

## **2024 ACC STL Membership Survey Results Help Board Plan for the Future**

In September of 2024, members were asked to take the Association of Corporate Counsel – St. Louis membership survey to help the Chapter improve the membership experience.

The Board is thankful for the 79 members who participated as they provided valuable feedback that will help the 2025 Board plan targeted programming, social events and CLE.

We also want to congratulate members Kayla Null and Elise Puma who each won a \$50 gift in our Gift Card Competition for providing the most actionable and constructive.

We highlight five areas of feedback from the survey and provide the specific results from these and other topics on the pages that follow.

### **Types of programs and events**

Members ranked in order of preferences the types of programs and events they preferred to attend with the top three choices as:

1. CLE programs,
2. Professional Development, and
3. Social Events.

### **Preference for a 1-hour CLE program**

Members identified which type of 1 hour CLE program from one of our sponsors they would most likely attend as follows:

1. Virtual 57%
2. In person with food, beverages and time for networking at a local restaurant or attraction 38%
3. In person with food, beverages and time for networking at the sponsor's office 5%

### **Time of day for in-person events**

Members ranked in order of preferences the time of day they prefer in-person events with the top choices as:

1. Happy Hour 4pm,
2. Evening 5 pm, and
3. Lunch 12 noon.

### **Location for in-person events**

Members selected the areas where they are most likely to attend in-person events with the top locations as:

- |                             |     |
|-----------------------------|-----|
| 1. Clayton/Richmond Heights | 74% |
| 2. Frontenac/Ladue          | 63% |
| 3. Kirkwood/Webster         | 58% |
| 4. Creve Coeur              | 53% |
| 5. Des Peres                | 53% |

### **CLE topics**

Members selected as many CLE topics as they would like to see with the top five as:

1. New or Emerging Topics (e.g. SCOTUS Opinions, Non-compete Bans)
2. Ethics,
3. Elimination of Bias,
4. Artificial Intelligence, and
5. Contract Drafting and Negotiation.