Creating Connections, Engagement and Loyalty with Your Alumni Communities

- Sheri Askinazi
  Manager, Global Alumni Program, Shearman & Sterling, LLP
- Michelle Nash
  Senior Vice President, The NALP Foundation for Law Career Research and Education
- Justin Hummel
  Director, New Product Development - PD, Thomson Reuters

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"WHAT IS THE VALUE OF ALUMNI PROGRAMS?"

"Former employees represent future hires, partners, brand ambassadors, customers, mentors and more. Maintaining these relationships can be extremely beneficial to organizations in the areas of staffing, branding and new business development – ultimately representing millions of dollars in measurable benefits."

--Anne Berkowitch, CEO of SelectMinds

Alumni Programs

- What is an Alumni Program?

- Who are your alumni (i.e. how broad is the network)?

What are the Advantages of an Alumni Program?

HR Objectives for Alumni Programs

- Improve the quality of hires by rehiring top performers

- Increase the number and quality of employees

- Strengthen the organization's brand image

- Increase retention rates among current employees by creating goodwill with current employees

- Increase the number of mentors available to current employees

From: "Corporate Alumni and Boomerang Recruiting Programs Are Hot Due to Layoffs"

Posted By Dr. John Sullivan On March 2, 2009 In Advice and How-Tos |

Business Objectives for Alumni Programs

- Generate direct sales by making alumni customers

- Increase the number of leads generated (customer referrals)

- Capture ideas and innovations from alumni

- Benchmarking help and quantifying industry best practices

- Gathering competitive intelligence

- Building strategic partnerships

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How do you measure the success of an alumni program?

What are the most important components of an alumni program?

Top Activities

- Newsletters

- Updates

- Mentoring/Coaching

- Gatherings (Partner Forums, CLE Programs)

Topics that engage alumni

1) Client relations and development training

2) Lawyer performance management (evaluations and reviews)

3) Lawyer orientation and integration

4) Substantive legal training

5) Development and management of core competencies and/or benchmarks

From: "Leading Law Firm Professional Development: A Comprehensive Study of Professional Development Staffing, Resources and Program Delivery Modes" From the NALP Foundation & Thomson Reuters, 2011

Professional Development Training Top Substantive Training Topics

- Ethics & Professional Responsibility

- Trial Skills

- Securities

- Litigation

- Banking and Finance Law

- Estate Planning & Probate

- Employment Law/Labor Law

- Intellectual Property

- Tax Law

Based on overall enrollment in WLEc (12-13)

Professional Development Preferred Program Delivery Modes

From the Associates' Perspectives

1) Live, in-person internal programs

2) Live, in-person external programs

3) Online (live or previously recorded webcast)

4) Print materials

5) Interactive online e-learning programs

From: "Leading Law Firm Professional Development: A Comprehensive Study of Professional Development Staffing, Resources and Program Delivery Modes" From the NALP Foundation & Thomson Reuters, 2011

Professional Development Program Delivery Modes

Lawyer Professional Development Program Delivery Modes during the Past 18 Months					
		Law Firm Size (Number of FTE Lawyers Worldwide)			
Delivery Mode	All Respondents (n=161)	100 and Fewer	101 – 250	251 – 500	More than 500
Live, in-person at your location (internal)	97 %	90 %	98 %	100 %	98 %
Live, in-person at another location (external sponsor)	69 %	67 %	65 %	63 %	80 %
Videotape/DVD	59 %	53 %	46 %	66 %	72 %
Teleconference	81 %	67 %	79 %	83 %	91 %
Online (live webcast or previously recorded program)	88 %	80 %	81 %	91 %	96 %
Mobile device (e.g., iPhone, iPad, Blackberry)	13 %	7 %	13 %	14 %	15 %
Interactive online e-learning program	32 %	43 %	27 %	34 %	30 %
Percents do not sum to 100% because more than one response could be selected.					

Professional Development Program Delivery Modes

Anticipated Change in PD Delivery Modes next 24 mo

- 50% will increase use of online (live webcast or on-demand)

- 33% will increase use of mobile (iPad, iPhone, etc.)

- 40% will increase use of interactive e-learning programs

From: "Leading Law Firm Professional Development: A Comprehensive Study of Professional Development Staffing, Resources and Program Delivery Modes" From the NALP Foundation & Thomson Reuters, 2011

Social Media Stats - LinkedIn

- World's largest professional network on the Internet with more than 200 million members in over 200 countries and territories

- Professionals are signing up to join LinkedIn at a rate of approximately two new members per second

- LinkedIn counts executives from all 2012 Fortune 500 companies as members

- 100M unique visitors per month

- LinkedIn is the 25th most visited site on the internet

Source: http://press.linkedin.com/about

Social Media Stats

The Landscape of Social Media Users

	% of internet users who....	The service is especially appealing to ...
Use Any Social Networking Site	67%	Adults ages 18-29, women
Use Facebook	67	Women, adults ages 18-29
Use Twitter	16	Adults ages 18-29, African-Americans, urban residents
Use Pinterest	15	Women, adults under 50, whites, those with some college education
Use Instagram	13	Adults ages 18-29, African-Americans, Latinos, women, urban residents
Use Tumblr	6	Adults ages 18-29

Source: Pew Research Center's Internet & American Life Project Post-Election Survey,

Tracking Efficacy

- Web Analytics

- Program Attendance

- Emails and Email Tracking

- Surveys

- Client Surveys (attributable to alumni network)

- Social Tool Followers / Connections

What are the impediments to engagement with alumni?

How do you differentiate your alumni program?

Key Differentiators for Successful Programs

1. **A strong business case -** business initiative, not another HR fad

2. **Prioritize alumni -** prioritize their alumni based on their future value to the organization

3. **Use technology -** use software or tools to keep track and maintain the relationship

4. **Dual focus -** focus on rehiring alumni and using them for business development purposes

5. **Utilize social networks -** use multiple channels to reach target talent

6. **Use metrics -** metrics are used to drive continuous improvement

7. **10 percent rehire rate -** 10-20% of all hires should be directly traced to the alumni network

8. **Electronic capability -** programs must be web-based

9. **Dedicated webpage -** A webpage should be designed exclusively for alumni

10. **Diversity -** Information and options should be flexible to fit individual needs

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Trends

- **Technology / Capabilities**

  – Ease of connection / Travel Constraints

  – Social Add-Ons (Jive, Chatter/SF, Tibbr, Jabber)

  – Increased use of synchronous connection tools (IM, Telepresence, WebEx)

  – Continued use of Facebook, Twitter and LinkedIn (content key to growth)

- **Training/Education**

  – Improved Interactive Learning tools

  – Expanded Events – tie back to social tools

What keeps you up at night?

Contact Information

Sheri Askinazi

Manager, Global Alumni Program

Shearman & Sterling LLP

Sheri.Askinazi@shearman.com

Justin Hummel

Director, New Product Development

Thomson Reuters

Justin.Hummel@thomsonreuters.com

Michelle C. Nash

Senior Vice President

The NALP Foundation for Law Career Research and Education

mnash@nalpfoundation.org