

ACC Chapter Insights Focus on Membership

What drives growth and retention

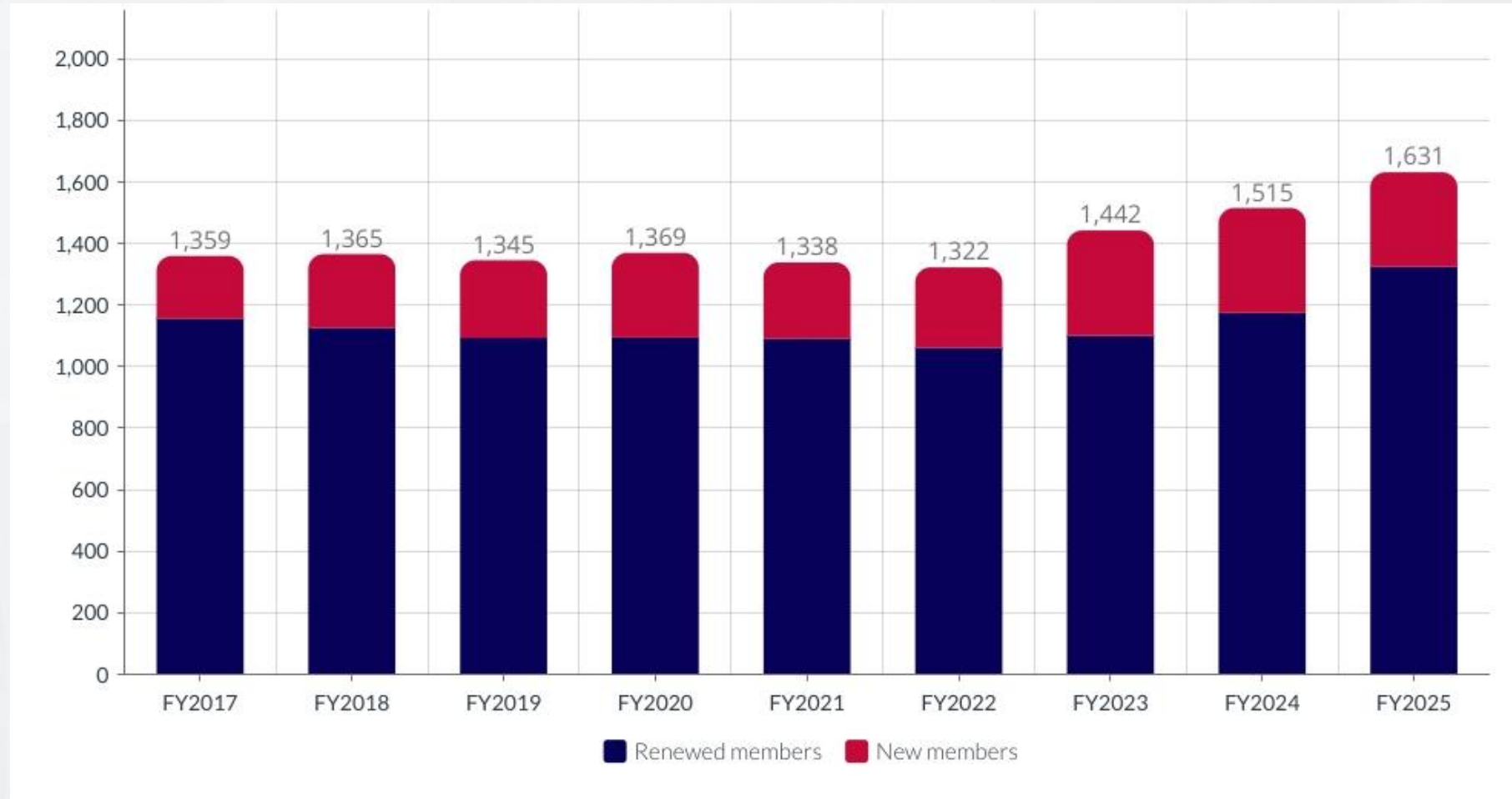
What We Will Cover Today

- Where membership stands today
- Key trends affecting participation
- Practical actions chapters can take
- Resources to support your efforts

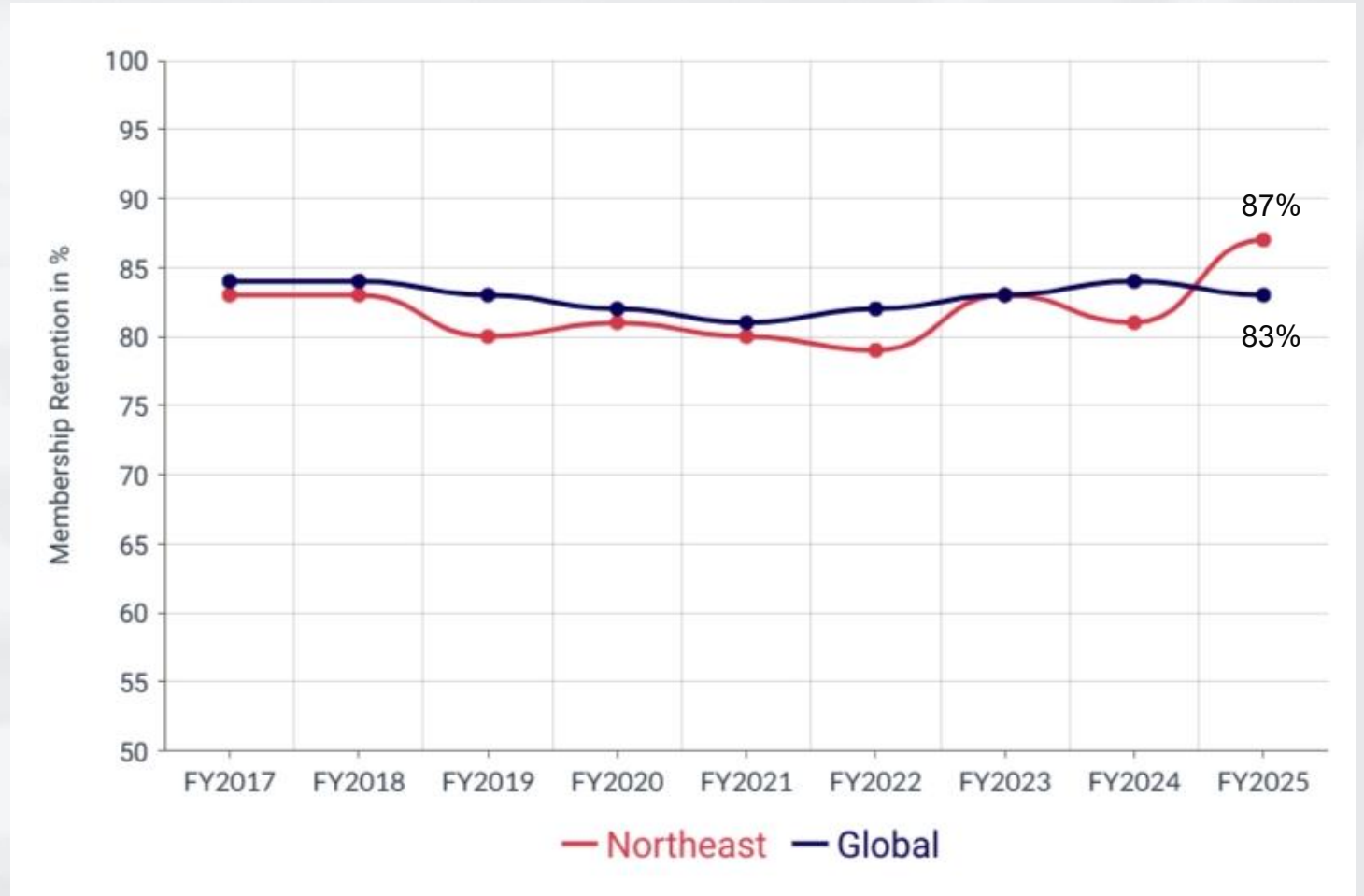
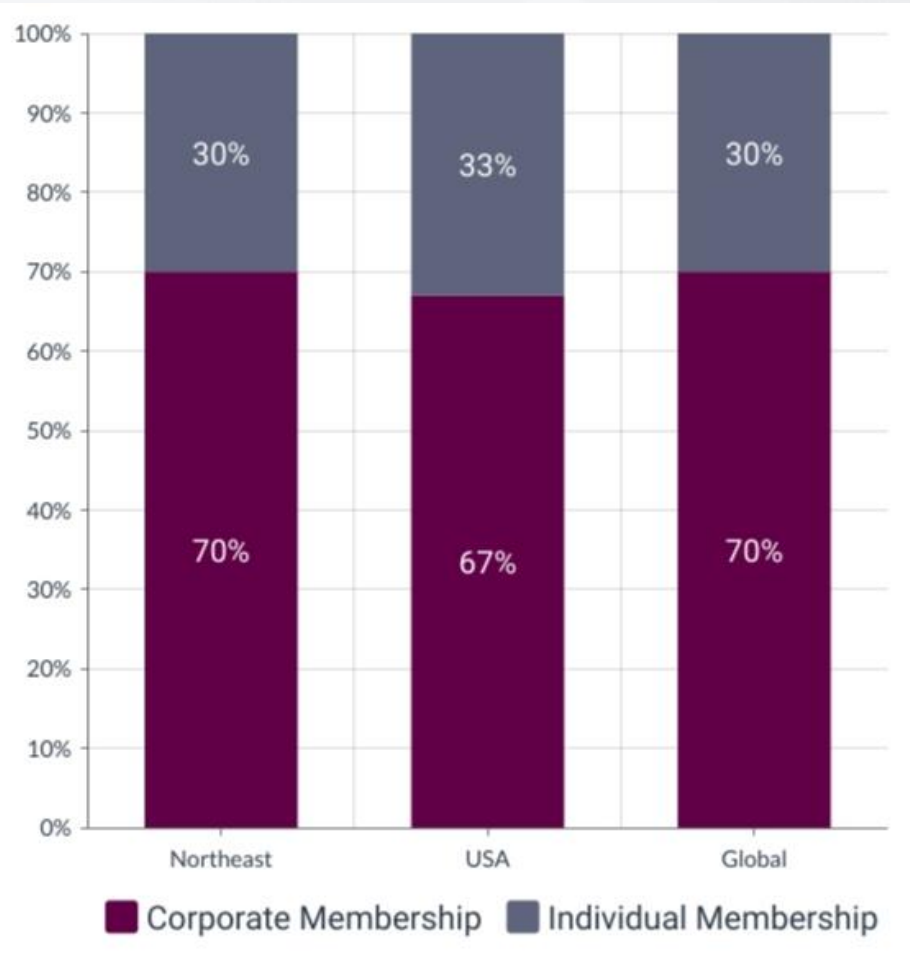
Goal: *Share simple, realistic steps that support steady membership growth.*

Where membership stands today

Membership Snapshot: Example ACC Northeast



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- **70%** of members are affiliated with corporate memberships.
- **50%** of members are female.
- **66%** of members have 10+ years of in-house experience.
- **53%** of members identify as Generation X (born between 1965-1980).
- **23%** of members identify as General Counsel or Chief Legal Officer.
- **54%** of members work in a large legal department with 11 or more lawyers.
- The largest industry sectors are **Information Technology**, **Finance**, **Banking or Insurance**, and **Manufacturing**.

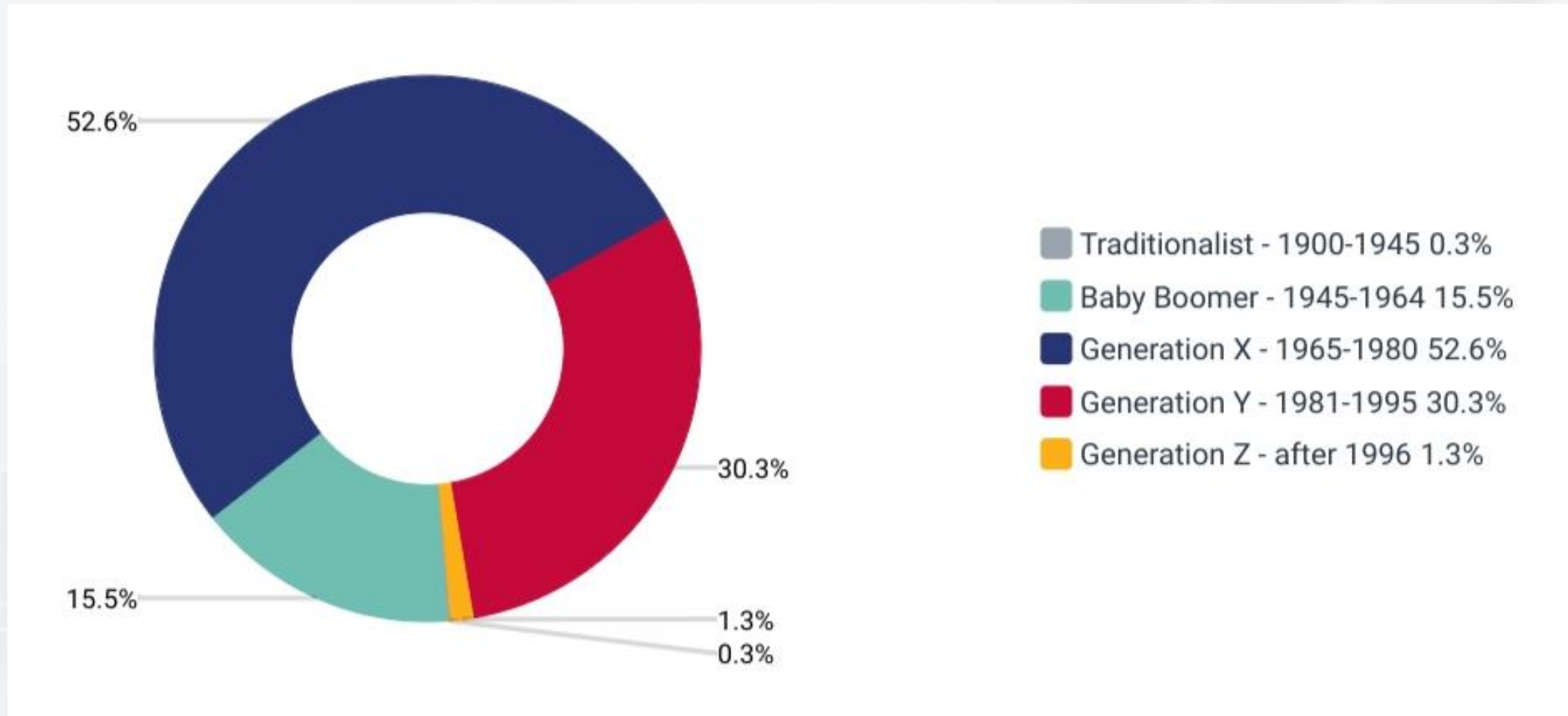
Membership Snapshot: Example ACC Northeast

38 Corporate Members are headquartered in the ACC Northeast service region, including:

- State Street Corporation (151–300 level, **9** unused seats)
- Takeda Pharmaceuticals U.S.A., Inc. (70–150 level, **30** unused seats)
- Liberty Mutual Group (51–75 level, **11** unused seats)
- Sun Life Financial (51–75 level, **7** unused seats)
- BeiGene (36–50 level, **1** unused seat)
- CyberArk Software, Inc. (36–50 level, **9** unused seats)
- Globalization Partners (36–50 level, **9** unused seats)

Key Trends Affecting Participation

ACC Membership by Generation



Generation	Career Stage in Legal Department	Key Constraints
Baby Boomers (62–80 years)	CLO, GC, senior advisor, transitioning to retirement	<ul style="list-style-type: none"> • Heavy board exposure • Travel fatigue • Increased health considerations • Succession planning focus
Generation X (45–61 years)	GC, Deputy GC, senior leadership	<ul style="list-style-type: none"> • “Sandwich generation” caregiving • Board + CEO pressure • 24/7 crisis management • Limited calendar control
Generation Y / Millennials (30–44 years)	Senior counsel, managing counsel	<ul style="list-style-type: none"> • Young children • Promotion pressure • High workload • Budget sensitivity
Generation Z (22–29 years)	Junior counsel, first in-house role	<ul style="list-style-type: none"> • Limited budget authority • Lower income • Less schedule autonomy • Desire for rapid skill growth

Generation	Primary Reason They Join	Underlying Motivation
Baby Boomers (62–80 years)	Professional legacy and peer community	Identity, influence, and giving back to the profession
Generation X (45–61 years)	Strategic insight and trusted peer exchange	Efficiency, leadership support, and problem-solving
Generation Y / Millennials (30–44 years)	Career growth, visibility, and networking	Advancement, skill development, and belonging
Generation Z (22–29 year)	Learning, mentorship, and career navigation	Clarity, confidence, and rapid skill building

Changing Member Expectations

- Limited calendar control due to workload and crises
- Burnout in lean legal teams
- Evening events are harder to attend
- Declining interest in alcohol-centered networking
- Increased budget scrutiny for travel and events

Design implication: Programs must be flexible, valuable, and time-efficient.

Practical actions your chapter can take

Retention: The Foundation of Membership Growth

Why it matters:

Keeping members is easier than finding new ones.

Practical actions:

- Welcome new members within the first 90 days
- Send friendly and timely renewal reminders
- Check in with members who have not attended events
- Offer short new member orientations
- Assign a board contact for key corporate members

Target: 83%+ retention.

High-Impact Actions That Support Membership Growth

- Activate unused corporate seats
- Follow up with non-members who attend events
- Strengthen relationships with key regional companies
- Upgrade partially enrolled corporate members
- Convert clusters of individual members at one company into corporate members
- Identify 2–3 strategic companies for long-term outreach

Focus on a few consistent actions rather than many new initiatives.



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Resources to Support Your Efforts

ACC Resources to Support Chapters

- Membership Toolkit with templates and best practices
- Chapter Insights materials and benchmarking data
- Leadership Development Institute
 - May 14&15: Washington, DC
 - October 5: Boston, MA
- Ongoing staff support
 - ACC Corporate Membership Team corporate@acc.com
 - ACC Membership Team membership@acc.com

Discussion Questions

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- What is your chapter's biggest engagement challenge right now?
- What new ideas or actions have helped increase participation or retention?
- Where do you see the greatest opportunity for membership growth in your region?
- Does your chapter have unique segments or groups? How do you engage these groups?