

11:00–11:30 AM: Growing your Chapter: Operational Tips to Help You Succeed
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Having a strong chapter can make a huge difference in your local in-house community. It boosts engagement and satisfaction for members and helps your chapter grow overall. But we understand that it takes a lot of hard work and support to make that happen.

A healthy chapter requires:

- Sustainable chapter leadership,
- A supportive administrative structure,
- Enthusiastic member involvement, and
- Valuable member services.

Over the years, ACC has developed a collection of guidelines, examples, and comprehensive resources to support you in leading your chapter and board with confidence. See for yourself at [ACC.com/VLR](https://acc.com/VLR)

Many of these resources have been contributed by fellow chapter leaders, and in the spirit of collaboration and co-creation we encourage you to share the resources your chapter uses to operate efficiently. Simply email your documents to chapters@acc.com.

Please find below some resource highlights:

Sustainable Chapter Leadership

Board matrix:

- Utilize a board matrix to analyze the composition of your current board, and to identify gaps.
- Also request demographic data of your chapter from chapters@acc.com, and consult your chapter's strategic plan to list the desired skills.

Volunteer recruitment:

- Highlight (micro) opportunities throughout the year with [ACC's Guide to Volunteering Microsite](#).
- Make it easy for members to declare their interest in volunteering, e.g. create a volunteer form for your website. [Check out ACC Chicago's form](#). Other examples: ACC Houston, [ACC Northeast](#)
- Call for nominations with questionnaire: [South/Central Texas](#)
Other examples: [Hong Kong](#), Oregon, South Florida

On-boarding:

- Create [job descriptions for all board members](#)
- Host an on-boarding call/meeting for new board members. E.g. [New Board Member Orientation - Chicago](#)
- Set clear expectations for all board members, including minimum attendance of board meetings, participation in committees, code of conduct. E.g. [Charlotte](#), [National Capital Region](#)
- Review annual chapter activity report.
- Create a buddy system. Pair up new board members with more seasoned members to make board transitions more accessible and maintain institutional knowledge.
- Read bi-weekly leadership news *Chapter Week in Review*. [Review the Chapter Week in Review Newsletter Archive](#)

Supportive Administrative Structure

Job descriptions & contracts:

- Written Administrator Agreements: If a chapter decides to engage an administrator, the terms of such engagement must be set forth in a written agreement. [View sample administrator job descriptions and agreements here.](#)
- Financial/tax considerations: This list of questions, established by the IRS, will help you ensure that your consultants are working as independent contractors. [Go to tab “Taxes, Ein, Paid Staff, and Incorporations” and scroll to section “CHAPTER EMPLOYEES VS. CONSULTANTS”](#)
- Other Services: ACC is able to provide benchmarks regarding monthly/weekly hours, number of events and admin fees by chapter size. We support your search for a new admin, e.g., discussion of skills, update of job description, interim service coverage, etc. Please reach out to our team at chapters@acc.com for assistance in gaining access to this data.

Admin on-boarding & training

- Onboarding: Once a written admin agreement has been provided to ACC HQ, ACC staff conducts a comprehensive on-boarding training covering the following topics: Online resources, key chapter requirements and dates, membership recruitment and retention, membership rosters, chapter website, program operations and expectations, and online event registration with CVENT.
- Weekly Chapter Admin Idea Swaps: The Chapters Team hosts a weekly call with chapter administrators to share ACC news and facilitate inter-chapter collaboration.
- Chapter Admin Training Day: ACC hosts a one day intensive training each year for chapter administrators as part of the Annual Meeting. This year, Chapter Admin Training Day will be held on October 23 in San Antonio, TX.

Document retention

- [Retention policy](#)

- [Chapter SharePoint Sites](#): All chapters are encouraged to store their documents on their ACC provided SharePoint Site.

Enthusiastic Member Involvement

Communicating with your members

- [Roster portal](#): Access the contact details of your chapter's members.
- Listservs: ACC provides listservs for chapters to communicate with their current members and prospect members. Not sure how to use the listserv? [Contact us](#).
- Online Discussion Forums (Available in the ACC365 app): ACC offers discussion forums for members to connect with one another over topics of interest. Interested in starting a forum for your chapter or a particular topic? [Please complete the request form](#).
- Social Media Channels – LinkedIn
- Who is going to be managing channels?
- Chapter comparative engagement data
- Review and implement ACC's [LinkedIn Branding Guidelines](#)
- Connecting with new members & sponsors

Program ideas

- See what other Chapters are up to on the [Global Program Calendar](#):
- [Check out ACC Award Winning Initiatives](#)
- Review [event best practices samples from other chapters](#)

New member outreach – [Recruitment & Retention](#)

- Send personalized welcome messages or call new members
- Host special events for new members, e.g. monthly coffee meet-ups
- Establish a dedicated welcome committee or buddy system at chapter events

Valuable Member Services

Get to *know* your members:

- Member surveys: [Review examples from other chapters](#)
- Review demographic data and Network involvement in the [Roster Portal](#)
- Have coffee with the leaders of the large corporate memberships headquartered in your service region.
- Join forces with chapters of similar interests or relevant [ACC Networks](#)

[Strategic planning](#):

- Host a [Strategic Planning Retreat](#):
- Develop a multi-year Strategic Plan
- Share your goals and priorities frequently, and regularly update your chapter on the progress toward achieving them, e.g. in a President's message to all members, on your webpage, or at the beginning of events

Showcase your initiatives:

- Personalized Virtual Demos: Our team has created [a virtual demonstration of ACC.com resources](#) and can assist your chapter with creating a customized version that showcases includes an introduction by your chapter president. For more information, [please reach out to our team](#). E.g.: [Northeast](#)
- Social media posts, e.g. testimonials: [Social Media Policy](#)
- Connect with local media. Contact Dan Weber at d.weber@acc.com for media talking points, and training.
- Promote your programs on your chapter webpages.