NALP Conference 2013
Combatting Survey Fatigue
Irena McGrath, Lynn Herron, Molly Remes

Best Practices for Responding to Surveys

- Determine the purpose of the survey. What is the benefit of responding? Will not responding harm your organization?

- Read the entire survey and note any changes and/or questions that might be controversial to answer. Reach out to anyone who many need to "bless" the response in advance. Are there any questions that your organization will not respond to

- Prepare a file for each survey. Multi-section files or notebooks are helpful to break down by section or tasks. For example, tabs or sections could include:
    o Preparation Checklist
    o Requests for Information
    o Response Backup (e.g. lists of benefits, data provided by another department)
    o Draft Responses & Notes
    o Response Submitted
    o Published Survey (includes rankings from publisher)

- Create a checklist for each survey. Break the survey down based on the information to be collected. Create a list of sections/questions to be answered by different departments/contacts. Determine a timeline that will allow time to have the survey reviewed by everyone who must approve the responses and any data entry needed. Be sure to take into account holidays, major projects/deadlines that might impact the department providing information (e.g. end of the billing year, open enrollment, partner conference, start of the summer program).

- Draft email language and any forms to request the data in advance and save them as documents for easy reference in the future. Be sure to provide clear instructions including deadlines and any special instructions (e.g. what positions should be included, "as of" dates, changes from prior year).

- Provide a worksheet containing the questions for response and the responses from the prior year.

- Keep a "bank" of information used to respond to surveys. This could include monthly demographic data, approved text responses to questions that appear on multiple surveys, lists of new partners/firm management/summer associates/lateral hires. It could also include a running list for the year of changes that are made to committees and management positions and awards/rankings received that should be highlighted.

- When survey results are published, review and prepare a summary report, including comparing results with competitors. Don't be afraid to offer insights into the factors for the ranking or how the ranking could improve in the future.

- Contact the survey provider to determine if there is anything that the organization could have done to have a better response or ranking (e.g. respond to particular questions, have more associates respond).

- Maintain document tracking progress year to year for annual surveys that rely on data points.

- Share the results both positive and negative with those that helped to complete the survey and those in a position to facilitate change.

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Sample Timeline of Surveys by Month

January	Sager Award (West Region)
February	AmLaw 200/NLJ 250 Chambers Associate NAFE & Flextime Lawyers New York City Bar Benchmarking (approx., bi-annual) Vault 100 Associate
March	NALP Employer Directory Form Sager Award (Midwest Region) Working Mother 100 Best Companies Yale Law Women
April	Vault Pro Bono
May	Sager Award (Mid-Atlantic Region) MCCA/Vault Diversity Vault 100 Profile
June	
July	AmLaw Summer Survey HRC Corporate Equality Index Sager Award (Northeast Region)
August	Sager Award (South Region)
September	
October	Chicago Committee on Diversity Multicultural Law Magazine
November	
December	Daily Business Review Diversity (Miami)

Ongoing – No Specific Timetable

Client Diversity Surveys
Client RFPs
WILEF Certification

Vault/MCCA Diversity Survey
Spring 2012 Submission
Due: April 30 2012

Checklist

	Due Date	Complete
Send E-Mails Requesting Information	3/20/12	

Sections	Section Number	Completed by		
Attorney Demographics	Total headcount in 1 & 2.1, 2.4, 2.5, 2.6, 2.7	HR/HRIS Coordinator	4/16/12	
Summer Associate Demographics	2.2	Associate Recruitment	4/16/12	
Strategic Plan & Diversity Leadership	3	Diversity Director	4/16/12	
Pipeline Initiatives	4	Diversity Director	4/16/12	
Recruitment – New Associates Demographics	5.1, 5.4	Associate Recruitment	4/16/12	
Recruitment – New Associates – Text Responses	5.2, 5.3	Diversity Director	4/16/12	
Recruitment – Lateral Hiring	5.5	Lateral Associate Recruitment & Partner Recruitment	4/16/12	
Recruitment – Search Firms	5.6 (b)(c)(d)	Lateral Associate Recruitment & Partner Recruitment	4/16/12	
Retention & Professional Development	6.1, 6.5, 6.6	HR	4/16/12	
Retention & Professional Development	6.2, 6.3, 6.4	Associate Recruitment & Diversity Director	4/16/12	
Management Demographic Profile	7	HR	4/16/12	
Additional Information – Narrative	8	Diversity Director	4/16/12	
Send Draft to Chief of Diversity for Review			**4/24/12**	
Submit Form to Vault			**4/30/12**	

NALP Form 2012
Checklist

Task/Section	Completed by	Date Request Sent	Date Due	Complete
E-Mail to Recruitment Admins with timeline and overview	Director of Associate Recruitment	2/28/12	N/A	
Send email to offices with worksheet for office specific sections	**Associate Recruitment Department Member(s)**	**2/28/12**	**3/7/12**	
Send firm-wide sections for review & editing	**Associate Recruitment Department Member(s)**	**2/28/12**	**3/7/12**	
Headcount/Demographics	HR/HRIS Coord.	2/24/12	3/2/12	
Practice Areas	HR/Practice Area Admin	2/28/12	3/7/12	
Compensation	Asso. Recruit Dept.	2/28/12	3/7/12	
Clerkship/Credit/Supp Comp.	Asso. Recruit Dept.	2/28/12	3/7/12	
Benefits	HR/Benefits	2/28/12	3/7/12	
Work/Life Information	PD Dept./HR/Asso. Recruit Dept.	2/28/12	3/7/12	
Training & Professional Develop.	PD Dept.	2/28/12	3/7/12	
Billable Hours	Finance	2/28/12	3/7/12	
Partnership Data	HR/HRIS Coord.	2/28/12	3/7/12	
Diversity Recruitment & Retention	Director of Diversity	2/28/12	3/7/12	
Pro Bono Information	Pro Bono Practice	2/28/12	3/7/12	
Enter information into NALP DLE System	**Associate Recruitment Department Member(s)**		**3/9/12**	
Review All NALP Forms	**Chief Associate Recruitment Officer**	**3/12/12**	**3/15/12**	
Submit All NALP Forms for Review to Employment Lawyer	**Director of Associate Recruitment**	**3/16/12**	**3/21/12**	
Submit Form to NALP	**Associate Recruitment Department Member(s)**		**3/23/12**	

Log-In Information: https://employers.nalpdirectory.org/employer_login
Employer ID: _____
Password: _____

Office	NALP Form Team Contact	# of Attys as of 1/31/12	Main Contact for Office
Baltimore			
Colorado			
Houston			
Los Angeles			
McLean			
Miami			
New York			
San Francisco			
Silicon Valley			
Washington			
US Offices Combined			