ONLINE PROGRAMS TRAINING

ACC HQ Staff

Washington, DC

November 9, 2021

Objectives

1. Provide an overview of network/sponsor-developed online programs

2. Provide an overview of the approval process and requirements for various online programs

3. Overview of tools and resources

ACC Online Education Products

- Webcasts: 60 minutes in length. Conducted live. Eligible for CLE pending review and approval of program description and materials. Webcasts are conducted exclusively on Wednesdays.

- Virtual Roundtables: 60 minutes in length. Conducted live. Eligible for CLE pending review and approval of program description, materials, agenda, and format. Virtual Roundtables are conducted on either Tuesdays or Thursdays.

- Product Demo/Case Study: 30 minutes in length. Can be conducted both live and on-demand. Not eligible for CLE. Product Demos/Case Study are conducted on Tuesdays or Thursdays

Questions about CLE…

- Program Length: To qualify for CLE, a program must be 60 minutes in length, inclusive of time time dedicated for Question and Answer.

- Program Description and Materials: Both items must be reviewed and approved in advance for CLE-worthiness. Please note that program descriptions or materials that can be interpreted as being a sales pitch is a disqualifying factor in applying for CLE.

- For programs incorporating a PPT presentation, we ask for approximately 15 substantive, text-heavy slides.

Submitting an Online Education Proposal:

Proposals must include:

- Title

- Program Description

- At LEAST one speaker (Speaker contact email, headshot in PNG/JPEG format, and title/employer)

- Program date/start time

Program submissions can be made using the program proposal form!

Submitting an Online Education Proposal, cont'd…

- *<u>All</u>* ACC programs support the following commitments:

  - Must contain an in-house counsel or legal operations personnel as a panelist or moderator. ACC defines in-house as any member of a legal or legal operations team whose organization's primary purpose does not include offering services to those in the legal community

  - Meet ACC's commitment to diversity

ACC Commitment to Diversity

...oday's era of increased commitment to diversity, equity, and inclusion, ACC is similarly committed to ensuring ...rograms at its meetings are presented from diverse perspectives. This diversity should reflect not just the type and year... ...k experience, law department size, and geographic location, but also race, ethnicity, gender, sexual orientation, and phy... ...ies.

...C aims for 100% of our sessions to feature women and people of color, and for legal professionals from ot... ...errepresented groups in our profession to be showcased frequently and prominently as well. ACC encoura... ...Program Organizers to put forth candidates with these diversity objectives in mind and reserves the righ... ...ct a proposed panel of speakers if no people of color and women are presented.

Timeline of Deliverables

Deliverables	Schedule
Program Landing Page	ASAP pending receipt of Title, Description, Program Time/Date, and Speaker information.
Event Logistics	ASAP pending receipt of program details and information. This includes calendar invitations with login credentials, and scheduling of prep sessions as applicable.
Final Program Approval	Program proposal must be fully compliant with ACC requirements no later than three weeks prior to the scheduled program date.
Submission of Program Materials	ASAP but a minimum of five business days prior to the scheduled program date.
Marketing Campaigns	Minimum of two weeks required/three weeks preferred prior to the scheduled program date.

Legal Updates (LU)

Virtual presentations, usually between 20-40 mins long that take place during a Network's monthly member meeting.

Broadcast Resource Type / Quantity	Content Due Date	Broadcast Date
• **Unlimited Legal Updates at the discretion of the network leaders**	Titles, descriptions and speakers are due to your network's liaison by the 12th of each month for the following month's program.	Specific to your network's recurring monthly member call - see your network's webpage for more info.

EMEA and APAC Presentations

Virtual programs geared towards members in the EMEA (Europe, Middle East, Africa) and APAC (Asia Pacific) regions.

- EMEA calls take place between 8:00– 11:00 am EST (1:00 – 4:00 pm GMT)
- APAC calls are usually scheduled around 9:00 – 11:00 pm EST (10:00 am – 12:00 pm HKT).

These calls require that the presenters be based in the respective region.

Know Your Network Sponsor's Obligations

Generally, the network sponsors are required to develop the following

- 1 Quick Overview

- 1 Top Ten

- 10 Sample Forms and Policies

- 2 Online Education programs (Webcast/Virtual Roundtable)

- 3 legal updates (open to do more)

Additionally, the sponsors must choose <u>ONE</u> from the following:

- Write 1 ACC Guide on a new subject (in place of third Webcast/Virtual Roundtable)

- Update 2 existing ACC Guides (any submitted over 5 years ago by the same sponsor)

Identifying Virtual Program Topics

The first step to developing resources is to identify the topics needed by the network members.

Potential topic sources:

- – Annual Network survey or specific topic surveys
- – Hot legal issues in the news (ACC Newsstand)
- – Network sponsors
- – Declined Annual Meeting program submissions
- – ACC Forum discussions
- – Past programs that are worth updating

Virtual Program Tools & Resources

- Monthly Membership & Engagement Reports
- Network Leader Resource Usage Reports
- Network Leadership Manual
  - Leadership Development Institute (LDI) Materials
 - Important Dates Calendar

Monthly Membership & Engagement Reports

NETWORK ENGAGEMENT

Networks	Oct-20			Nov-20			FISCAL YTD AVERAGE (10/01/20 - 9/30/21)						
	LQH-TOTAL	W / VR	APAC/EMEA	LQH-TOTAL	W / VR	APAC/EMEA	LQH-TOTAL	W / VR	APAC/EMEA	Total Posts (F)	Posts Ratio (F)	Total Users (F)	User % (F)
Compliance and Ethics	No Programs			219	124		219	124		89	1.32%	35	0.52%
Corporate & Securities Law	No Programs			64			64			65	1.09%	28	0.47%
Employment & Labor	101						101			265	4.44%	114	1.91%
Energy	No Programs			32			32			14	0.86%	5	0.31%
Environmental & Sustainability	30						30			12	0.72%	4	0.24%
Financial Services	No Programs			34			34			24	0.95%	14	0.55%
Health Law	No Programs			65	53		65	53		45	2.22%	17	0.84%
Information Governance	No Programs			17			17			25	1.20%	11	0.53%
Insurance Staff Counsel	No Programs			No Programs			No Programs						
Intellectual Property	No Programs			76			76			88	1.65%	36	0.67%
International Legal Affairs	No Programs			68		23	68		23	53	1.34%	23	0.58%
IT, Privacy & eCommerce	No Programs			75			75			154	2.60%	54	0.91%
Law Department Management	No Programs			83			83			118	2.16%	52	0.95%
Litigation		30		68	81		68	56		77	1.85%	39	0.93%
New to In-House	No Programs			31			31			52	1.20%	21	0.48%
Nonprofit Organizations	No Programs			42			42			61	3.55%	28	1.63%
Real Estate	No Programs			34			34			13	0.62%	9	0.43%
Small Law Department	No Programs			33			33			339	6.32%	125	2.33%
Sports & Entertainment	No Programs			15			15			17	1.54%	9	0.82%
Women in the House	No Programs			34			34			10	0.53%	6	0.32%

LQH-TOTAL -Legal Quick Hits attendance
W / VR - Webcasts & Virtual Rountables
APAC/EMEA - APAC/EMEA Regional call
Total Posts (F) - YTD forum count of posts & replies
Posts Ratio (F) - YTD forum post-to-member ratio
Total users (F) - YTD forum count of unique contributors
User % (F) - forum YTD unique contributor %

🟥	Lowest
🟩	Highest
🟪	Only Program

November 2020 "Top 5" most searched terms in forums/eGroups (in order of most to least searched)

1. diversity
2. covid/covid vaccine
3. legal operations
4. contract management
5. matter management

Monthly reports include webcast, virtual roundtables, and APAC and EMEA call participation numbers.

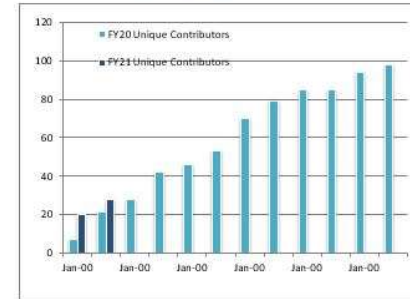## Corporate and Securities Law (CSL) Network
LEGAL QUICK HITS ATTENDANCE
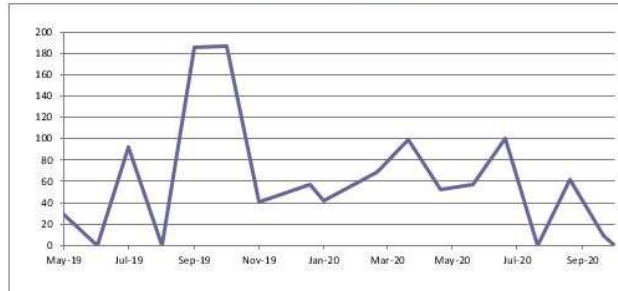
MEMBERSHIP STATS
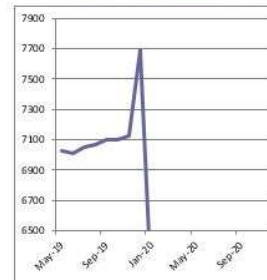
*Please note that in the month of March, ACC expires member accounts that haven't been renewed

eGROUP STATS

Program Type	Title	Date	Call-in Participants	Web Participants
LQH	Proxy Season Highlights and Trends	5/14/2019	N/A	29
LQH	No LQH	6/11/2019	N/A	N/A
LQH	Pitfalls for GCs	7/9/2019	N/A	92
LQH	No LQH	8/13/2019	N/A	N/A
LQH	So You Want to be a General Counsel?	9/10/2019	N/A	185
LQH	Got a Few Minutes? Memorializing Board Meetings	11/12/2019	N/A	187
LQH	Practical Tips for Planning Your Company's Board Calendar	12/10/2019	N/A	41
LQH	Understanding Annual Reports: What You Need to	1/14/2020	N/A	57
LQH	February Flurries: Understanding Annual 13G	2/11/2020	N/A	42
LQH	Spotlight on Cybersecurity Risks, Disclosures, and Governance: Tips for Getting It Right	3/10/2020	N/A	69
LQH	Corporate and Securities Implications of COVID-19: Key Updates and Considerations	4/7/2020	N/A	99
LQH	Loan Agreements and Credit Facilities- What to Consider in Today's Environment	5/12/2020	N/A	52
LQH	*Co-sponsored LQH with Environmental & Sustainability* What Does the COVID-19 Pandemic Mean for Global Corporate Sustainability?	6/2/2020	N/A	57
LQH	Essentials of Entity Management	7/14/2020	N/A	100
No LQH	No LQH	No LQH	No LQH	No LQH
LQH	Recent Corporate and Securities Law Developments Arising From COVID-19	9/8/2020	N/A	62
EMEA	EMEA: Merger Control and Policy Trends in the EU	9/30/2020	N/A	9
No LQH	No LQH	No LQH	No LQH	No LQH
LQH	Contract Management	11/10/2020	N/A	64
	WEBCASTS			
W	Government Investigations: Managing the Process and the Outcomes	12/5/2019	N/A	27
W	COVID-19 Litigation Trends: The Board and Management's Role in Overseeing Key Risk Areas	7/28/2020	N/A	28

Month	Number of Members
May-19	7025
Jun-19	7013
Jul-19	7050
Aug-19	7065
Sep-19	7102
Oct-19	7099
Nov-19	7121
Dec-19	7,696
Jan-20	6,108
Feb-20	6,124
Mar-20	6,178
Apr-20	6,115
May-20	6,040
Jun-20	6,040
Jul-20	6,040
Aug-20	6,019
Sep-20	6,018
Oct-20	5,977
Nov-20	6,009

Month	d Community Members	Contributors (Cummalative – YTD)	Total (Post/Replies)
Oct-19	7,076	7	8
Nov-19	7,097	21	42
Dec-19	5,951	28	27
Jan-20	6,038	42	38
Feb-20	6,056	46	16
Mar-20	6,096	53	21
Apr-20	6,032	70	43
May-20	6,023	79	33
Jun-20	6,006	85	30
Jul-20	6,010	85	32
Aug-20	6,023	94	23
Sep-20	5,984	98	38
Fiscal YTD	5984	98	351
YTD %		1.64%	5.87%
Oct-20	5,971	20	41
Nov-20	6,015	28	24
FY21 (TOTAL)	5,971	28	65
YTD %		0.47%	1.09%

Network Leadership Manual

Resource Library | Chapters & Networks | Education & Events | Careers | Services & Initiatives | About ACC | Membership

🏠 | Chapters & Networks | Networks

Leadership Resources

Introduction

Welcome to the online Network Leadership Resources

It is our hope that this manual will provide you with the information you need to provide effective leadership for the network. In the past, the Networks Leadership Manual was a static document that was subject to being out of date almost as soon as it went to print. With the online version, we will be regularly updating the information with new materials, checklists and best practices in a variety of media platforms that will make the task of 'running the network' easy and engaging.

What is the purpose of the Networks?

ACC Networks bring together members with shared practice interests. ACC membership currently entitles members to join as many networks as they wish. The networks provide opportunities for members to connect and help ACC's staff to produce substantive legal resources. The networks also design and implement education programs that provide valuable professional development for in-house counsel.

What is the governing body of the Networks?

Networks – as entities and representatives of the association – are governed by the policies established by ACC's Board of Directors including ACC's Conference Guidelines.

Each network's mission statement, charter and bylaws provide the framework that govern their operations.

Who is the Network Leadership Council?

The **Network Leadership Council (NLC)** consists of the chairs and vice-chairs of the ACC Networks. The NLC exists to promote communication between the Networks and provide a cooperative forum for the leadership of networks to explore methods to accomplish their common goals. The NLC facilitates communications with the Board of Directors, as appropriate. The NLC also seeks to foster cooperative efforts between networks and chapters.

The NLC has its own mission statement, charter and bylaws, as well as an executive leadership – a Chair, Vice Chair and Secretary and appoints network members to special projects as needed. The voting membership of the NLC includes its executive leadership and the chair and vice chair of each network.

The NLC meets via teleconference call every 1st Monday of the month. The NLC welcomes all network executive leadership to the call, and the network leaders providing oversight of the development of Annual Meeting programs.

Leadership Resources

Network Member Call Schedule

Network Leadership Council

Network Awards

Sponsor & Author Materials

Leadership Development Institute

   October 2018 LDI Materials

   October 2017 LDI Materials

   October 2016 LDI Materials

   October 2015 LDI Material

Leadership Manual

   ACC Contacts

   Operations, Roles & Responsibilities

   Resource & Program Development

   Network Sponsorship

   Network Advocacy

   Important Dates

   Membership & Engagement Report

Easy wins

- Use survey results to line up LU and Webcast topics a few months ahead of time

- Use survey results to find speakers and moderators for Webcasts

- Use Monthly Member Engagement Report to track topic trends

- Leverage LUs and Webcasts engagement momentum by carrying the discussion to the Forums

Easy wins

- Work with Communications Chair to reach out to registrants and attendees to thank them for their interest/participation, share the archive, and plug any upcoming calls or related forum discussions

- Work with Sponsor to incentivize call participation (raffles & giveaways)

- Get call information out as early as possible. Plan call topics in advance so you can market future calls through network correspondence & on the website.

Easy wins

- Personalize member engagement on LUs.
  - Have new members introduce themselves
  - Speed networking before program begins
  - Have fun!

- Allow for a sponsor update

- Rebroadcast popular Annual Meeting sessions as LUs or Webcasts

Easy wins

- Don't forget your network's (and ACC's) non-US members. Develop APAC & EMEA regional calls

- Seek co-sponsoring opportunities with ACC networks and chapters to increase visibility of your network/sponsor

- Work with your leadership teams and sponsors to hold one-off calls around hot topics as needed

- A series is a great way to keep members consistently engaged

ACC Contacts

Online Education:

Laura Cox, *Manager of Online Program Development*– l.cox@acc.com
Eric Lee, *Coordinator of Online Program Development* – e.lee@acc.com

Network Liaisons (for Legal Updates):

Tori Payne , *Vice President and Chief Membership Officer* – payne@acc.com

KJ Forest, *Director of Practice Networks* – k.forest@acc.com

Erin Berkowitz, *Manager of Practice Networks* – e.berkowitz@acc.com

Nicholas Moses, *Manager of Practice Networks* – n.moses@acc.com

Sherwin Valerio, *Manager of Practice Networks* – s.valerio@acc.com

THANK YOU!