

**ACC ST. LOUIS CHAPTER
FOUR YEAR STRATEGIC PLAN
2016-2019**

On August 14, 2015, the Saint Louis Chapter Board met to prepare the Strategic Plan for the St. Louis ACC Chapter for 2016-2019.

The Board recognized that the Chapter has experienced strong growth in membership and program offerings in its recent past and has fulfilled much of the promise of its Vision Statement from its last Strategic Planning session. The Chapter has become the organization of choice for the area in-house counsel.

As a result of the efforts of Chapter leaders and members over the past approximately 30 years of the Chapter's existence, the Chapter has great resources on which to build, including strong support from its firm sponsors, a large membership base, financial stability, goodwill toward ACC in the local legal community and a committed group of volunteer members serving on a developed committee structure. Through this Strategic Plan the Board endeavors to continue the positive growth and development of this Chapter, growing and maximizing its resources to better serve the needs of its members, grow its membership, be the voice of in-house counsel in the Chapter's region and remain a best in class Chapter of the Association of Corporate Counsel.

MISSION STATEMENT

ACC St. Louis is the region's bar association of choice for in-house counsel, promoting the common professional and business interests of its members through information, education, networking and professional development opportunities.

VISION STATEMENT

ACC St. Louis will be the premier bar association in the region by anticipating, understanding and supporting the needs of its members and serving as a respected and influential voice advancing the interests of in-house counsel.

I. PROVIDE MEMBERS WITH INFORMATION AND OPPORTUNITIES NOT AVAILABLE THROUGH OTHER ASSOCIATIONS

The Chapter has historically tried to meet the needs of its members by providing resources uniquely directed toward the in-house corporate counsel practice. As the nature of the in-house practice has evolved so have the needs of the in-house corporate counsel. Accordingly, the Chapter is committed to expanding the scope of its offerings to address the needs and requirements of its members.

- Increase focus on professional development programs and events. To include partnering with local law and business schools on the development of professional development programs specifically suited for in-house counsel. Such programming could include cultural skill sets for the in-house attorney, business etiquette and development of skills to promote the value of in-house counsel both within the legal department and in business functions within the corporation.
- Survey Chapter members to assist in determining needs of members.
- Adding a professional development track to the programming available at the Chapter's annual Corporate Counsel Institute program.
- Provide increased guidance to firm sponsors on topics for the sponsor's newsletter articles and monthly CLE programs. Encourage firm sponsors to focus on issues unique to the in-house counsel and not otherwise offered by other CLE providers.
- Explore the development of teaching opportunities for in-house lawyers within the local law or business schools.
- Development of a "speaker's bureau" to provide speaking opportunities for in-house counsel. Develop other programming and resources to assist members to improve communication skills.

II. INCREASE MEMBER ENGAGEMENT WITH ST. LOUIS CHAPTER AS WELL AS ACC HQ

While the Chapter has experienced very strong growth in its membership size, it is recognized that many of the members remain passive and have not taken advantage of the many opportunities for involvement in Chapter activities. Active membership involvement promotes the professional development of the Chapter's members, enhances sponsor value and provides networking opportunities with fellow in-house counsel. Increased member engagement will only strengthen the Chapter and elevate the visibility of the Chapter and ACC within the legal and business community.

- Provide incentives to encourage member volunteerism. Such efforts could include individual recognition of Chapter volunteers, development of a reward program for volunteer activity and special volunteer events sponsored by the Chapter.
- Develop Affinity groups. Survey interest level of membership in variety of topics or activities and develop special interest social groups or Practice Area Network groups (PAN) reflective of the identified interest of members.
- Develop Wellness & Health committee to promote issues of health and wellness with members. Efforts in this regard could include development of social groups focused on education about nutrition and exercise, special programming related to issues of health and wellness, educational efforts about the availability of the resources provided by the Missouri Bar through MoLAP and other similar programs.
- Increase effectiveness of communication between the Chapter and its members. Look to expand existing communication avenues or develop alternative mechanisms to reach out to membership including increased utilization of LinkedIn and development of Twitter and other forms of social media.
- Increased focus on recruiting new members for active involvement in the Chapter. Look for opportunities to communicate with new members about variety of available activities and Chapter involvement opportunities including targeted new member programming and direct outreach efforts.
- Establish sustainable Mentor-Mentee program at the Chapter level.
- Encourage members to become involved with ACC on a global level. Publicize to membership opportunities for involvement with ACC HQ through committee work, encourage authorship of articles for submission to ACC publications and involvement with leadership opportunities.

III. POSITION THE CHAPTER AS THE VOICE OF THE ST. LOUIS AREA'S IN-HOUSE COMMUNITY AND ELEVATE THE PROFILE OF IN-HOUSE COUNSEL WITHIN THE COMMUNITY

Perhaps one of the most critical benefits the Chapter can provide to its members is to increase the profile and visibility of in-house counsel within the legal, business and local communities in which the Chapter's members work and live. Similarly, the Chapter can provide its members with the tools and information they need to promote the value of the in-house corporate counsel position within their own companies as well as in the legal and business community in general. One of the Chapter's roles should be to serve as the voice for its in-house members, advancing the interests of the collective membership of the Chapter.

- Consider expanding the Communications committee mission or creating new committee to address public relations and community outreach efforts.
- Develop public relations plan to promote Chapter and its members within the legal and business community.
- Explore outreach to CEO/CFO groups to allow members to make presentations about the value of the in-house role within business entities and otherwise interact with business groups.
- Develop programming and materials for members to assist members in quantifying value of in-house position to their internal business constituents.
- Develop "ROI of in-house counsel" informational packets for members use.
- Provide members with increased opportunities to serve in the St. Louis region through both legal and non-legal related community service projects.
- Increase and promote pro-bono opportunities available to members. Publicize members pro-bono efforts both within the Chapter and externally.
- Seek opportunities to increase Chapter members' companies involvement in diversity programs.
- Consider joint efforts with National, State and Local Bar organizations that advance similar interests.
- Focus on new advocacy efforts with emphasis on education of members.

IV. STRENGTHEN THE CHAPTER INFRASTRUCTURE TO PROMOTE MORE EFFICIENT AND EFFECTIVE UTILIZATION OF CHAPTER RESOURCES

The Chapter has grown considerably over the past few years but there has been very little change in the structure of the Chapter leadership or committees. For the Chapter to maximize its resources, adapt to the evolving needs of its members and continue its growth trajectory it is necessary for the Chapter to have a strong infrastructure in place that will provide the best environment for the performance of its leadership and committees. As the Chapter grows both in size and influence, the requirements and expectations of the Chapter leadership, both at the Board and committee level, has increased. It is imperative that to continue this growth the Chapter have the systems in place to support the performance of the Chapter in meeting these increased expectations.

- Provide greater structure within the committees. Develop succession planning in the committees through greater use of vice-chair positions.
- Memorialize protocols and procedures for the committees to capture institutional memory of committee procedures and functions.
- Develop formalized structure to encourage more sharing of information and coordination between committees.
- Track Board and committee progress against this Strategic Plan and annual goals.
- Develop 360 analysis of Board and committee effectiveness.
- Ensure Board operations policies and procedures are up to date and contain the appropriate level of rigor for the size and function of the Chapter.
- Structure guiding principles for recruitment for board and leadership positions. Develop expectations and standards of performance for Board and committee leaders.
- Evaluate utilization of Chapter Administrator staff and other third party vendors.
- Increase value proposition for firm sponsors. Look for increased opportunities for firm sponsors contact with members.
- Identify and track metrics to quantify measurable sponsorship benefits.

SUMMARY

PROVIDE MEMBERS WITH INFORMATION AND OPPORTUNITIES NOT AVAILABLE THROUGH OTHER ASSOCIATIONS

- INCREASED FOCUS ON PROFESSIONAL DEVELOPMENT PROGRAMS AND EVENTS
- INCREASED GUIDANCE TO FIRM SPONSOR'S ON DEVELOPING PROGRAMS AROUND TOPICS OF UNIQUE INTEREST TO MEMBERS FOR MONTHLY CLE
- PARTNERSHIP WITH LOCAL LAW OR BUSINESS SCHOOLS FOR TEACHING OPPORTUNITIES FOR MEMBERS
- SPEAKER'S BUREAU FOR IN-HOUSE COUNSEL

INCREASE MEMBER ENGAGEMENT WITH ST. LOUIS CHAPTER AS WELL AS ACC HQ

- INCENTIVIZE CHAPTER VOLUNTERRISM AND ENGAGEMENT
- DEVELOP AFFINITY GROUPS AND PANS
- EMPHASIZE IMPROVED COMMUNICATION BETWEEN CHAPTER AND ITS MEMBERS
- ENCOURAGE NEW MEMBER ENGAGEMENT
- ESTABLISH SUSTAINABLE CHAPTER MENTOR-MENTEE PROGRAM
- PROMOTE OPPORTUNITIES AT ACC HQ FOR MEMBER INVOLVEMENT

POSITION THE CHAPTER AS THE VOICE OF THE ST. LOUIS AREA'S IN-HOUSE COMMUNITY AND ELEVATE THE PROFILE OF IN-HOUSE COUNSEL WITHIN THE COMMUNITY

- DEVELOP PUBLIC RELATIONS PLAN FOR CHAPTER
- DEVELOP PROGRAMMING AND MATERIAL TO PROVIDE TOOLS TO MEMBERS FOR QUANTIFYING VALUE OF IN-HOUSE POSTION
- OUTREACH EFFORTS TO BUSINESS GROUPS TO PROMOTE SPEAKING AND INTERACTION OPPORTUNITIES FOR MEMBERS
- PROMOTE INVOLVEMENT IN LEGAL AND NON-LEGAL COMMUNITY ACTIVITIES
- FOCUS ON NEW ADVOCACY EFFORTS WITH EMPHASIS ON EDUCATION OF MEMBERS

STRENGTHEN THE CHAPTER INFRASTRUCTURE TO PROMOTE MORE EFFICIENT AND EFFECTIVE UTILIZATION OF CHAPTER RESOURCES

- PROVIDE GREATER STRUCTURE WITHIN COMMITTEES
- MEMORIALIZE PROTOCOLS AND PROCEDURES OF COMMITTEES
- INCREASED ACCOUNTABILITY OF BOARD AND LEADERSHIP AND MEASURE PERFORMANCE
- INCREASE VALUE PROPOSITION FOR FIRM SPONSORS
- EVALUATE UTILIZATION OF ADMINISTRATOR AND OTHER THIRD PARTY VENDORS