

## **Greater Philadelphia Three-Year Development Plan With Vision and Mission**

**Greater Philadelphia Vision:** Helping ourselves by helping others

### **Greater Philadelphia 3-Year MISSION:**

To make Greater Philadelphia the pre-eminent local chapter of the Association of Corporate Counsel in the United States within the next three years by: 1) increasing new membership numbers and existing members' customer satisfaction; 2) continuing and improving existing programs, services and communication; 3) initiating and implementing creative new opportunities and services for membership networking, development, involvement and community service; and 4) planning for and improving the development, training, functionality and effectiveness of the leadership structure on a long term basis.

### **CRITICAL ACTION AREAS AND GENERAL OBJECTIVES:**

#### **1. Membership**

- Increase number of members
- Monitor current membership satisfaction
- Solicit membership suggestions for improvement
- Strive for membership diversity in relation to regional in-house population
- Create incentives for new member drives
- Strengthen Membership Committee role and numbers
- Follow-up with new, potential and lapsed members
- Monitor members' changes and updating information
- Increase membership involvement in committees and working groups
- Create value proposition based upon items critical to our membership

#### **2. Networking**

- Create new initiatives to increase networking opportunities
- Establish working group to continue emphasis on improvement
- Implement process to increase network effectiveness and efficiency
- Improve In-transition and job help services (See #5 below)
- Create networking opportunities in various "regions" within area

#### **3. Communications and Publicity**

- Continue to improve systems for communication with membership
- Revive the Chapter Newsletter
- Increase use and frequency of communications to members via e-mail
- Keep membership informed of programs and survey results
- Increase publicity and exposure for org. and events
- Establish liaison with publications

#### **4. Programs**

- Continue strong program planning, implementation and CLE crediting
- Design programs and initiatives for greatest membership approval
- Continue survey to solicit member feedback
- Research and explore creative new methods, venues, approaches and partnerships
- Explore more social/networking activities
- Work closely with Vendors/Sponsorship Working Committee
- Establish and communicate sponsorship guidelines
- Establish and implement privacy policy

#### **5. Strategic partnering with Companies and CLO's**

- Pursue collaborative activities with and support from local CLOs
- Seek support for in-transitioning Greater Phi members
- Seek creative methods of membership growth

#### **6. Pro Bono**

- Increase membership involvement and awareness
- Create incentives
- Recognize and reward service
- Serve as information clearinghouse

#### **7. Diversity**

- Increase membership involvement and awareness
- Create incentives
- Recognize and reward service
- Serve as information clearinghouse

#### **8. Board/Leadership Development**

- Encourage greater participation
- Implement creative solutions for participation at different levels
- Amend By-laws to recognize former board members (including past Presidents) and allow for further involvement on or with current board
- Amend By-laws to reflect current rotational practice and duties and responsibilities of board members and officers
- Foster new board member and officer development
- Facilitate new leadership identification, development and involvement

#### **9. Law School and Local Association Relationships**

- Explore creative connections and liaisons with local law school
- Sponsor presentations through Career offices