, LinkedIn, Twitter (it was noted that it doesn't seem that GC3 has a twitter account).
  - If it hasn't been done already, GC3 could forward the email to groups/associations that they think would be interested.
  - In GC3 newsletter, mention actively inviting others to attend webinars.
- **How do we get people to use the portal?**
  - In occasional GC3 newsletter, mention that people should check out the portal- either in the education section or in the overview.
  - Counters for the videos?
  - Is there a way for an automatic update to go out when a new webinar is uploaded to the portal?
- Halfway through the webinars, we should get feedback from the GC3 members. Send out a survey?

## Higher Education-

- Is there a way that there could be scholarships for 10 or so students to attend the GC3 as fellows? They could volunteer. This would allow the students to interact with directly with GC3 members in a networking setting.
- Could GC3 member companies hire interns for the summer? The interns could attend the GC3, work in internships and possibly have a wrap up at the end.
- Marty Mulvihill had mentioned earlier in the conference that GC3 members who are chemists should contact their alma maters and talk about what skills they are using now and what information they think would be helpful for students to get a leading edge. We should encourage GC3 members to do this.
- Webinar targeted to students- should we have a webinar targeted to students on what information would be useful for them to learn or for some GC3 members to say what would have been/was useful to learn? If they are interested, they could then talk to their instructors and request to learn information/some curriculum reform? Possibly mention the green chemistry commitment at the end?
- Companies should support the Green Chemistry Commitment. GC3 should go to all members again for sign on to the GC3 statement as well.

## Industry

- Can GC3 help educate how green chemistry fits into company sustainability plans?
- Who is the audience to Mainstream? One is the Marketing lead at a company. They make decisions on which certifications to apply for.
- If multiple company staff can attend the GC3 conference, some that do not do green chemistry for a living should be invited.
- Do any GC3 companies want to look at the MI Green Chemistry Checklist- They are looking for companies to try review the checklist and provide feedback