

ACCA Arizona Chapter Strategic Plan

Mission: Be an effective resource for Arizona in-house counsel.

Objectives:

- a. Provide meaningful education.
- b. Provide effective channels of communication.
- c. Disseminate topical information.
- d. Provide opportunities for community service/involvement.
- e. Obtain membership commitment/involvement.

Strategies:

Objective A

1. Assure all training is CLE qualified.
2. Keep records of member's attendance at CLE sessions.
3. Stress current events in Arizona law (also C).
4. Provide monthly training (also B).
5. Plan programs one year in advance with a six month rolling average.

Objective B

1. Maintain web page for Arizona members (also C)..
 - Publish program material from CLE training
 - Publish library of helpful documents.
2. Provide networking (also E).
 - Professional contacts with local judiciary and law firms (also D).
 - Social contacts such as sporting events, golf tournaments and outside counsel.
 - Joint in-house and CEO events.
 - Contact Arizona corporations regarding need/use of in-house counsel.

3. Publish quarterly newsletter using in-house articles (also C).
4. Advertise in local publications.
5. Recognize new members (also E).
6. Provide monthly training (also A).

Objective C

1. Provide monthly training (also A).
2. Maintain web page for Arizona members (also B).
3. Stress current events in Arizona law (also A).
4. Publish quarterly newsletter using in-house articles (also B).

Objective D 1. Establish relationship with ASU law school (also C).

- Provide student mentoring.
 - Provide instruction.
 - Sponsor an intern program.
 - Obtain training (also A).
2. Establish relationship with local judiciary (also B and C).
 3. Establish relationships with business community (also B and C).
 4. Establish relationships with legislature (also B and C).
 5. Establish relationships with non-profit organizations (also B).
 6. Provide opportunities for pro bono work.

Objective E

1. Greet new members with a phone call and announce them at functions.
2. Assign a current member as a sponsor.
3. Publish new and current members on the web site (also B and C).
4. Assign all members to committees.

5. Develop and maintain a prospect list.

- Use Book of Lists.
- Use county and state Bar directories.
- Use Arizona Corporation Commission.
- Ask current members.
- Survey headhunter and advertisement announcements.

6. Rotate meetings around the state (also B).

7. Survey members for wants and needs.