

2019 ACC STL Membership Survey Results Help Board Plan for Next Year

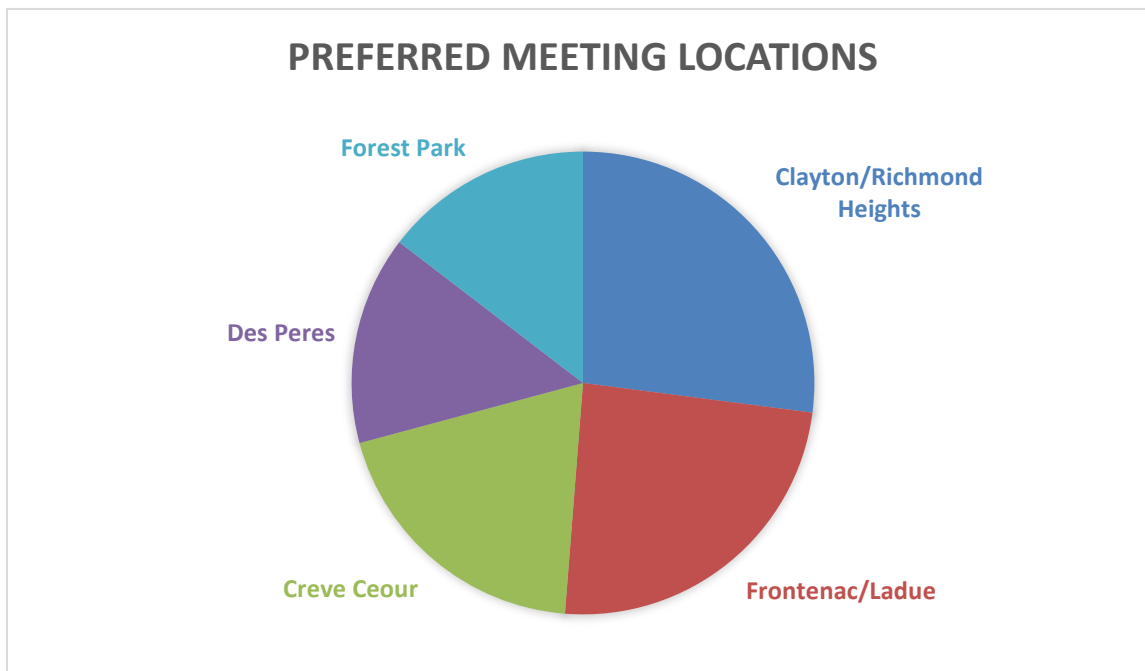
In September, members were asked to take the 2019 Association of Corporate Counsel – St. Louis (ACC STL) membership survey about what programming and services would be of interest, and ways the Chapter can improve your membership experience.

Overall the Chapter received a lot of great feedback, with a high participation rate. The survey results will help the 2020 ACC STL Board plan targeted programming, social events and CLE based on membership input.

We wanted to highlight two areas of feedback from the survey: (1) where members would like to have events and Continuing Legal Education (CLE) held throughout the region, and (2) the formation of other Practice Area Network (PAN) or Affinity Groups.

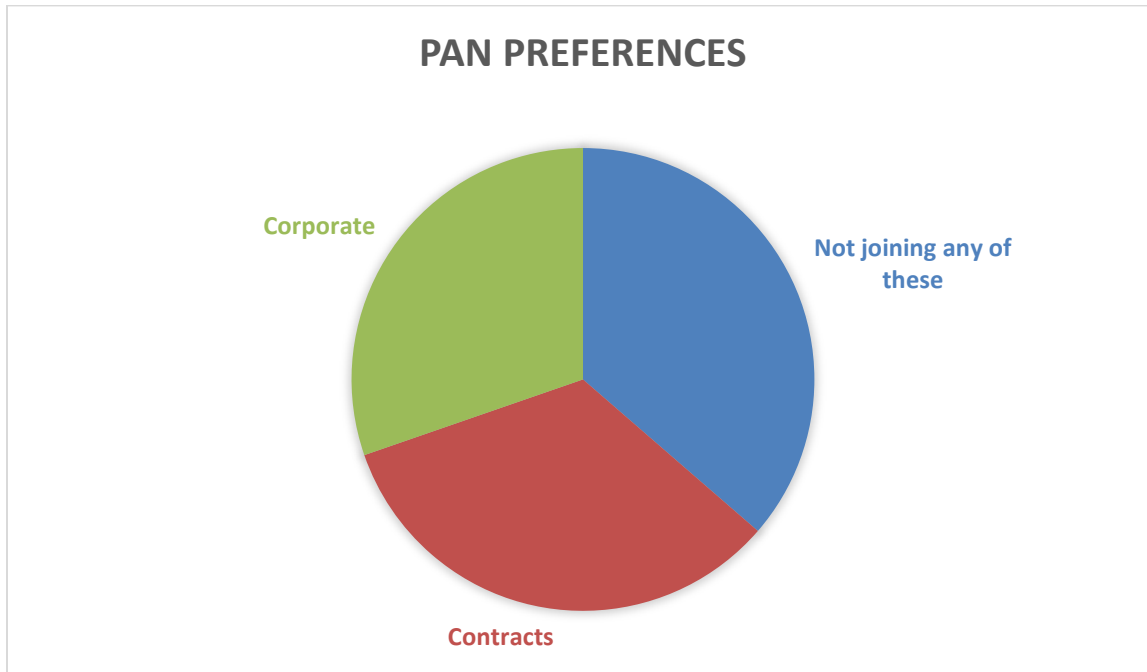
Survey participants identified meeting venues for networking, CLE and programs along the Highway 64 corridor are favored. The Clayton / Richmond Heights area is the most popular area for ACC STL events with a 76% response from members, and the Frontenac / Ladue area is the second most popular area with 68% response. Below is a breakdown of the top five areas where members would like to see events held:

- No. 1 – Clayton / Richmond Heights – 76%
- No. 2 – Frontenac / Ladue – 68%
- No. 3 – Creve Coeur – 55%
- No. 4 – Des Peres – 46%
- No. 5 – Forest Park – 41%



Members were also asked if new PAN or Affinity Groups were formed next year, which areas would be of most interest. The results included:

- No. 1 – Not joining any of these* - 36%
- No. 2 – Contracts – 33%
- No. 3 – Corporate 30%



**This refers to the areas listed in the 2019 ACC STL membership survey.*

When asked the preferred method of how members get their Chapter news, the newsletter was the most popular medium with 98% of members who took the survey indicating that was their top choice.

We encourage you to speak with members of the board and committee chairs to share suggestions on ways we can improve your membership experience in 2020.

We want to thank the 73 members who responded to the survey to share their thoughts and input.