

San Diego Board Retreat

What Are Your Expectations?

1. Develop a strategy
2. Plan ways for a more consistent income stream
3. Analysis of structure and processes
4. Methods of team building
5. Share information; meet others
6. Increase and broaden our service offerings
7. Assign responsibility
8. Short term and long term action plans 1-3-5 years
9. Create greater public awareness and even better pr
10. Develop better board systems
11. Set goals and prioritize
12. Focus on future
13. Consider co-activities
14. Increase our role in public policy advocacy
15. Statement of vision
16. Clarify expectations for Board members; ensure accountability
17. Figure out ways to get non Board members even more involved

What Will It Take To Meet Your Expectations?

1. Set three stretch goals
2. Assign responsibilities
3. Efficient committee structures
4. Realistic time line
5. Free flowing discussion – full participation
6. Buy in and commitment to goals; coordinated effort; commitment of time and energy
7. Honest and candid; communication
8. Prioritizing
9. Clear direction
10. HAVE FUN!

San Diego Chapter Our Vision

We are:

- Recognized in San Diego County as the key resource for information, networking, professional development, education and social activities for in-house attorneys
- An organization that is financially self sufficient, with 500+ members
- An organization that gives back to the legal community and the community at large
- The public advocate or voice for local corporate legal and business community
- Well recognized and respected organization in the business community

- Recognized by in-house attorneys and their corporations as the essential bar association

Strategic Planning

What is Going Well or Right?

1. Steady increase in growth membership
2. Monthly MCLE programs
3. Committee structure
4. Strong and respected leadership
5. Great social events
6. Black and white ball
7. Expanding, diverse and enthusiastic Board
8. Increased visibility of organization
9. Better communication to members; newsletters
10. Chapter is more energized
11. Board is very welcoming and friendly
12. High quality of national ACC resources
13. Nationally recognized for innovative thinking and membership retention
14. Successfully advocated for the recovery of in-house legal fees
15. Financial stability is improving
16. Increased services to community
17. Progressive Board – forward thinking
18. One third of Board is currently or past active members of National ACC Board

What Are Our Areas to Improve, “Turn Up The Volume,” or Areas We Want to Create a Strategic Plan?

1. Membership

- Increase membership involvement through participation in committees
- Increase membership from No. County and South Bay companies (El Centro)
- More welcoming of members (new)
- Aggressively locate and pursue all in-house council in our territories to become members
- Develop an internet mechanism we can share our expertise with members
- Remind members of national and local resources
- Posting our areas of expertise on the internet for Chapter (directory of expertise)
- Improve communication with membership
- Increase diversity of membership

2. Public Relations

- Establish a competent/effective PR machine
- Both inside and outside the In-House bar community
- Increase visibility to corporate executives, law firms and ourselves

3. Finance

- Increase partnership with vendors to promote visibility and financial stability
- Tie sponsorships to presentations, lower expenses and use national sponsorships more
- Find and add new revenue sources

4. Networking

- More and better networking opportunities; better planned; promoted and implemented
- Co-planned programs with other associations – CEO and CFO
- Committee chairs work with committee chairs from other ACC chapters

5. Full Time Chapter Administrator

6. Committees

- Establish regular committee meetings
- Committees develop and run more specialized educational/networking gatherings
- ACC Board Retreat

7. Communication

- Message board to keep information regarding who is where
- Post the MCLA materials from monthly luncheons

8. Community Service – Pro Bono

Broaden the number of community service and pro-bono offerings
Increase participation in existing opportunities

Strategic Planning – Goals and Actions **Planning Area: Membership**

Committee Feedback: What is Going Well or Right?

- They produced results
- Retained members
- Established a first time free program
- Increased personal contact with new members and members that lapsed
- Divided up membership by categories

Areas to “turn up the volume”

- More happy hour events (wine tasting; Karl’s)
- Increase our knowledge of who our non-members are and how to reach them
- Better gather information for non-members who come to our programs

Goal: Increase Membership and Active Member Participation

Action: Find who are not members
Action: Survey why people are non-members

Goal: Be more welcoming of members (new)

Action: Establish a sponsor or buddy (from the whole Board and other strong members) for each new member; Send a letter; greet with phone call; go to lunch; meet them at seminar; introduce them to other members; encourage them to join a committee

Goal: Increase membership involvement through participation in committees

Proposed

Action: Bi monthly committee meetings – bi-monthly board meetings
Action: Soliciting non-Board members to become committee members at monthly meetings; splitting up membership list and encouraging them to become committee members by email and phone
Action: Assign members to committees – when you join – check off what committees you want to actively participate
Action: Provide the committee with tangible goals so committee members find value in being a member

Goal: Increase membership from No. County and South Bay companies (El Centro)

Action: Get a list of companies in those areas who have in-house attorneys
Action: Hire a student to make the phone calls to determine if they have a legal department. If yes, then get names and information. Then, send a letter and divide up among Board and make a personal invitation phone call
Action: Use attorneys in transition to help make these phone calls. – Use available lists to cross-reference
Idea: Re-run the same program as a brown bag – choose a location to draw in these areas (move to program committee)
Action: Obtain a new membership list from National
Action: Develop a target list of who is not a member who should be
Action: Use Westlaw and Lexis Rep's. to hand out Bill's card to promote the benefit of being in the ACC
Action: Develop an Internet mechanism we can share our expertise with members – skills matrix: Darryl will lead this project

Posting our areas of expertise on the Internet for Chapter (directory of expertise)

Goal: Improve communication with membership

Action: Increase frequency of existing newsletter
Action: Assign newsletter and website committee. Call the committee: Membership Communications
Action: Remind members of national and local resources
Idea: Use transition members and non-Board

Action: Update our website - SD Chapter web page

Action: Create a SD Chapter message Board – possibly in conjunction with National

Action: Create a new form of communication – HTML email with highlights

Goal: Increase the diversity of the Board

Action: Work with CMCP to increase diversity of membership/Board

Action: Cultivate existing members to groom to be active participants on the Board

Planning Area: Public Relations

- Establish a competent/effective PR machine
- Both inside and outside the In-House Bar community
- Increase visibility to corporate executives, law firms and ourselves

Goal: Retain membership

Increase Membership

Publicize the Black and White Ball and other events

Improve ACC reputation

Action: Do a joint program with CEO, CFO, SHRM or professional organizations on benefits of using and managing (value added) in-house counsel

Action: Send information on ACC SD Board to local publications (SD Lawyer; Transcript; UT; Business Journal; SD Commerce)

Action: Start a column in SD Transcript on hot legal topics (under ACC name)

Action: Publicize Black and White Ball and other events; before and after the event (handled by the Black and White Ball Committee) or (here is what you missed)

Action: Publicize the growth rate and/or size of membership

Action: Publicize the existence of job bank

Action: Publish awards given to members

Action: Networking opportunities

Action: Member awards, honors program; member of the year; pro bono of the year; find ways to celebrate our members. Present it at the Ball (possible)

Action: Write an article about all three ACC chapters

Action: Generate a list and get to know the media contacts

Action: Generate an expert media contact list

Action: Utilize the resources from Fleishman Hillard to help with the PR

Action: Publicizing charitable or volunteer active ties of ACC members

Option One: No outside counsel unless speaking at program

Option Two: Don't ask, don't tell (currently)

Option Three: Actively encourage attendance of non-members including outside counsel

Pro's

- Raise revenues
- Increased visibility
- Recruitment
- Increased attendance
- Encourages sponsorships and speakers
- More welcoming

Con's

- Lack of exclusivity
- Dilutes speaking opportunities
- Dilutes sponsorship opportunities
- Members lose networking opportunities
- Too many attend – why is that bad

Goal Area: Finance

Goal: Increase Revenue and Decrease Expenses

Action: Change banks for our accounts

Action: Fleishman Hillman stated they will help us gain sponsorships

Goal: Gain more sponsors

Action: Create a task force to bring in more sponsors

Idea: Charge even more for non-members (\$75.00)

Increase partnership with vendors to promote visibility and financial stability
Tie sponsorships to presentations, lower expenses and use national sponsorships more (ACC). Find and add new revenue sources.

What is Going Well or Right?

1. Quality is high
2. Calendaring is good
3. Facilities are outstanding
4. Electronic announcements are effective
5. Rotate where meetings are held
6. Attendance is excellent (50-60)
7. Sustained and increased membership

Opportunities for Improvement

- Dual presentations – mobile (SD and North County)
- Cost is high
- More in-house lawyers as speakers
- Making sure corporations know and understand value

Action: Determine what an average hour of CLE costs: (Clare will take this on)

Goal: Increase sponsorships

Action: Look at non-law firm sponsorship for our events – non-speaker sponsorships

Action: Look at sponsorship for every program – even when speaker is not paying for the event

Idea: Jointly sponsoring with other professional organizations

Idea: Continue to broaden the speakers that present to create even more demand – spread around the speakers will create more sponsors

Action: Small specialized lunches – lower costs; sponsored by the committees

Planning Area: Committees

Current Committees:

1. Social
2. Membership
3. Law School
4. Public Relations
5. Programs
6. Career Development
7. Pro Bono
8. Ball

New Committees:

Membership Communications

Finance

Small Law Department Committee

Goal: For members to feel the camaraderie that we feel at the Board level

Action: Board meetings move to every other month; committees meet on the opposite mo.

Action: Eliminate the dark months

Action: Everyone is on at least one committee and agrees to actively participate

Action: Committees will report on specific goals and their strategic plan initiatives at each Board Meeting

Idea: Spread out the work/responsibility with more people

Action: To have committee co-chairs – both Board and non Board

Action: Committees will meet and set their goals for 2003

Goal: Improve communication with a message board

Committee: Pro Bono

Action: Will meet and create an action plan

- Action: Publicize opportunities in newsletter
Action: Publicize who is doing Pro Bono and what type of work

Retreat Professional Development/Jobline Committee:

Proposed Goals:

1. Assist members in-transition in locating employment
2. Have San Diego community turn to ACC for in-house counsel – increase awareness of the benefit of having counsel in house as well as that ACC is a resource for filling a position
3. Assist members in enhancing their careers

Proposed Tactics:

1. E-mail job openings to all members (part of broad e-mail discussing the months activities)
2. Occasionally send out e-mails discussing ways to enhance one's career – career development tips (can be part of broad e-mail)
3. Conduct networking social events (meal or event)
 - a. With speaker
 - b. Without speaker
4. Assign seating at lunches to assist people in meeting new colleagues rather than sitting with people they already know or with whom they work
5. Small group discussion with speaker on how to become general counsel
6. Contact business executives to let them know about ACC.
 - a. Letter/phone call to business executives
 - b. Speaker at an executives' seminar on benefits of hiring in-house counsel
7. Hold a career day for people in transition possibly conducted by a recruiter or a general counsel
8. Double-Header – seminar and social event (ex. seminar/baseball game)
9. Contact companies advertising an open position in the Transcript to let them know about ACC

Program Committee:

Goals:

- Assist small law department practitioners' networking opportunities
- Educate small law department practitioners concerning resources that ACC and ACC-SD can provide to them

Proposal:

1. Contact National SLD and work with them on the following development plan:
 - We will get descriptive information from National SLD. We will use that information to educate ACC-SD members concerning National SLD benefits through 2-3 e-mail blasts

- In the e-mail blasts, we will promote having ACC-SD members sign up for the National SLD listserv
 - We will create an ACC-SD SLD subset from the National Listserv database
2. Once an ACC-SD SLD subset has been created, we will promote ACC-SD SLD events through the ACC-SD SLD Listserv, by:
 - Having a yearly formal roundtable discussion in July or August. The discussion will be on a variety of topics of interest to ACC-SD SLDs
 - Having a forms exchange at the roundtable discussion
 - Using the formal roundtable discussion as a launching pad for other SLD events such as brown bag lunches
 3. We will repeat the process each year