

2016

Country Ambassador Handbook

Country Ambassador Handbook

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Chapter 1: Introduction to the Handbook

Congratulations on your appointment as an ASM Country Ambassador! You are now part of a prestigious network of senior scientists representing ASM to their local community and vice versa. You are an integral part of ASM's mission to promote and advance the microbial sciences.

Country Ambassador Program objectives include:

- Develop and maintain relationships with local institutions and organizations
- Identify and assist ASM in responding to the needs of the local scientific community
- Strengthen ASM's global network of members

We created this handbook to help you better understand your role within ASM and provide helpful tools and information to be successful in your role. In this handbook you will find information and tools for the following:

- Promoting ASM membership within your home country.
- Developing and maintaining relationships with key institutions and organizations in your home country.
- Identifying and responding to the needs of your local microbiology community.
- Helping ASM to support the advancement of microbiology in your country.
- Sharing ideas and experiences with your fellow Country Ambassadors in other countries.

Overview

Chapter 1: Introduction

Chapter 2: All about ASM

This chapter provides an overview of ASM, including its mission, goals, and organizational structure. Also included is information on the Ambassador Leadership Circle, a task force under the Membership Board, which provides stewardship for the Ambassador program.

Chapter 3: Country Ambassadors Program Policies and Procedures

This chapter provides all of the information regarding the Country Ambassador selection process, activity planning, financial management, and reporting. This chapter should be your first stop when seeking guidance on your roles and responsibilities as a Country Ambassador.

Chapter 4: Promoting ASM Membership

Here you will find information on the benefits of ASM membership, the types of memberships, and the procedures for becoming a member.

Chapter 5: Enhancing Communication

This chapter addresses the Country Ambassador's function as a facilitator of communication between ASM and the scientists, institutions, and microbiological societies of your country. This chapter also discusses the promotional materials that are available to Country Ambassadors for distribution at local meetings and congresses.

Chapter 6: Meeting Local Needs

As the local eyes and ears for ASM, a major component of your role as Country Ambassador will be to identify the needs of your community and organize programmatic and financial support to meet those needs.

Chapter 2: All about ASM

ASM Mission

The American Society for Microbiology (ASM) is the oldest and largest single life science society in the world. Currently, the society is comprised of over 50,000 members, of which over 50 percent reside outside of the United States. The mission of ASM is “to promote and advance the microbial sciences.” ASM accomplishes this mission through a variety of products, services and activities.

- We provide a platform for sharing the latest scientific discoveries through our books, journals, meetings and conferences.
- We help strengthen sustainable health systems around the world through our laboratory capacity building and global engagement programs.
- We advance careers through our professional development programs and certifications.
- We train and inspire the next generation of scientists through our outreach and educational programs.

Strategic Goals

In 2015 the ASM approved a new strategic plan that focuses the Society's work on the following goals and objectives.

Visionary Society

ASM's culture of scholarship and innovation advances the microbial sciences.

- Enhance ASM's capacity to communicate authoritatively about the microbial sciences.
- Enhance ASM's position as the voice of the microbial sciences.
- Strengthen ASM's global partnerships and coalitions.
- Enhance ASM's capacity to anticipate and shape the future of the microbial sciences.
- Increase key stakeholders' knowledge about and awareness of the challenges facing and the importance of the microbial sciences.

Science Learning Organization

ASM both educates and learns from stakeholders to ensure the growth and the advancement of the microbial sciences.

- Cultivate an innovative environment for learning, content development and idea exchange.
- Increase efficiency and efficacy of programs by regularly assessing the program portfolio, individual services, and ASM's products.

- Enhance responsiveness to members and stakeholders by regularly soliciting and acting on feedback.
- Increase engagement of the global microbial sciences community in the work of ASM.
- Enhance ASM's capacity for personal, professional and scientific development.

Value to Stakeholders

ASM is an inclusive organization, engaging with and responding to the needs of its diverse constituencies.

- Increase ASM's ability to identify and develop the next generation of leaders for the organization and the science.
- Strengthen the relationship of ASM's products and programs to its brand.
- Increase our knowledge of and responsiveness to the current and emerging needs of diverse stakeholders.
- Improve outreach to current and potential members about the benefits of belonging to ASM.
- Increase awareness of the scientific community about ASM programs.
- Increase the opportunities for stakeholders to participate in or contribute to ASM.
- Enhance ASM's ability to address all members' needs through development and assessment of programs and services.

Organizational Excellence

ASM is a vibrant, responsive and transparent organization.

- Ensure ASM's governance, organizational structures, and processes are transparent, inclusive, efficient and agile.
- Strengthen the technology infrastructure to support ASM's goals.
- Ensure sufficient resources to achieve ASM's goals.
- Encourage a culture of experimentation and calculated risk taking.



Leadership Structure

In September 2016, a new governance structure was voted into existence to become more responsive to member needs, more nimble, and more effective.

The new structure has:

- An appropriately sized elected Board of Directors (BOD) that is responsible for fiduciary oversight of the whole Society.
- An elected representative Council on Microbial Sciences (COMS) that includes representation from Branches, Divisions, and at-large members which oversees the scientific and programmatic functions of the Society and advises the BOD.

Board of Directors (BOD):

- To set the strategic direction and uphold the objectives of the Society, authorize policy matters, direct fiduciary, legal, and business decisions, and hire, oversee, and work in partnership with the CEO

- Consists of 5 officers (President, President-Elect, Past President, Treasurer, and Secretary), the ASM CEO, 2 Directors appointed by COMS (see below), and 6 At-Large Directors voted on by the ASM membership
- Directors' terms—three years, renewable once, staggered

Council on Microbial Sciences (COMS):

- To support the work of ASM by prioritizing the scientific focus of the Society and identifying upcoming opportunities in microbial sciences and scientific trends to ensure effective programs and scientific activities that benefit the members and the scientific community at large
- To consist of a Chair and Vice Chair (voted upon by COMS), the 5 officers, the ASM CEO, and the Academy Board of Governors Chair (all of whom are non-voting members), Program Board/Committee Chairs, 35 Councilors selected by their respective Branches, 27 Councilors selected by their respective Divisions, 8 additional Division Councilors (to balance out the number of Branch:Division members), and 10 At-Large Councilors voted on by the ASM membership
- Councilors' terms—three years, renewable once, staggered

The scientific interests of the society's membership comprise the full spectrum of microbiology. There are 27 **scientific divisions** including one for microbiology educators; each division represents scientists with similar scientific interests and research goals. For more information on the divisions and their governance, visit the [Division Descriptions page](#).

ASM has 35 **Regional Branches** that are defined by one or more states and/or zip code areas. A list of the regions and the territories they comprise is available [online](#).

Code of Ethics

All ASM members and especially volunteers are to abide by the ASM Code of Ethics, last revised and approved in 2005. All activities supported or sponsored by ASM must be conducted with honesty and integrity. To view the ethics standards, rules of conduct, and the ethics review process go online: <http://www.asm.org/index.php/governance/code-of-ethics>.

ASM Membership Board

The mission of the Membership Board of ASM is to communicate and demonstrate the relevance of the benefits of ASM's programs and products to scientists around the world working in microbiology. The Board supports the professional development of its members, including those who are underrepresented in the sciences, by providing services such as career placement, mentoring, networking opportunities, and by awarding annual career development grants for postdoctoral women.

The Board also provides resources and management support for a robust national and international network of regional and local professional activities through ASM Branches, Country Ambassador and Young Ambassador Programs, and Student and Postdoctoral

Chapters. In addition, the Board maintains the Center for the History of Microbiology/ASM Archives, thereby preserving the historic contributions of microbiologists and the Society for future generations.

ASM Ambassador Leadership Circle

In September 2014, 9 Country Ambassadors were appointed to the Ambassador Leadership Circle (ALC), to mobilize the Ambassador Network to advance ASM's new strategic goals and global initiatives.

Ambassador Leadership Circle Functions

- Identify priority themes relevant to Ambassador Program goals and lead corresponding Circle Task Forces to address them
- Provide the Membership Board with a cohesive voice from the Ambassador Network and respond to requests for assistance
- Provide peer-review for Ambassador appointments
- Provide peer-review for international grants and awards

Country Ambassadors may apply to join the Ambassador Leadership Circle after they have completed at least one year as Ambassador, implemented at least one ASM activity in their home country, and are current on all Ambassador reporting requirements.

Headquarters Staff

The following staff members are dedicated to the Country Ambassador Program:

- **Dr. Jason Rao**, Director
- **Kirsten Bartlett**, Program Coordinator (kbartlett@asmusa.org)

Chapter 3: Program Policies and Procedures

Program Purpose

The purpose of this program is to identify senior ASM international members, knowledgeable of the governance programs and services of the Society, who would be willing to represent the Society's interests in and about their region of domicile. The Ambassador Program is an integral part of ASM's mission of contributing to the advancement of microbiology worldwide. The role of an International Ambassador is to provide an official in-country presence on behalf of ASM.

Among other activities, Country Ambassadors will

- advance the microbiological sciences in their scientific community and region;
- promote and explain the benefits of membership in ASM;
- identify and communicate national/regional issues and opportunities to ASM;
- build relationships with national/regional societies;
- facilitate networking opportunities and/or contribute to national/regional Facebook groups; and
- provide local assistance for ASM programs and projects when appropriate.

Program Policies and Procedures

Nomination

Nomination for this volunteer position is open to any ASM member. At least two full members of the Society (self-nomination accepted) must nominate Country Ambassador candidates.

Country Ambassador applications must be submitted online at <https://intlgrants.asm.org/>. Applications are reviewed once a year. Typically, this process will occur in the Fall/Winter. Nominations are reviewed by the Ambassador Leadership Circle, which includes the Membership Board Chair (*ex-officio*). Upon acceptance of the nominee, the appointment will be for a three-year term, with the possibility of a three-year extension pending a formal review. New appointees shall sign and return the Country Ambassador Agreement Form to Kirsten Bartlett at kbartlett@asmusa.org.

Renewal

Country Ambassadors prepare and submit mid-year and annual reports (see reporting section for more information). In addition, at the beginning of each year, Country Ambassadors submit a workplan of activities planned for the year. These documents are the

basis of the renewal review conducted by the Ambassador Leadership Circle Review Committee.

Role

Country Ambassadors must be familiar with the rules and protocols governing individual actions taken on behalf of the Society. For instance, at no time will the Country Ambassador have the authority to commit the Society to joint sponsorship of events, activities, or programs of other organizations without express, written authorization from the appropriate Officer or Board of the Society. If you have questions please contact ASM Staff.

Reporting

Annual Workplan

At the beginning of each year, Country Ambassadors will submit an annual workplan of activities planned for the year. Notice of the workplan submission deadline will be given one month in advance. The work plan should

- identify and prioritize actions that will advance microbiology in general, and ASM in particular, in your international region;
- identify interests of international scientific populations who might be either prospective or active members of the Society;
- identify needs which, if reflected in ASM member services, could further enrich ASM membership for international members; and
- inform ASM staff about activities and events of potential interest for Society action.

Mid-Year Reporting

The Country Ambassador will prepare and submit a mid-year report on activities each year. Notice of the mid-year report with submission deadline will be given one month in advance. This report will include a summary of activities and objectives completed for the first half of that year and an outline of activities for the second half of the year. This report is essential for ASM Headquarters to evaluate the success of the program and ensure that adequate support is available for the remainder of the year.

Annual Reporting

The Country Ambassador will prepare and submit an annual report of the past year activities each year. Country Ambassadors will have one month from the time of notification to complete the report. At the end of that year, the annual report will be used as the basis for assessing the accomplishments of the Ambassador.

Financial Support

Country Ambassadors will receive active support from ASM staff to accomplish their activities and responsibilities.

Administrative Expense Reimbursement

Administrative expenses under \$300 will be reimbursed as needed but must have prior authorization from ASM staff. Administrative expenses include local printing of ASM materials (promotional or event related), postage expenses, communication costs, and limited travel costs (depending on the significance of the university/meeting).

Country Ambassador Project Fund

Country Ambassadors will be able to apply for funding greater than \$300 through the Country Ambassador Project Fund (APF). The APF will support the development and implementation of activities that are larger in scale than an informal meeting, presentation, or virtual workshop. Funds are awarded on a competitive basis and shall not exceed \$3,000.

APF proposals will be evaluated by the Ambassador Leadership Circle with input from the Membership Board Chair and ASM staff. Proposals may only be submitted by the Country Ambassador. Applications for joint events (from two or more Country Ambassadors) are also welcome.

Evaluation Criteria

APF proposals will be evaluated by the following criteria:

1. Potential to strengthen international membership network
2. Knowledge sharing
3. Partnership development
4. Student participation
5. Use of innovative technology to increase communication with ASM members
6. Sustainable impact
7. Science diplomacy
8. Cost vs. impact
9. Novelty of idea
10. General positive exposure to ASM

The following are examples of request that would be considered.

- Development of an ASM-sponsored workshop or other event in conjunction with an existing scientific event/meeting in the Country Ambassador's country.
- Organization of a special ASM lecture or symposium for ASM members.
- Awarding of student prizes/promotions at local scientific meetings.
- Starting or expanding an ASM Bio-Resource Center.

Proposal Process

All APF proposals are submitted online at <https://intlgrants.asm.org/>. There will be two review cycles: February 1 and August 1. Expect to provide all of the following information:

1. Name of collaborating organization (if applicable)
2. Event location and date
3. Anticipated number of participants
4. Description of activity
5. Description of ASM support requested
6. How this activity will increase ASM membership in your country
7. Additional impact (see evaluation criteria)
8. Potential follow-on activities

If a proposal is not approved in the cycle during which it was submitted, Country Ambassadors are encouraged to resubmit the proposal in a future cycle.

Awardees are required to submit a report to ASM staff within two weeks of the end of the activity/event. The report should include

1. Number of attendees
2. Summary of any evaluation materials completed by attendees
3. Highlights of the event
4. Any significant outcome(s) of the event
5. Benefits to the collaborating organization (if applicable)
6. Summary analysis on the impact and relevance of the event
7. Scanned copies of all receipts

Chapter 4: Promoting ASM Membership

One of your primary responsibilities as a Country Ambassador is to promote ASM membership throughout your region. This and following chapters will address actions you can undertake to increase the value and relevancy of ASM membership to scientists in your region. In this chapter, we list the current benefits of ASM membership and the resources that are available to you to promote ASM.

Benefits of ASM Membership

Membership in ASM provides benefits, including travel awards to ASM meetings; reduced rates for participating in meetings, workshops, and audio conferences; reduced rates for ASM journal subscriptions and for selected ASM Press titles; and online services, such as searching ASM meeting and journal abstracts, listings of research grants and funding opportunities, a meetings and workshops calendar, listings of internet resources available for microbiologists, education materials, and more. Ambassadors are encouraged to explore the ASM website, www.asm.org, to become familiar with ASM's different program offerings.

Types of Membership

Student and Postdoctoral

Any fully matriculated student majoring in microbiology or a related field who has NOT earned a doctoral degree is eligible for student membership. Student members have all the privileges of membership except the right to vote and hold office in the Society.

Postdoctoral membership is available to any PhD, DVM, or MD graduate once during their life as long as the application for Postdoctoral Membership is received within four years of graduation from a regularly matriculated program in the microbiological sciences.

Postdoctoral Members may renew at the postdoctoral membership rate for up to 5 years according to the graduation date and may also qualify for any special Postdoctoral rates should such rates be offered by any ASM Programs. Students and Postdoctoral members receive all the benefits of ASM membership:

- Eligibility for [travel awards, grants, and fellowships](#);
- Scope the job market with [Career Connections](#);
- Member discounts on meeting, conference, and webinar registrations;
- Access to the [members' only directory](#);
- Grant writing and scientific publishing institutes;

- Career planning and networking resources; and
- Career resources and mentoring for science teaching positions.

Student and postdoctoral membership is \$22.

Supporting Level

Supporting members are full members of the Society who have access to ASM's core member benefits and online resources, but do NOT receive ASM discounts, grants, fellowships or award opportunities. Supporting members receive the following benefits:

- Access to any of [43 listservs or alert lists](#);
- Build your network via the [member-only directory](#) and [ASM LinkedIn](#);
- Access to members' only areas of the [Clinical Microbiology Portal](#)
- Scope the job market with [Career Connections](#);
- Mentoring and networking opportunities.

Supporting membership is \$22.

Contributing Level

Contributing members are full members of the society who have access to ASM's core member benefits, plus access to additional scientific and career content and resources, product discounts, eligibility for awards, grants, volunteer opportunities, and more. Contributing members receive all benefits of Supporting membership, plus

- discounts for meetings, conferences, webinars, journals, book purchases and more;
- member discounts for page charges, color figure reprints, and supplemental material;
- ability to serve as a volunteer leader on ASM's Boards;
- eligibility for Society awards, grants, and fellowships; and
- professional development in teaching and mentoring.

Contributing membership is \$55.

Premium Level

Premium members participate in the Society at the highest level by supporting the growth of ASM programs, resources, education, international outreach, advocacy, and more.

Involvement at this level offers members the chance to shape the future of microbiology and advance the Society. Premium members receive all the benefits of the Contributing level plus

- one free review journal;
- reduced registration at ASM Microbe and one other conference;
- early access to hotel rooms, expedited on-site registration, and an invitation to the ASM Officers' Reception at ASM Microbe;
- exclusive bimonthly communication with opportunity to comment to ASM leadership; and
- recognition on the ASM website as a Circle of Advancement member;

Premium Membership is \$132.

Global Outreach

The Global Outreach Program engages scientists from resource-constrained or isolated* countries by providing membership and full access to all online ASM journals at **no cost**. Individuals in the following countries qualify for the Global Outreach Membership:

| | | |
|--------------------------|------------------|-------------------------|
| Afghanistan | Guinea | Pakistan |
| Angola | Guinea-Bissau | Rwanda |
| Bangladesh | Haiti | Sao Tome and Principe |
| Benin | Kenya | Senegal |
| Bhutan | Kyrgyz Republic | Sierra Leone |
| Burkina Faso | Lao PDR | Solomon Islands |
| Burundi | Lesotho | Somalia |
| Cambodia | Liberia | South Sudan |
| Cameroon | Madagascar | Sudan |
| Central African Republic | Malawi | Tajikistan |
| Chad | Mali | Togo |
| Comoros | Mauritania | Uganda |
| Cote d'Ivoire | Mozambique | Uzbekistan |
| Democratic Rep. of Congo | Myanmar | United Rep. of Tanzania |
| Djibouti | Nepal | Vietnam |
| Eritrea | Niger | Yemen |
| Ethiopia | Nigeria | Zambia |
| Gambia | Papua New Guinea | Zimbabwe |
| Ghana | | |

*As part of the ASM mission to be a truly inclusive organization that advances the microbial sciences, ASM extends its Global Outreach membership to scientists in countries with significant political or security constraints which limit their ability to join through traditional mechanisms.

How to Join ASM

To join ASM a prospective member must complete the membership application and make payment of the appropriate dues based on their membership category selection.

Membership is based on a calendar year and is initiated on January 1 and expires on December 31. Members who join after September 1 will have their membership become effective January 1 of the next year and expire the following December 31. Applicants must remit payment in U.S. dollars by check, credit card, PayPal or draft payable to ASM through a U.S. bank located within the continental United States.

Advance with ASM Membership Application: New members may register using the Advance with ASM Membership Application at any Country Ambassador organized events. The Country Ambassador or contact person will collect the paper forms and payment and will be responsible for sending both to ASM Headquarters for processing. Contact ASM staff for an updated form.

Online Member Registration: Non-members or lapsed members can join or renew online at www.asmscience.org. After purchasing ASM membership online, members will receive an immediate response confirming registration/membership payment. This includes Global Outreach membership.

All memberships must be renewed annually.

Chapter 5: Enhancing Communication

As ASM Country Ambassador to your country, you have the responsibility of facilitating and enhancing communication between ASM and its members worldwide with the scientists, institutions, and microbiological societies of your country. You should seek out opportunities to meet with representatives of local and regional microbiological societies, and pursue the development of joint activities, as appropriate, according to your workplan. By making information available about ASM programs and interests you can become a focal point within your community for discussion of microbiological issues.

Many countries look at ASM as a big powerful society, and smaller microbiology societies may perceive this as a threat. So take your steps slowly and cautiously, and do not intrude into the local society's programs or dominate the scene.

A good place to start when looking to create partnerships are science & technology forums already present in your country that are linked to the United States. Use the relationships there to develop and implement programs and activities. For example in India there is the Indo-US Science and Technology Forum which was used as a link for the Indo-US Professorship Program.

Sample Activities

- Develop a data profile for the country and/or region that would aid ASM staff in best meeting the needs of the local science community. This might include information on microbiological societies, principal institutions, government offices, major microbiology-related industries, etc.
- In consultation with ASM staff, develop a Country Strategy encompassing membership development, education, coordination with national and regional entities, etc.
- Organize ASM member forums (coffee, focus group, student seminar, etc.) to solicit ideas on increasing the relevance of ASM to members in their country.
- Help establish an [International Student Chapter](#).
- Make contact with local microbiological societies. Inform them of relevant ASM programs such as professorships or exchange programs.
- Coordinate joint activities such as lectures, workshops, or conferences with local microbiological societies.
- Send a letter or email to all ASM members in your country (through ASM Headquarters) informing them of the existence of the Country Ambassador Program and its objectives; include information for suggestions and requests.

- Post relevant information on upcoming ASM member-only events, scientific conferences, or workshops on the ASM International Facebook Group for your country/region.

Email Communication

ASM is not permitted to give out the email addresses of members due to privacy issues. If you would like to send an email to ASM members in your country or region send ASM staff the message and we will send it out on your behalf.

If you only wish to contact certain ASM members, use the online member directory. Visit www.asm.org, in the “Network” tab under “Directories” select “[ASM Members](#)”. You will be prompted to enter your username and password. Once logged in you can search for specific members by name or perform an advanced search and search by any number of characteristics. Clicking on a member’s name will take you to their profile. There you can send “In-Mail.”

Social Media

ASM is on Facebook and Twitter and would love to have you join the Facebook Groups and follow us on Twitter. There is a Facebook group specifically for Country Ambassadors: <https://www.facebook.com/groups/ASMambassadors/>. There are also regional Facebook groups:

- Western Europe: <https://www.facebook.com/groups/ASM.WesternEurope/>
- Eastern Europe and Eurasia: <https://www.facebook.com/groups/ASM.EasternEurope.Eurasia/>
- Middle East and North Africa: <https://www.facebook.com/groups/ASM.MiddleEast.NorthAfrica/>
- Africa (Anglophone and Lusophone): <https://www.facebook.com/groups/ASM.Africa.Anglophone.Lusophone/>
- Africa (Francophone): <https://www.facebook.com/groups/ASM.Africa.Francophone/>
- East Asia: <https://www.facebook.com/groups/ASM.EastAsia/>
- South Asia: <https://www.facebook.com/groups/ASM.SouthAsia/>
- Oceania: <https://www.facebook.com/groups/ASM.Oceania/>
- Latin American and the Caribbean: <https://www.facebook.com/groups/ASM.LatinAmerica.Caribbean/>
- Canada: <https://www.facebook.com/groups/ASM.Canada/>

Follow ASM’s Twitter at <https://twitter.com/ASMmicrobiology> to keep up to date on everything that is happening at ASM.

Social media is an excellent way to connect with people who you do not have regular in-person contact with. We encourage you to make your own Facebook pages or Twitter accounts if you see a need. **If you use ASM’s name or logo though, please add the following**

disclaimer to the "About" section: *"The views expressed on this page belong to those who post and do not necessarily represent the views of the American Society for Microbiology."*

Chapter 6: Meeting Local Needs

In addition to strengthening ties between ASM and local microbiological societies and institutions, Country Ambassadors play an important role in meeting the needs of individual scientists and students, putting a human face to ASM, which can often appear as a distant and foreign organization. Activities such as member forums, local ASM websites, and regional lecture programs provide members with a means to participate actively in the ASM community and brainstorm responses to local needs.

Putting a Human Face on ASM

It is crucial to demonstrate that ASM's main objective is not to make a profit by enrolling members, but rather the contrary: to make it profitable for scientists to join ASM. For foreign members, especially those from developing countries who are not frequent attendees of ASM meetings, it is essential to perceive ASM support at home, throughout their ordinary activities.

Representing ASM at Regional Meetings

Country Ambassadors should set up ASM booths at important regional and national meetings. The booths should be full of information about the activities of the Society (meetings, workshops, seminars, professorship programs, publications, etc.). Inform visitors about the Country Ambassador Program, Ambassador Program and other volunteering opportunities.

There are plenty of other ways to represent ASM at regional meetings besides setting up a booth or ASM exhibition.

- Host a workshop or other event in conjunction with the meeting.
- Organize a special ASM lecture or symposium, inviting an ASM-sponsored speaker.
- Present an ASM-sponsored Best Poster Prize or student award (E-Book from ASM Press, free memberships, etc.).

For those Country Ambassadors who will ask for ASM's business cards ([email Kirsten Bartlett](#)); please provide them to all those who are interested in getting more information from you about ASM or about ASM-related activities in which you participate. Keep a visitors' book; it will help you to update your records. If possible, assist those members willing to pay cash by charging their dues to your credit card.

Promotional Materials

To assist you at local meetings, conferences and university visits, ASM staff has created and keeps up to date an online folder of promotional materials at:

<https://www.dropbox.com/sh/6icv7gkuybfkvm0/AACz30oNHCMYkIjyxt87Zt1Ha?dl=0>.

This folder includes:

1. Current Membership Forms
2. Brochures to be displayed and distributed whenever you have the opportunity.
Important brochures relevant to a wide range of audiences include:
 - ASM Global Impact Report
 - Going Global With ASM
 - Helping You Advance
 - Careers in Microbiology
3. Advancing Science Globally pop-up banner that can be printed and displayed at booths, meetings and workshops
4. ASM logos and document templates
5. Relevant promotional materials from ASM Journals, Books, and Meetings

Professional Development

ASM has developed 3 virtual workshops that can be of value to local ASM members. By hosting a professional development workshop, you are demonstrating the benefits of membership and meeting the needs of your local community. The following sections will briefly describe the 3 virtual workshops that have already been developed for the exclusive use of the Country Ambassadors and Ambassadors.

Scientific Writing and Publishing

This highly regarded workshop helps develop the skills necessary to write and submit scientific manuscripts, with the ultimate goal of improving the dissemination of research and enhanced knowledge sharing. Best practices for developing both the content and the presentation of a document are discussed as well as the ethics and logistics of submitting manuscripts for publication.

The speaker for the virtual program is Dr. Roberto Kolter, Harvard Medical School, Fellow of the American Academy of Microbiology and Past President of the ASM. Dr. Kolter has extensive writing and publishing experience and currently serves on the Board of Reviewing Editors of *Science* and *eLife*.

The program consists of the following 8 modules:

- Module 1: Introduction & Overview (12 minutes 3 seconds)
- Module 2: The Basics (13 min 1 sec)
- Module 3: Figures and Tables (18 min 49 sec)

- Module 4: Composing Text (22 min 7 sec)
- Module 5: Titles and Abstracts (10 min 1 sec)
- Module 6: Ethics of Authorship (14 min 7 sec)
- Module 7: Submission Process (21 min 26 sec)
- Module 8: Response to Decision (10 min 39 sec)
- Module 9: Types of Writing (9 min 7 sec)
- Module 10: Conclusion (1 min 40 sec)

The virtual program is 2 hours, 13 minutes, 1 second long, however optional activities have been developed that when utilized can make the workshop up to a day in length.

For more information request a hosting manual from ASM Staff.

Art of Science Communication

The Art of Science Communication provides foundational training for scientists in effective scientific communication, in both professional and public contexts. Tim Miller of Spoken Science presents this workshop. Tim, an engineer by training, has presented at numerous universities, museums, and technical conferences as well as appeared on television and radio.

The program consists of four videos:

- Part I – The Fundamentals: Introduction to science communication, its various forms, the important role it plays in modern science, and how it can influence public policy.
- Part II – Figures, Posters and Pitching to People: How to develop graphics, construct scientific posters, and communicate professionally face-to-face.
- Part III – Public Presentations: How to give live talks to both professional and public audiences.
- Part IV – Policy and the Public: Highlights challenges and opportunities posed by communicating with public audiences.

For more information, request a hosting manual from ASM Staff.

Culture of Responsibility

The ASM Culture of Responsibility Workshop provides an overview of the principles of laboratory biological safety, biosecurity, and the responsible conduct of research. The workshop, developed by leaders in the field, includes video-based lectures, group discussion and exercises. Participants will gain tools to identify, assess, and mitigate risks for the betterment of science and those in our community.

The program is divided into three modules, which are broken down into smaller parts. The Biological Safety Module focuses on laboratory-acquired infections (LAIs). The Biosecurity Module provides an overview of the elements of biosecurity and the principles of risk assessment and management. The final module, Responsible Research, poses the question “how should we conduct our research and ourselves?”.

For more information, request a hosting manual from ASM Staff.

Virtual Speaker Program & Make Your Own

Your scientific community is unique and the above workshops may not be of interest to them. Or perhaps you have already hosted these workshops and want to present a fresh topic. You are free to design your own workshop around a topic of your choosing. And ASM Staff is here to help. The American Academy of Microbiology has already created over 40+ virtual lectures on a wide range of topics and is willing to create new lectures based on what your scientific community wants to hear.

For more information, request a list of available topics and speakers from ASM Staff.

International Student Chapters

Country Ambassadors have the opportunity to pilot international student chapters. There have been student chapters in the United States for many years but until recently there have never been officially recognized international student chapters. ASM recognizes that in order to solve global grand challenges there needs to be collaboration and exchange of ideas from every generation. Forming student chapters is just one means of engaging the youth.

The purpose of student chapters is to promote the mission of ASM and offer educational and professional development resources and opportunities to students interested in microbiology and related sciences. The goal is to engage both U.S. and international university students in diplomacy and collaboration in the form of scientific exchange. Similarly, the vision of this program is to foster a new generation of development leaders committed to science-based discoveries, as well as to create a global environment which thrives on novel science exchanges by crossing traditional political borders in pursuit of shared scientific development.

To learn more visit <http://www.asm.org/index.php/asm-near-you/international-student-chapters>.

Suggestions from Successful Student Chapters in the United States

Chapter meetings can be as frequent as desired, however it is generally beneficial to meet at the beginning of the school year and then one to two weeks before any planned event.

Activities that have been successful in the United States include

- Hosting (and judging) science and technology fair for local primary and secondary schools;
- Touring career specific companies: local laboratories, breweries, sewage treatment plants, wineries, etc;
- Hosting guest speakers; and
- Planning socializing events that involve the rest of the student body at the university.

ASM is always willing to brainstorm ideas with you or the chapter representative.