

MISSION

To be the professional association of choice for Michigan in-house counsel seeking educational, networking, career development, and community service opportunities.

OBJECTIVES

1. To strengthen ACC Michigan's reputation as being the #1 in-house counsel expert and go-to resource.
2. To foster an environment that cultivates and retains members.
3. To offer a wider variety of professional development and educational opportunities to members.
4. To support community service efforts and increase pro bono activities as a chapter.
5. To ensure that Diversity, Equity and Inclusion are prioritized throughout all facets of work conducted.
6. To expand the types of organizations from whom we seek sponsorships.

STRATEGY

GOALS

Membership Cultivation

- Increase participation of all members in the organization.
- Appeal to all areas of the state to increase diversity across the membership.
- Focus on demonstrating value to members through communication.

Branding & Identity

- Leverage social media to enhance branding and identity of the association.
- Utilize the ACC brand to increase identity presence across networking platforms.

Professional Development

- Create more career development programming.
- Offer more virtual learning opportunities in general.
- Focus on applicability of legal education content for in-house counsel.

Community Service

- Identify more pro bono opportunities for member participation.
- Revisit hosting a yearly pro bono event to encourage and promote community service within in-house counsel.

Diversity, Equity & Inclusion

- Ensure focus on DEI in all areas of association engagement, governance, programming and pro bono efforts.