Harnessing Your Alumni Power

Carrie Weintraub, Chief Professional Development & Recruiting Officer, Holland & Knight LLP

Mireille Butler, Assistant Professor of Law, Pepperdine University School of Law

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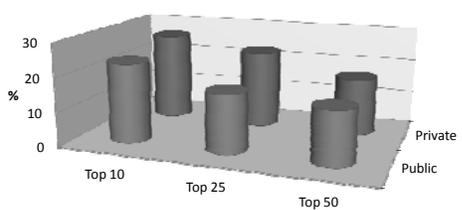

Using our Alumni – Why?

- Think of your current students or associates as your future alumni

Even more important to do so in this economy:
- At law schools
- At firms

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Alumni Giving Rates

	Top 10	Top 25	Top 50
Public	23.24	17.05	15.64
Private	26.2	22.78	16.96

Law Schools – Alumni Giving Rates – FY 2007-08*

*Source: ABA Survey

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At Firms

- Retain relationships with individuals who have "graduated" from your firm. Why?
- Goodwill
- Networking
- Business development.
- Sources for referring out work
- Marketplace information
- Feedback
- A selling point to new hires
- A source of new recruits
- Strategic partnerships

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At Firms

- How to Sell Your Alumni Program and/or Improvements to Your Program?
- Many alumni are well-placed to refer business.
  - Research how many are in house
  - Show that alumni who have moved away from firm are not with direct competitors
- By now, most leading firms are moving ahead with websites and alumni programs – be an innnovator.
- Alumni program pay off – in terms of goodwill AND business development
- We will discuss later – but alumni themselves want such programs (task force involving alumni)

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Making the most of our alumni – how?

5 Basic Principles

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Using our Alumni – How?

1. Develop and maintain relationships with alumni through various forms of networking:
   – Career Enhancement … job placement and business referral network
   – Events … for the alumni (CLE seminars) and for his/her entire family…
   – Social tools such as Facebook and LinkedIn, in addition/in lieu of traditional newsletters
   – Directories (online) with discussion groups and career advisory pages

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Business Schools Model

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Using our Alumni – How?

2. Market your programs to your alumni, and your alumni to your programs:
- Alumni Interviewer (for Admissions purposes)
- Alumni Presentations (alumni presenting, alumni attending)
- Mentoring Program
- Class Agent
- Mock Interview
- Career Coach
- Moot Court Judge
- Hosting visits at Alumni's firms
- Partnership with public service alumni
- Bar Luncheon programs

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Using our Alumni – How?

3. Form a Task Force of limited duration to advise on a specific area of improvement:
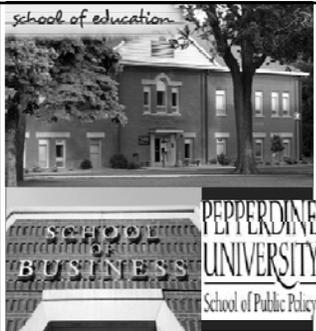
- Look at the expertise of your alumni and apply it where it might be most needed
- Ex: bring alumni with marketing expertise to examine your marketing strategy

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4. Manage and keep data current, including information received through law school events or exit interviews

Using our Alumni – How?

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5. Cross-departments partnerships

Using our Alumni – How?

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5. Cross-departments partnerships
- Marketing
- Recruiting
- Professional Development
- IT – website developers!
- Committees/Advisory Boards.
- Colleagues...

Using our Alumni – How?

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Round Table Discussion
Best Practices?

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Contact Information

Carrie Weintraub
Holland & Knight LLP
Chief Professional Development &
Recruiting Officer

201 North Franklin Street, Suite 1100
Tampa FL 33602-5193

Phone: 813.769.4314
Email:
carrie.weintraub@hklaw.com

Mireille Butler
Pepperdine University School of Law
Assistant Professor of Law

24255 Pacific Coast Highway
Malibu, CA 90263

Phone: 310.706.7696
Email:
mireille.butler@pepperdine.edu

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