



2024
ACC San Diego
Board Retreat

November 2, 2023

ACC San Diego Vision Statement

“Building connections among in-house counsel and their community to foster engagement, education and excellence in a dynamic and inclusive environment.”

ACC San Diego will accomplish its vision by:

- Creating professional and social opportunities to build meaningful relationships
- Empowering in-house counsel in their professional development through education and peer-to-peer mentorship
- Seeking to improve our community through charity, outreach and inclusion
- Using innovative strategies to increase brand visibility in a dynamic market

Board Member Goals & Expectations

The members of the Board of Directors of ACC-San Diego represent the members of the chapter and are responsible for establishing, guiding, and assessing the overall direction of the chapter.

Directors also have the following additional responsibilities:

- We keep our members engaged and happy
- We keep our sponsors happy and their programs well attended
- We make it a goal to attend all board meetings, in-person if at all possible, and review materials ahead of time
- We actively participate in at least one Committee – we are a working board (co-chair your 2nd year)
- We support return to in-person events by making attendance our highest priority
- We make it a goal to attend as many events and programs as we can throughout the year
- We attend at least three (3) chapter events each month, and at least 2 of those events in-person
- At events, we act as hosts – welcoming members, sponsors, and other attendees, making introductions, following up on conversations as appropriate
- We make it a goal to be a presenter or moderator on one or more sponsor panels
- We promote and encourage our company colleagues to attend events and programs
- We don't RSVP yes and then not attend; We let Audrey know if we can't make it – stuff happens
- We have FUN!

Social Media & Communication

Follow ACC San Diego on Social Media

LinkedIn – <https://www.linkedin.com/company/acc-sandiego>

Twitter - https://twitter.com/acc_sandiego

Facebook - <https://www.facebook.com/ChaptersACCSD/>

YouTube - <https://www.youtube.com/channel/UCit1V5pVBADG88dF-OX5tow>



- Check to ensure you are getting ACC-SD emails through your company's security
- Like/Share/Comment/Repost LinkedIn posts to increase engagement and let people know more about ACC
- Update your LinkedIn profile to reflect your position on the ACC San Diego Board
- If you haven't already, connect with other board members on LinkedIn

Meet the Committees

Programs & Events – Co-Chaired by Hannah Cole and Alexa Zanolli

- Pro-Bono & Community Service – Chaired by Erica Peterson
 - Pro-Bono – Chair open
 - Scholarship – Subcommittee & Chair open
- Wellness Program – Open Chair position
- LaLAWpalooza (All Day MCLE) – Subcommittee & Chair open
- Signature Event – Subcommittee & Chair open

Sponsorship – Co-Chaired by Debora Burke and Paul Liu

Membership – Chaired by Kathryn Richman

- New to In-house – Julianna Kat
- jursiBREWdence – Open Chair position

Collective Committee Commitments

- Hold regular committee meetings (frequency up to each committee chair)
- Report a summary of activities of each Committee Meeting to Executive Committee and Board
- Follow ACC San Diego on social media and actively promote our content with your communities
- Collaborate across committees to meet goals

Program and Events Committee

Co-Chaired by Hannah Cole and Alexa Zanolli

Charter – Oversee the Chapter’s programming, including educational programs and social events

Discussion Topics:

- Review programming content from Sponsors and encourage them to choose from Recommended List Programming Topics
- Encourage sponsor adherence with revised Sponsor Guidelines (particularly as they relate to in-person events)
- Encourage participation of in-house counsel panel members in content
- Consider specific CLO panel event
- Create professional development program/events
- Support all Programs & Events
 - Wellness – 3rd Wednesday of each Month; add in-person programming
 - Family Fun Days – Padres & other ideas
 - Signature Event – select new date & location ASAP
 - La-Law-palooza All-Day MCLE - Research adding golf/spa day before/after event

Pro Bono & Community Service Sub-Committee

Chaired by Erica Peterson

Charter – Engage Members and Sponsors in pro bono and community service efforts

Discussion Topics:

- Grow volunteer participation for Casa Cornelia
- Discuss opportunities to partner with Sponsors
- Schedule at least one community service each quarter
- Pro-Bono Chair open
- Form a sub-committee to award monetary student scholarship(s)

Sponsorship Committee

Co-Chaired by Debora Burke and Pau Liu

Charter – Assist the Board in managing relationships with sponsors, including overseeing the sponsorship package opportunities

Discussion Topics:

- Promote and support 1 sponsor appreciation event
- Create a Recommended List of Sponsor Events
 - Past events: Golf Tournament, Padres and Harbor Cruise
 - Other ideas that have been discussed: Night at Museum; Magic Show; Chocolate Pairing; Theatre Happy Hour; Bowling Party
- Board Members taking a sponsor to lunch once a year (recommend continue)
- Generate a set of questions that each sponsor should be asked during the lunch
- Generate a List of Members who have strong contacts with our Sponsors & target Sponsors
- Review and advise on 2024-2025 sponsorship package
- Discuss sponsor satisfaction surveys (how well our events are doing for the sponsors, do they attribute a certain amount of originations to events or ACC sponsorship, and what do they want in terms of ROI)

Membership Committee

Chaired by Kathryn Richman

Charter – Stimulate interest of eligible candidates for membership by personal contact, descriptive literature, and guest attendance at appropriate Chapter events

Discussion Topics:

- Increase member retention and satisfaction
- Continue to grow membership by a goal of 6%
- Survey cross-range of current and former members for satisfaction metrics
- Recruit new members via different avenues: corporate membership, in-transition, lapsed members
- Partner with director of ACC to target MCLE and sponsor events to encourage higher attendance

New to In-House Sub-Committee:

Chaired by Julianna Kat

- Specialized happy hour at Jurisbrewdence for new to in-house/younger member focused
- Partner with local law schools for law student outreach
- Host at least one in-house panel presentation for new to in–house members