

## Community Relations

# Case Study

An Overview of Belle Chemical Company's Ability to Engage with the Community in Kanawha County and West Virginia.



## Overview

Cornerstone Chemical acquired the methylamine production business from Chemours on January 1, 2020 in Belle, West Virginia. As an out-of-state company, they hired local a public relations consultant/firm, Rachel Coffman (Coffman Collaborative), to conduct a branding/reputation management and community relations campaign for the newly branded methylamines business, Belle Chemical Company – A Cornerstone Affiliate.

As a new company, Belle Chemical Company wanted to establish a relationship with the Belle community, Kanawha County and the state of West Virginia. Based on the company's mission, three areas of community impact were selected to target volunteer opportunities and charitable contributions; safety/emergency response, STEM education, and community development. In conjunction with the community relations impact plan, Belle Chemical

Company worked with Coffman Collaborative to establish a community advisory panel to serve as a liaison for the company to the community. Belle's community relations outreach would be an 18-month campaign to achieve the campaign's objectives:

- 1.) Establish the brand awareness of Belle Chemical Company in West Virginia.**
- 2.) Educate the target audiences on Belle Chemical's footprint in the Kanawha Valley.**
- 3.) Establish 2-3 STEM Education/Workforce Partnerships in Kanawha County.**
- 4.) Generate awareness of brand and established Belle, as part of the community, through support of social services and community development projects.**

## Contact

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# Relationships

Connecting Cornerstone to West Virginia

The target audience for the campaign was broken into industry stakeholders (building relationships with trade associations/workforce development programs) and community stakeholders (building relationships with nonprofits, schools, public libraries, etc.).

- ▶ **Industry Focus: Trade Associations/Workforce Development Groups.**
- ▶ **Community Focus: STEM Education, Schools, United Way, Community Support, EMS, etc.**



In the course of 18-months, the company established relationships with 4 trade associations, 5 emergency response/services organizations, 11 nonprofits, all local schools, the public library system, a scholarship program, established a college engineering internship and a 20-member community advisory panel was created beginning July 2021 to provide feedback from the community.



## Growing Connections

In 2022, the foundations laid in 2020-2021 led to expand partnerships with new community groups from word-of-mouth. Many groups, like WVU Extension 4-H, proactively contacted Belle Chemical to participate in their programs. The company implemented a month-long STEM engagement with local schools for Manufacturing Month in 2022.

15%

### Employee Engagement

15% of employees participated in volunteering in 2020-2021.

17

### STEM Education Demos

17 STEM-science activity or career workshop presentations were conducted with students in 2020-2021

6

### Board Development

Belle employees are on 6 boards or committees for nonprofits and trade associations.

## Organizations

This is a list of some the nonprofits/educational partners Belle Chemical established relationships with in 2020-2021:

- **United Way of Central WV**
- **WV Education Alliance**
- **Malden Salt Fest Celebration**
- **WV Manufacturers Association Educational Fund**
- **Clay Center for the Arts & Sciences**
- **Carver Career and Technical Center**
- **WV State University**
- **WV University Institute of Technology**
- **Leadership WV**

