



2022 Grant Proposal Submission

Grant Justification

ACC Michigan's 2021 Membership Survey revealed that our members want us to host more professional development programming, such as strategies for pursuing a new position, advancing within their current organization, and building their network. Accordingly, ACC Michigan wants to invite a highly regarded career coach to present to our membership to answer their request and show the continued value they receive from being a part of ACC Michigan. Career coach fees can be significant, and ACC Michigan maintains a limited budget that relies heavily on law firm sponsorship for its events. The law firms prefer to present on a legal topic to market the expertise of their attorneys and the services provided by their firm—not on professional development. Nor do our law firm sponsors have the requisite expertise in professional development for in-house counsel. As a result, we do not have sponsorship funding to cover a professional development event that includes a reputable career coach. The ACC National grant would allow us to fund this event.

Implementation Plan

We will secure a contract with Jason Levin, executive career, business development, and outplacement coach at Ready, Set, Launch, LLC to host an event exclusively for ACC Michigan members. Jason put on a creative and engaging webinar at the 2021 ACC National Annual Meeting regarding interviewing and landing your next job that was well attended. We would work with him to develop a similar event for our chapter members. Upon receipt of the grant, we would work with Jason's team to secure a date, time, and location for hosting the opportunity. The grant would allow us to cover Jason's fees and venue costs. (If Jason is unable to present to our membership, we would engage with a similarly reputable professional development coach.)

Anticipated Program Results

As mentioned above, our members have requested more professional development events, and, accordingly, we have made this part of our strategic plan. We believe the unique opportunity to learn from and interact with a highly regarded career coach will generate significant interest among our membership. The rise of remote work during the pandemic has allowed in-house counsel to explore new career opportunities that may not have been available pre-pandemic, and Jason is the perfect fit to help our members navigate the next step in their careers.

Date of the Activity

ACC Michigan is looking to schedule this event in May of 2022, which is well before the September 30, 2022, fiscal year deadline.

Purpose of the Activity

The ACC Michigan Board of Directors and Executive Committee have made professional development offerings for our members part of our strategic plan to be executed over the next three years. Whether it's strategies that will help a member ace an interview in pursuit of a new opportunity, further develop their leadership skills, navigate a promotion in their current organization, or support their well-being as in-house counsel, we want to offer programming that will help with their professional journey. We believe securing Jason—or someone like him—for our May 2022 event is a great first step in executing on our vision.

Methods for Promotion/Marketing

ACC Michigan has a marketing and communications team through their association management company. The marketing and communications team will work with the Executive Director and Event Lead to ensure that it is being marketed via website, email and social media channels to our members. ACC Michigan members receive event updates regularly, given their usual programming schedule, as well as quarterly newsletters. This event would be highlighted and promoted in all methods of communication to maximize marketing and promotion.

Individuals Responsible for Activity

1. Mariam Robinson
ACC Michigan Executive Director
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2. Ariel Backus
ACC Michigan Event Lead
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3. Rob Fine
ACC Michigan President
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4. Team members associated with Jason Levin's company or appropriate alternative.

Budget

ACC Michigan anticipates that between speaking fees, lodging, travel expenses, event space rental and food and beverage, all \$6,000 of the grant would be utilized.