**Award Category:** Best Membership Recruitment/Retention Plan Implemented

**Chapter:** ACC Southern California

**Chapter Size:** Large

**Entry Title:** Regional Expansion Initiative

**Summary:** ACC SoCal Chapter launched a Regional Services Expansion Outreach Initiative in response to requests from members working in areas outside of Los Angeles and Orange County. The outreach initiative looked for programming opportunities within the previously underserved geographic locations

**Program Objective:** The chapter’s goal was to provide additional CLE programs to less served parts of the chapter region, to develop new sponsor relationships in these areas, to provide existing sponsors with additional opportunities to provide CLE and develop relationships with members in the expanded areas, and to attract and retain new members by providing more programs and events in these areas. The Chapter established a Regional Services Expansion Committee to host in-person programs for members working in remote areas and is part of the Southern California region. This Committee focused on serving existing members and identifying potential new members in these outlying regions. Through this effort, the Chapter provided opportunities for existing members to enjoy educational programs and to network with fellow ACC members in more convenient venues. The Chapter’s fully funded programs and events offered in the Ventura/Santa Barbara and Riverside areas have enabled them to service and retain members in these regions.

**Steps to Create the Program:** The chapter partnered with existing sponsors and some sponsors to present CLE in the underserved areas. The sponsorship opportunities offered by the chapter can be relatively expensive; therefore the chapter added an opportunity for smaller firms located in the outlying areas an ability to present a CLE in the areas for a lower fee. Additionally, we offer sponsors a chance to repeat CLE presentations done in Los Angeles or Orange Country in other areas for no additional cost.

**Innovation Takeaway:** Through serving the entire chapter region and providing members the opportunity to attend live programs and network in person, the chapter saw an increase in retention and recruitment.