

**STRATEGIC PLAN**  
**Association of Corporate Counsel**  
**Small Law Department Network**  
**Strategic Plan for 2023 - 2028**

In fulfilling the Small Law Department Network's ("SLDN") purpose and mission statement as specified in our charter, SLDN Leadership has set out the following strategic goals and objectives for 2023-2028:

**1. Expand SLDN Membership in the U.S. and Internationally**

Although membership in networks is open to all Association of Corporate Counsel ("ACC") members, SLDN focuses efforts on meeting the needs of in-house counsel in small legal departments. Approximately 24% of the 46,000 ACC members, or almost 11,000 members, self-identify as the target audience for SLDN membership. In January of 2023, SLDN membership was 7,585, or 69% of those ACC members in legal departments of 8 or fewer attorneys. For the period of 2023-2028, our goal is to continue to increase SLDN membership overall, and to specifically increase the percentage of target members who are actually members to 85%. All of our sub-committees (Membership, Chapter Relations, Programs, eGroups, and Resources, etc.) work together to create resources of interest and relevance to SLDN members and to create ways for members to connect at the Chapter Level. To increase our membership, over the next five years, we will:

- Increase the quality and frequency of communications to new members through eGroups, monthly newsletters, monthly network meetings and Legal Updates.
- Work with ACC to analyze ACC membership and possible ways to communicate with the membership regarding SLDN.
- Continue to develop regional/state contacts (chapter liaisons) who will help promote SLDN (including all activities and resources) during local Chapter meetings.
- Concentrate on outreach to international chapters such as those in EMEA, APAC, and the Americas.
- Work closely with Meritas, our Network Sponsor, to provide and refresh resources that our members identify as important through surveys and eGroup discussions.
- Collaboration with other networks for events for the broader ACC membership.

**2. Strengthen level of member participation in SLDN**

The higher level of participation a member has with SLDN, the more likely they are to recruit others for membership. As a Network with one of the largest numbers of eligible and current members, it is imperative the Network find ways for those members to have diverse opportunities to become engaged in Network activities. Varied offerings will

enable members to engage with SLDN, increasing overall satisfaction with the Network and simultaneously increasing the number of strong succession candidates for SLDN Board positions.

To strengthen membership participation, all of the sub-committees will work to actively drive the items listed below. When appropriate, the sub-committee primarily responsible for any of the tasks below is listed next to the task.

- Strengthen communications with current members to increase awareness of current and upcoming events/publications/programs. (All leadership)
- Actively recruit volunteers from membership as speakers for programs and authors of articles and other informational resources. (Programs)
- Promote SLDN's officer succession plan for those members interested in taking on a leadership role. (Vice Chair)
- Analyze membership survey responses to determine interests and talents of membership. (Membership)
- Coordinate with SLDN's sponsor, Meritas, to hold SLDN member functions/receptions at national events including the Annual Meeting. (Social/Programs)
- Work to increase use of SLDN website as a resource for network members and further facilitate networking. (Social Media)
- Continue to implement a member satisfaction survey to establish metrics and future initiatives. (Membership)

### **3. Work with the ACC and Meritas to increase the number of quality educational programs and educational resources sponsored and/or delivered by the Network**

SLDN members have a unique challenge in representing their clients. In-house lawyers with large law departments have the opportunity to be more specialized, while SLD lawyers have to know about a wide variety of subjects. SLDN can provide a valuable service to lawyers in small law departments by offering quality programs that inform them about various subjects from the SLD perspective. SLDN members are active users of eGroups for advice from their peers since we do not have a "colleague down the hall". Therefore, we seek to provide programs and resources to support and supplement our members.

To increase the number of programs and educational resources to our membership, the Network will:

- Work with ACC to increase the number of SLDN sponsored programs accepted by ACC for Annual Meetings, to better reflect the needs of SLDN membership. Additionally, the Network will continue to communicate accepted SLD sponsored Annual Meeting Programs to Network members and prospects to increase

participation and interest through emails and newsletters.

- Work with Meritas to develop Webcasts, InfoPaks, Top 10s, Docket articles, and other resources in advance to ensure enough time to enable volunteer recruitment, authoring, and meeting of deadlines. Better coordination will also ease transition of incoming officers and provide more opportunity for Meritas' firms.

#### 4. **Alignment with ACC Strategic Plan 3.0 ("ACC's SP 3.0")**

The leadership of SLDN is deliberate in aligning this SLDN Strategic Plan with the five Pillars of ACC's SP 3.0.

SLDN supports the ACC SP 3.0 Seamless Experience initiative by continuing to provide relevant high-quality programming in partnership with Meritas, Chapters, and other Networks in our Legal Updates, Webcasts, Career Development sessions, and Social events. **(Pillar One)**

SLDN supports the ACC SP 3.0 Technology initiative by continuing to provide high-quality social and educational programming virtually on the chosen platform(s) in conjunction with SLDN's ACC Liaisons and Sponsor. SLDN strives to inform and educate its membership on the best-in-class member benefits, services, programming and networking available through ACC's technology. **(Pillar Two)**

SLDN supports the ACC SP 3.0 Global Growth initiative by having a dedicated Global Liaison focused on working with the International Legal Affairs Network and our sponsor, Meritas, global law firm members to create a global reach for relevant Legal Updates and Webcasts. SLDN also uses its monthly newsletter sent to all global members to highlight Meritas member firms around the world who can help all SLDN members with their international needs. **(Pillar Three)**

SLDN supports the ACC SP 3.0 Communications & Engagement initiative by working toward regular social media and email communication with SLDN members to broadcast Network and ACC Global messages. Recognizing that there are many opportunities to connect with SLDN members, Leadership strives to disperse our messaging through live events, our newsletter, our social media channels, eGroups, and email so that each member can obtain the relevant information in the medium that best suits their needs. **(Pillar Four)**

SLDN supports the ACC SP 3.0 Advocacy initiative by having a dedicated Advocacy Liaison who will attend Advocacy meetings and support the SLDN Board and members to advocate for the role of the in-house counsel and the in-house legal department with a particular focus on the needs of small law departments. **(Pillar Five)**