



ACC NORTHEAST COMMUNITY CONNECTIONS

*2025 Chapter Grant
Application, Progress Report,
& Final Report Highlights*





ACTIVITY PURPOSE

If the ACC Northeast successfully obtains a grant to develop the ACC Northeast Community Connections program, the chapter will focus on completing the following initiatives:

- Create two or three communal cohorts of our members on the basis of outside of work interests, work in the same industry, practice area, geographic location, or similar expertise, and/or interest in promoting health and wellbeing. The premise is that this program will make the ACC membership more valuable to our members through the evolution and expansion of personal and professional connections.

Example Community Cohorts

- ACC Northeast Members with young children/families (family focused)
- ACC Northeast Members who lead legal teams (career development focused)
- ACC Northeast Members who promote and prioritize health and well-being (well-being focused)
- ACC Northeast Members who practice in the commercial contracting area (practice area focused)
- Develop an “Evangelist’s Toolkit” to enable ACC Northeast members to lead and facilitate certain aspects of developing and building the community (e.g., guidance on how to facilitate organic community zoom meetings, how to engage the community on available ACC global technology platforms, how to host in person events, how to encourage members to share their experiences and expertise, how to recruit members to attend regularly scheduled ACC Northeast programming events.
- ACC Northeast members who engage with the Community Connections program will build deeper connections with peers who share their interests, work in the same industry, practice area, geographic location or who have a similar expertise. The ACC Northeast has learned through completion of recent initiatives, including our very successful grant-sponsored member luncheon program, that member preference is to engage them where they are at – this means geographically, in their practice area, in their industry, and also in their personal interests and needs outside of the practice of law. Members who volunteer to lead a community cohort as an Evangelist will learn valuable new skills about organizing member driven events and engagement, and will foster deeper volunteerism in the ACC Northeast. Members who engage in community cohort events will develop deeper connections with their peers and these bonds are expected to lead to greater rates of engagement in regularly scheduled ACC Northeast program, greater affinity for the organization, and greater levels of member retention, with the potential for new member referrals and recruitment.
- Competing with industry peer organizations – ACC Northeast completed competitive benchmarking, and found that industry peer organizations (E.g., L Suite/TechGC) promote the communal aspects of their organizations as one of the main benefits to membership. ACC Northeast is competing for time, attention and membership dollars with these competitive organizations, and community is our differentiator.

GOALS ACHIEVED

- Created a scalable Evangelist Toolkit that enables new chapter leaders to foster a more engaged community
- Brought together members virtually and in-person, centered around commonality in demographics (e.g., NextGen, based on location, etc.)
- Experimented with different engagement channels online (email, LinkedIn, creation of ACC Communities page)
- Achieved goals set out in grant proposal centered on ACC Strategic Plan 3.0

KEY TAKEAWAYS

- **Consistency:** Maintain regular communication and engagement with the community.
- **Inclusivity:** Ensure all members feel welcome and valued.
- **Feedback:** Continuously seek feedback to improve community initiatives.
- **Collaboration:** Foster a collaborative environment where members can share ideas and support each other.

Implementation Plan – How will this activity be executed?

Timeline: The activities will commence in March of 2025 and close in September of 2025.

- March/April 2025: Creation of evangelist toolkit, and solicitation to all ACC Northeast members to join NextGen community cohort.
- May, June, July 2025: Regular cadence of virtual and in-person community cohort networking events for each community cohort – designed to enable peer-to-peer connections, discuss relevant topics to each community cohort, and share curated content and information.
- June 2025: Community cohort program launch/flagship event for all community cohort participants (e.g., TopGolf, baseball game, wellness retreat, etc.).

BUDGET

Application

- **Requested Funds: \$6,000** to fund in-person gatherings for each of the community cohorts.
- Examples of community cohort events the ACC Northeast is exploring are below:
 1. Member Cohort Lunches or Happy Hours (multiple events per community cohort) **(\$1,000.00)**
 2. Wellness retreat, covering costs including a yoga class, mindfulness training session, expert facilitated mental health discussion, and childcare for participants, at a local spa resort. **(\$3,000.00)**
 3. Worcester Red Sox summer outing, covering costs to attend game and serve food and beverage **(\$2,000.00)**

Final Report

- **Approved Funds: \$3,000**
- "Local Lunches" held during the months of June and July: **\$1,045.29**
- NextGen Community Event September 15: **\$1,027.74**
- Random Coffee subscription with targeted community cohort outreach for NextGen: **\$607**
- Website updates and communications for outreach: **\$315**
- Woosox Game cost (Community cohorts percentage): **\$1000**

PROMOTIONAL MATERIALS

Overview (Program Summary)

A program hosted by: **ACC Northeast**

ACC Northeast's **NextGen Community** is open to all members who have less than 10 years of practice in a corporate setting.

If that describes you, please join chapter leaders and your NextGen peers for an informal call on **Tuesday, March 11 @ 12:00**. Our goal is to make connections, help each other network, and gain a better understanding of the kinds of resources and programming that would be best for you and the NextGen Community. Please come prepared to share your thoughts, feedback and ideas!

Sign-up below. Registrants will receive login credentials prior to the call.

Interest Area(s): **Career Development**

Register

NEXTGEN IN-PERSON NETWORKING RECEPTION

SEP 15 | 6:00-8:00 PM

CRAFT FOOD HALL PROJECT

CityPoint

200 5th Avenue

Waltham, MA 02451

Start off the Fall season by enjoying great food and drink in this unique casual setting which features multiple food concepts, a self-pour craft beer wall, full bar, games & good vibes!

ACC Association of
Corporate Counsel
NORTHEAST

