

APPENDIX 1  
STRATEGIC PLAN



## Strategic Plan for 2017-2021

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**In fulfilling the Committee's mission and charter, the Committee Leadership proposes the following strategic goals and objectives for 2017-2021**

**1. *Expand SLD Membership in the U.S. and Internationally***

Although membership in networks is open to all ACC members, the Small Law Department network focuses efforts on meeting the needs of in-house counsel in departments of five attorneys or less. Approximately 47% of the 35,000 ACC members, or almost 16,500 members, qualify as the target audience for SLD membership. In October of 2017, our membership was 6,532 or 19% of ACC membership. For the period of 2017-2021, our goal is to continue to increase SLD membership overall and as a percentage of ACC membership to 20%. All of our committees (Membership, Chapter Relations, Online Learning, eGroups, and Resources) work together to create resources of interest and relevance to Small Law Department counsel and to create ways for members to connect at the Chapter Level. In order to increase our membership, over the next three years our leadership will:

- Strengthen communications to new members through eGroups, monthly emails, quarterly newsletters, monthly committee meetings and Legal Quick Hits;
- Work with ACC to analyze ACC membership and possible ways to educate them on SLD.
- Continue to develop regional/state contacts (chapter liaisons) who will help promote SLD (including all activities and resources) during local Chapter meetings.
- Concentrate on outreach to international chapters such in EMEA, APAC, and the Americas.
- Work closely with Meritas, our Network Sponsor, to provide resources (both on-line and written) that our members identify as important through surveys and eGroup questions.

**2. *Strengthen level of member participation in the Committee.***

The higher level of participation a member has with the SLD, the more engaged they are in SLD and ACC and more likely to recruit others for membership. As the Committee with one of the largest number of eligible and current members, it is imperative the Committee find ways for members to have not one, but several opportunities to become engaged in Committee activities, thereby not only increasing satisfaction with the Committee, but ensuring succession for SLD Officer positions.

To strengthen membership participation, all of the subcommittees will work to actively drive this initiative, including the following items listed below. When appropriate, the subcommittee primarily responsible for any of the tasks below is listed next to the task.

- Strengthen communications with current members to increase awareness of current and upcoming events/publications/programs.
- Actively recruit volunteers from membership as speakers for programs and authors of articles and other informational resources.
- Promote SLD's Officer Succession plan for those members interested in taking on a leadership role.
- Analyze membership survey from Annual Meeting to determine interests and talents of membership. (Membership)
- Coordinate with SLD Network sponsor (Meritas) to hold SLD member functions/receptions at national events including the Annual Meeting.
- Work to increase use of SLD website as a resource for committee members and further facilitate networking.
- Develop and implement a member satisfaction survey to establish metrics and future initiatives.

**3. *Work with the ACC and Meritas to increase the number of quality educational programs and educational resources sponsored and/or delivered by the Committee.***

SLD members have a unique challenge in representing their clients. In-house lawyers with large law departments are generally more specialized. SLD lawyers have to know about a wide variety of subjects. SLD can provide a valuable service to lawyers in small law departments by offering quality programs that inform them about various subjects from the SLD perspective. Further, over 47% of ACC members are from law departments with five or fewer attorneys.

To increase the number of programs and educational resources to our membership, the Network will do the following:

- Work with ACC to see an increase in the number of SLD sponsored programs accepted by ACC for Annual Meetings to better reflect the needs of over 50% of ACC membership.

- Better communicate accepted SLD sponsored Annual Meeting Programs to prospects to increase participation and interest through monthly emails and quarterly newsletters.
- Work with Meritas to develop topics for Webcasts, InfoPaks, Top 10, The Docket, and other resources 6-12 months in advance to ensure enough time for: volunteer recruitment, authoring, meeting of deadlines; as well as reduce issues during transition of incoming officers and provide more opportunity for Meritas' firms.

#### **4. Alignment with ACC SP 2.0**

The leadership of SLD Network is deliberate in aligning the SLD Strategic Plan with the four Key Strategies of ACC's SP 2.0. In order to accomplish this alignment, SLD will:

Continue to listen to the 'voice of the member' through the use of the Annual Survey (provided to members at both the Annual Meeting Business Lunch and electronically afterward), asking members during the monthly Telephone Meeting and LQH, and through questions sent in the monthly email, quarterly newsletter, and eGroups **(Key Strategy #1)**

Focus on creating a local experience for members through the Chapter Relations committee. This Committee will assist SLD members in local chapters to create micronetworking events for SLD members in that area **(Key Strategy #2)**

Reach out to our international members through webinars and, when available, local networking events; writing newsletter and monthly emails that are inclusive of all members, not just those based in the U.S. **(Key Strategy #3)**

Provide education in areas of importance to in-house counsel, especially those that have multiple areas of responsibility; bring the theme of "Seat at the Table" to all communications with SLD in the 2018-2019 year **(Key Strategy #4)**.