

ACS Webinars

We will start momentarily at 2pm ET



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ACS WEBINARS

Creating a Successful Career in Public Policy and the Chemical Industry – Lessons Not Taught in Classrooms



Speaker: Susan Butts
The Dow Chemical Company



Moderator: Anthony Pitagno
ACS, Office of Public Affairs

Please submit your questions for the speaker via the
Chat Panel in the GoToWebinar

Creating a Successful Career in Public Policy and the Chemical Industry

-Lessons Not Taught in the Classroom

Dr. Susan B. Butts

Sr. R&D Director (retired)

The Dow Chemical Company

Topics

1. A brief look at public policy
2. My story – how I got into policy
3. Recommendations for engaging in policy

Public Policy...What Is It?

- ▶ “The set of policies (laws, plans, actions, behaviors) of a government.”
- ▶ “A decision or action of government that addresses problems and issues.”
- ▶ “...is whatever governments choose to do or not to do. Such a definition covers government action, inaction, decisions and non-decisions as it implies a very deliberate choice between alternatives.”

How Does Policy Impact Science?

- ▶ **Examples of Science & Technology (S&T) Policy Issues**
 - ▶ Government funding for scientific research
 - ▶ How much?
 - ▶ What research areas?
 - ▶ Where is it spent?
 - ▶ Government support for STEM education
 - ▶ Curriculum development
 - ▶ Teacher training
 - ▶ Scholarships
 - ▶ Incentives for industry investment in research
 - ▶ Patent protection for inventions
 - ▶ R&D tax credit
 - ▶ Workforce development
 - ▶ Visas for foreign-born scientists

Who Is Involved with S&T Policy?

▶ S&T Policy Makers

- ▶ Congress
- ▶ Executive Branch – President and Federal Agencies
- ▶ State governments

▶ S&T Policy Influencers

- ▶ The National Academies of Science & Engineering
- ▶ Scholars (universities, think tanks)
- ▶ Professional organizations
- ▶ Trade associations
- ▶ Advocacy groups
- ▶ Individual Institutions (companies, universities)
- ▶ Individual citizens

A Word About Career Paths

“Do not go where the path may lead.
Go instead where there is no path and
leave a trail.”

Dr. Charles Elachi

Director of the NASA Jet Propulsion Laboratory

I Didn't Plan To Do Science & Technology Policy...

- ▶ ...I just got interested in making university-industry (U-I) research partnerships more effective, and everything else followed.
 - ▶ Related to my job responsibilities at Dow
 - ▶ Important to Dow

 - ▶ Important to industry
 - ▶ Important to university researchers

 - ▶ Important to United States global competitiveness and economic prosperity
- ▶ University-Industry research partnerships are strongly affected by S&T policy.
- ▶ There was an opportunity to make a difference - were many criticisms of U-I research interactions but very few actionable proposals for improving them.

My Career Trail – Key Steps

- ▶ Industry co-chair for a conference on U-I Research Partnerships sponsored by the National Council of University Research Administrators (NCURA).
- ▶ Industry co-chair a project on reengineering intellectual property agreements sponsored by the Government-University-Industry Research Roundtable (GUIRR) in the National Academies.
- ▶ First VP of a new organization, the University-Industry Demonstration Partnership (UIDP).

My Career Trail – Key Steps

- ▶ Participated in the innovation focus group that advised the NAS committee that wrote the report “*Rising Above the Gathering Storm*”.
- ▶ Moved to Washington to represent Dow R&D – focus on developing government funding opportunities for Dow programs.
- ▶ Testified in Congress on the Bayh-Dole Act, the legislative foundation for university technology transfer.
- ▶ Spoke to the President’s Council of Advisors on Science & Technology (PCAST), the National Science & Technology Summit, and many university, industry, and government groups.

Some Highlights



Congressional Testimony
July, 2007

UIDP President
July, 2008



Each step increased my knowledge of the subject, introduced me to new people working in the field, and helped me gain credibility in the policy community.

Can You Make a Difference?

- ▶ **Yes! There are many ways to influence policy.**
 - ▶ Through advocacy as a private citizen
 - ▶ Through collective engagement with professional societies
 - ▶ Through job responsibilities that involve public policy
- ▶ **There is strength in numbers and diversity.**
 - ▶ A position that is supported by many and diverse people or organizations will get more attention from policy makers.

What Does It Take?

- ▶ Enthusiasm for an issue
- ▶ Knowledge or experience relevant to the issue
 - ▶ Don't have to be the “expert”
 - ▶ Do have to offer compelling arguments
- ▶ Willingness to engage with policy makers, individually or collectively
 - ▶ Letters (e-mail)
 - ▶ Visits
 - ▶ Documentation (e.g., white papers)
 - ▶ Presentations

Make Your Voice Heard

- ▶ **Scientists are often reluctant to speak up on policy issues**
 - ▶ They are analytical in their approach
 - ▶ Assume that the facts “speak for themselves”
 - ▶ They don’t want to get involved in politics
 - ▶ They don’t know how to explain their issues to non-scientists

- ▶ **The problem is...others do voice their opinions**
 - ▶ Policy makers act on the information that they have
 - ▶ If they have not heard key issues or points of view then they are not likely to incorporate these in their decisions

Effective Communication

- ▶ **Know your message**
 - ▶ What do you want to happen? What is your “ask”?
 - ▶ What is your response to key arguments against your position?
- ▶ **Know your audience**
 - ▶ Who do you need to reach?
 - ▶ Who are the thought leaders and decision makers?
 - ▶ What is their position on your issue?
- ▶ **Know your time constraints**
 - ▶ Be brief! List key points in the first 2-3 minutes
 - ▶ Add details according to time and interests of audience
 - ▶ Provide written materials that include more information

Resources & Engagement Opportunities

- ▶ ACS – Office of Public Affairs (OPA); local sections
 - ▶ Legislative Action Network
 - ▶ Congressional Visits
 - ▶ Public Policy Fellowships
- ▶ American Association for the Advancement of Science (AAAS)
 - ▶ S&T Policy Forum
 - ▶ S&T Policy Workshop
 - ▶ S&T Policy Fellowships
- ▶ The Washington Campus
 - ▶ Public Policy Educational Programs
- ▶ NSF - Science of Science and Innovation Policy Program
- ▶ Council for Chemical Research (CCR) – Research Investment Action Network
- ▶ Alliance for Science & Technology Research in America (ASTRA)

Questions

Q&A SESSION

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Upcoming Event:
April 15, 2010. 2-3pm ET

“US Immigration for Foreign-born Scientists – What You Should Know about Employer-Sponsored and Self-Petitions for Green Card”



ACS Webinars: Professional Growth and Development Series
Connecting you with subject experts and global thought leaders in chemical sciences, management, and business.

To Register:

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