



#NALPAnnual ANNUAL EDUCATION CONFERENCE
— April 18 – 22, 2017 —
SAN FRANCISCO, CA

Partnering with Your Alumni Department: *Insights on how Recruiters can Leverage their Former Lawyers*

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Here's What We'll be Covering

- **Why Now?**
 - Shifts in the market make this a new imperative
- **Why Alumni?**
 - Benefits of working with your alumni and/or alumni departments
- **How to get your employer on board?**
 - Selling points you can take back to your partners

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Why Now/What's Going On?

- Attorneys are going in-house earlier and more frequently
 - Large corporations are increasing their in-house legal depts to cut the cost of outside counsel (worldwide, 47% of organizations reported an increase in the total # of attys employed)
 - New companies sprouting overnight – Uber's legal dept has over 1,000 lawyers now
 - As legal departments grow, so do junior opportunities

Why Now/What's Going On?

- Millennials
 - 2/3 of millennials intend to leave their current organization by 2020
- Not all associates want to make partner
 - Lifestyle
 - Reality of law firm structures – smaller on top
 - Consider a “tour of duty” philosophy – attorneys join to build a foundation

How Can Partnering w/ Alumni Help?

- Far more than just tracking departures, truly robust alumni depts can do so much more
 - Career development or job placement
 - Help w/ Recruiting
 - Create marketing materials showcasing successful alumni
 - Develop alumni-related programming
 - This all becomes part of the package that you sell to recruits
 - Lifelong commitment – they work w/ alumni even after they leave the firm

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How Can Partnering w/ Alumni Help?

- Put your candidates directly in touch w/ alumni
 - Candidates appreciate candor – can ask “real” questions
 - Alumni can discuss their path and why joining X firm opened doors
 - opportunity to highlight training and development
 - Options – “up or out” is no longer all a firm can offer
 - Showcase close relationships
 - especially in the context of a networking event where alumni are interacting w/ current attys

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What if My Firm is Resistant?

- Get buy-in from partners
 - Partners need associates
 - Appeal to their bottom line – it's worth investing in these relationships for future biz dev
- Change the conversation/culture shift
 - Alumni departments are part of the lifecycle, along with recruiting and PD
 - consider a rebrand to Talent Management or Talent Strategy
 - More transparency around departures – does not need to be a dirty little secret

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What if My Firm is Resistant?

- Little things you can do
 - Start tracking your alumni and make sure you are part of the off-boarding conversation
 - Ask for a small alumni budget to encourage your attorneys to keep in touch via lunches, coffee
 - Networking events

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Questions?