

## **SAMPLE STRATEGIC PLANNING DOCUMENT**

**MISSION:** To be an effective resource for issues specific to in-house counsel in the Baltimore area.

Goals and Objectives:

- Provide meaningful education
- Provide effective channels of communication
- Provide opportunities for community service/involvement
- Provide networking opportunities
- Provide access to career opportunities
- Obtain membership commitment/involvement
- Develop chapter infrastructure (chapter administrator)

Strategies:

### **1. Providing meaningful education**

- Determine topics of interest to members/potential members
- Develop survey
- Broaden member involvement in setting up the programs (committee charges)
- Expand location of meetings (e.g. Baltimore, Towson, etc.)
- Seek additional sponsorships for programs (use ACCA National sponsors)

### **2. Communication**

- Develop listserves and email broadcasts (goal is to decrease print material and provide information electronically)
- Survey members on their preference of receiving chapter materials via mail, fax and email
- Widening communications to include members and potential members
- Increase our awareness of our organization in the legal community
- Develop a mailing list of prospects, related newspapers and journals, and related bar associations, and send relevant information (e.g. newsletters, program announcements, etc.)
- Newsletter — put on web page and consider increasing frequency once funds are available (seek vendor sponsorship)
- Publish annual directory
- Enhance chapter web page

### **3. Community Involvement/Public Service**

- Develop a mechanism for advocacy on issues of importance to in-house attorneys
- Develop outreach programs with two local law schools

### **4. Networking**

- Develop other ways for member to network (other than regularly scheduled educational programs)
- Continue annual social event and develop a second social event
- Promote Bulletin Board and other national programs (annual meeting)

### **5. Career Opportunities**

- Promote awareness of ACCA INHOUSE JOBLINESM to Maryland employers and other sources of jobs to increase number of Maryland job openings.

### **6. Membership**

- Member Retention — survey members on their needs; developing programs of interest to members; offer opportunities for involvement for members; leadership development;
- Need to reach out to current members and ask for their help on specific projects and ensure participation by following up on prospective committee members.
- Announce new members at programs
- Short presentation by a chair of a committee at programs and ask for participants
- Calls to lapsed members
- Partner with ACCA National on new member recruitment

### **7. Chapter Infrastructure**

- Investigate hiring a chapter administrator/executive director
- Leadership Development
- Succession Planning