



3...2...1... Liftoff! Launching Your Firm's Alumni Program

Debby Cusumano Caldwell

Director of Partner Hiring & Alumni Relations
Winston & Strawn LLP

Brian Sogol

Alumni Manager
Paul, Weiss, Rifkind, Wharton & Garrison LLP

Amanda Stipe

Global Alumni Relations Manager
Latham & Watkins LLP

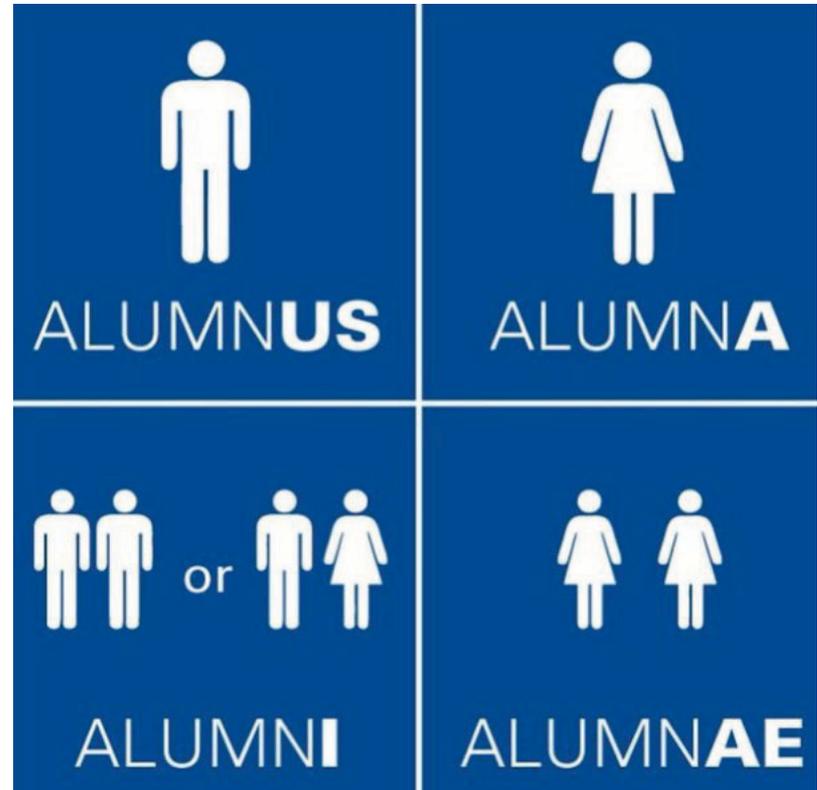


Agenda

A Tale of Three
Alumni Programs

It Was the Best of Practices,
It Was the Worst of Practices

Great Expectations:
Measuring Success



A Tale of Three Alumni Programs



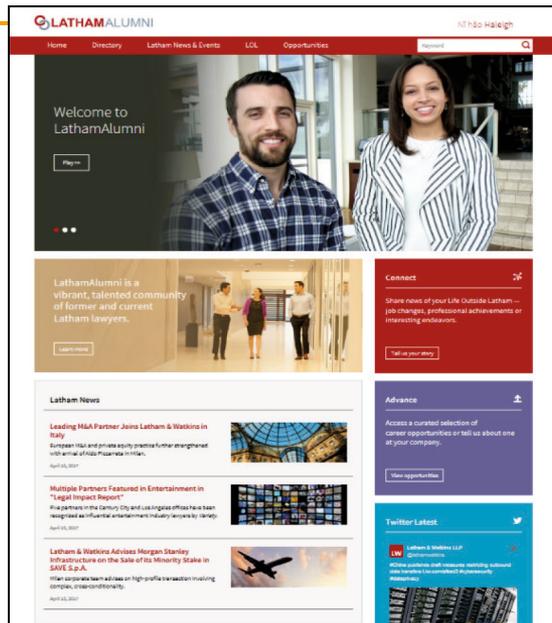
Latham & Watkins' Alumni Program

- 6,000 alumni around the world
- The job description
 - Develop and engage the alumni network
 - Build and maintain infrastructure to support alumni network
 - Leverage firm resources to support alumni network
- The expectations
 - “Create a world-class alumni program”

The LathamAlumni Program

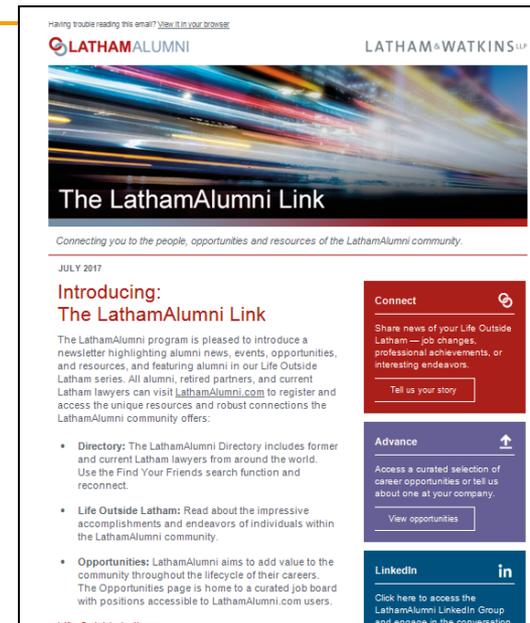
www.LathamAlumni.com

- 30% of alumni and current lawyers are registered
- Directory, Life Outside Latham features, career opportunities,



The LathamAlumni Link

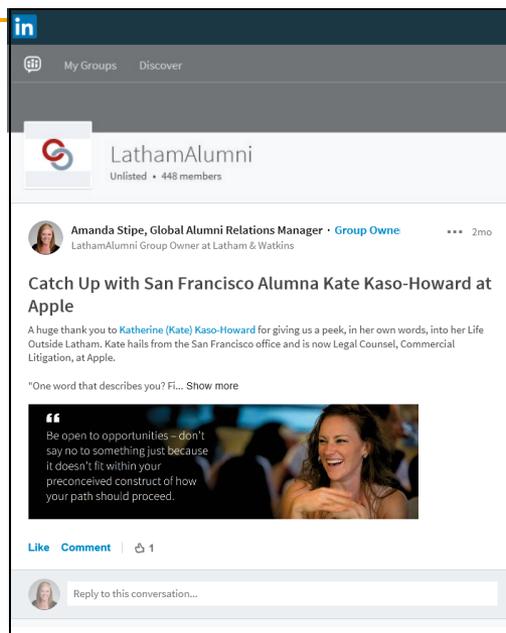
- Average 36% open rate
- Sent to 8,000+ recipients
- Highlights alumni news, events, job opportunities, resources on LathamAlumni.com



The LathamAlumni Program

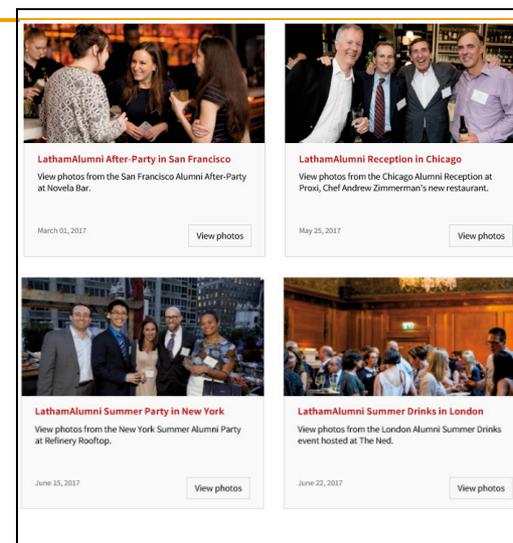
LathamAlumni LinkedIn Group

- 950+ members and growing
- 1,750+ w/Alumni Manager Profile
- Fosters connections
- Helps to maintain accurate data



LathamAlumni Events

- 15 events globally
- Average 70% attendance
- 1,000+ total attendees
- 10 Photo galleries on LathamAlumni.com



The Paul, Weiss Alumni Network

- www.paulweiss.com/about-the-firm/alumni

Paul|Weiss PRACTICES | PROFESSIONALS | CAREERS

About the Firm > Alumni

Network | Spotlights | Notes | Directory

The Paul, Weiss Alumni Network connects our current and former attorneys. Together, we extend our firm's culture, enhance a unique culture, celebrating our talents and accomplishments, generosity of spirit and voices for social justice.

Alumni Network

Once you have worked at Paul, Weiss, the firm's Alumni Network connects you wherever you go. Litigation Partner Liza Velazquez and Corporate Partner Liza Marell (pictured), co-chairs of the firm's Alumni Committee, encourage alumni to connect with fellow alumni and with the firm by attending events and sharing updates about your accomplishments.

» learn more

Alumni - Call for Contact Updates

Keep your contact information current so your fellow alumni can reach you. We encourage you to update the Alumni Directory to update your information.

» update your profile

The Paul, Weiss Alumni Network

About the Firm > Alumni

Network | Spotlights | Notes | Directory



Alumni Spotlight: Randi

Randi speaks about her path to becoming a lawyer, her work at Paul, Weiss, and giving back to the community through professional and personal service.

» more



Alumni Spotlight: Tomiko (2001)

Tomiko recently visited Paul, Weiss's New York City office to discuss constitutional law and education law and her experience at the firm.

» more



Alumni Spotlight: Brad

Brad discusses his path to public service and the importance of civic engagement at the local level, as well as diversity and inclusion.

» more

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Fishing for Life Lessons with Marty London

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PUBLICATIONS | MARTIN LONDON | ALUMNI

December 6, 2017

Retired Paul, Weiss partner Marty London's recent book, *The Client Decides*, reflects on some of the litigator's most celebrated cases and clients. Marty sat down with us to discuss the book's thought-provoking title, today's fractious political landscape and the joy of fishing.



Paul, Weiss: Tell us about the title "*The Client Decides*." What does that mean? What did, say, Jackie O. decide?

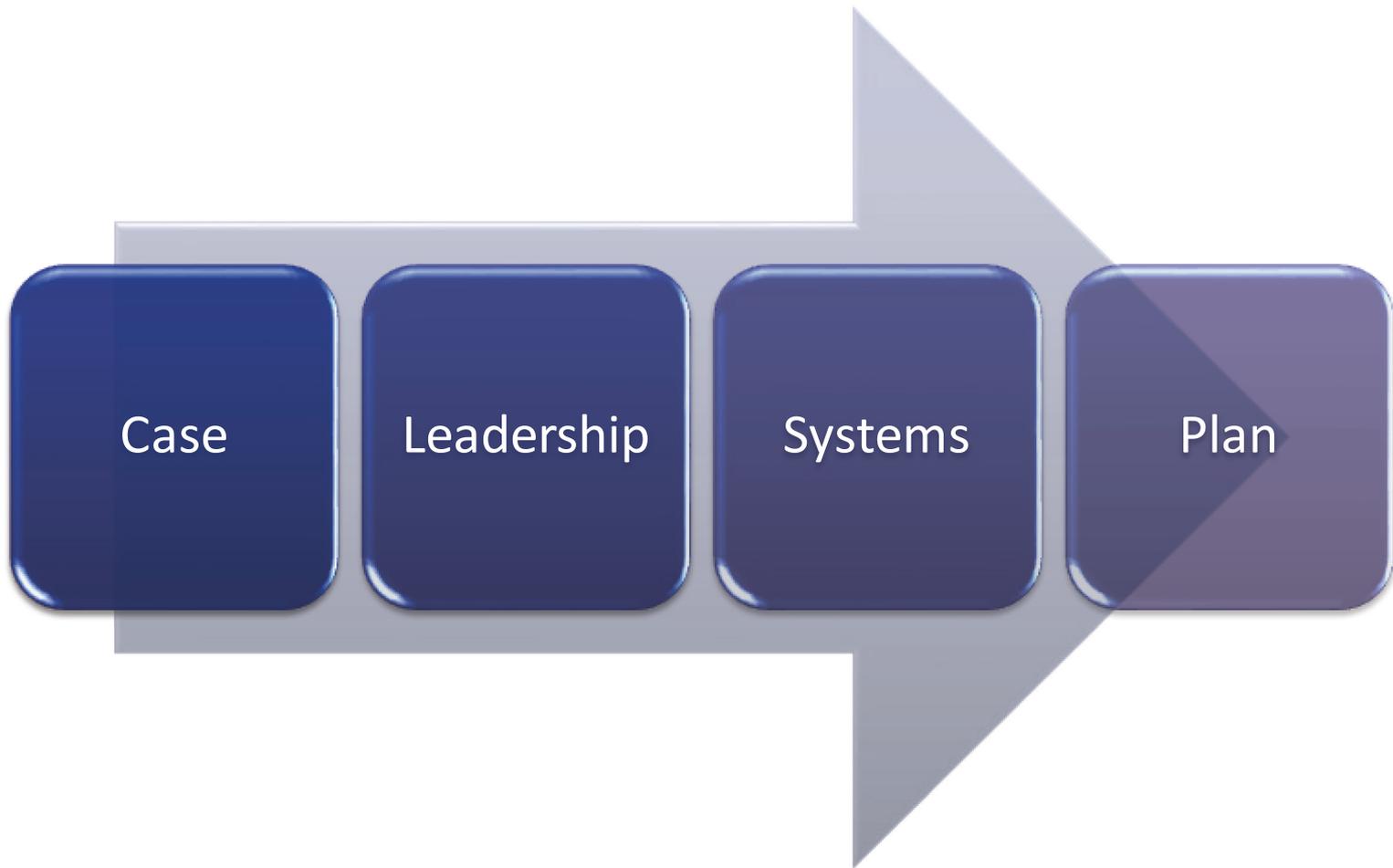
Marty London: The statement derives from Judge Rifkind's comment, and its essence is this: it is the client in each case that decides what kind of lawyer I'm going to be. If the client is accused of committing a crime, I am a criminal lawyer. If the client is defamed, I'm a libel and First Amendment lawyer. So I have ended up being a securities lawyer, doing criminal, civil and criminal antitrust, First Amendment, tort, administrative law, matrimonial, contract, trademark, etc. – because that is the case the client brought to us. I don't think there's a discipline out there I haven't taken on – maybe patent. Or medical malpractice. But everything else, will contests, airplane accidents, I've done that.

So when Jackie was being terribly harassed by the paparazzo and she said, I'm not going to take this anymore, she decided she needed assistance with First Amendment issues, tort issues, privacy issues. That's the lawyer I was for her. The following year I was a criminal lawyer representing the Vice President of the United States of America.

PW: You've written recently about parallels between the lead-up to the 1973 Agnew resignation and certain current political rumblings. Specifically, you've commented on criminal prosecution of Article II officers and the threat government leaks pose to securing a fair trial. Now Washington is again awash in investigations and special committees. What else can we learn from the past?

ML: In the '70s, when all these Agnew leaks were coming out of the Justice Department, we moved to depose basically the DOJ and the reporters to get to the bottom of it all. The Department and the press went berserk; they howled it was unprecedented. And they were right! It was unprecedented, it was ingenuity, we made up the idea that suited the needs of the moment. That's what we try to do.

Exploring Best Practices



Exploring Best Practices

Case

- What do we offer alumni?
- How do we articulate those offerings compellingly and consistently?
- What do alumni offer us?

Leadership

- Are the right partners engaged?
- Which firm leaders best connect with which alumni?
- Does staffing support anticipated activity? In alumni program and elsewhere?

Systems

- How do we keep data accurate and usable?
- Which alumni are priorities?
- How to keep the broader pool engaged?
- What systems to link or upgrade?
- What other departments to leverage?

Plan

- What is our phased plan?
- What vehicles – events, newsletters, etc. – get the right messages to the right audiences?

Creating an Alumni Ecosystem

Successful Alumni Programs

- Strong business case
- Needs of alumni are solicited and addressed
- Inter-departmental cooperation
- Prioritized alumni
- Technology for tracking and communicating
- Social networks
- Diverse options
- Dedicated web presence
- Metrics demonstrate ROI

Creating an Alumni Ecosystem

Suggested Basics

- Alumni survey or questionnaire
- CRM with accurate contact information
- Events (social and/or substantive, e.g., CLE)
- Newsletter or other communication
- Social media
- Webpage on firm website

Creating an Alumni Ecosystem

For Overachievers!

- Alumni-focused website
- Career placement and exit coaching
- CRM with robust data
- Dedicated alumni staff
- Directory
- Job board
- Logo with branded swag
- Mobile app
- Videos

Meeting Great Expectations

Efforts

- Data improvement
- Communications vehicles
- Social media engagement
- Events
- Exit/Welcome and Attrition
- Career counseling and placement

Impact

- Business development/revenue
- Recruiting and rehiring
- Brand ambassadorship/
Net Promoter Score
- Intelligence



Meeting Great Expectations

- Collecting the right data

Alumni Data

- Departures – interview participation, attrition (departure numbers relative to department size and makeup), destinations, geographies, gender/diversity, tenure
- Alumni program registrations
- Data deficiencies, accuracy improvements – e-mails, employers, industries

Communications

- Production quality and quantity
- Open rates, click-through rates, response rates
- Time spent
- CLE requests (and use)
- Job board tracking
- Social media rates and memberships

Events

- Attendance, RSVPs, yield, improvement
- Attendance quality and seniority
- Participation including teaching, speaking opportunities
- Internal/external organization
- Costs

Meeting Great Expectations

- Collecting the right data

Career and Job
<ul style="list-style-type: none">• Coaching• Placement• In-House/Client• Competitors• Current attorneys vs. alumni• Job postings• Job board engagement

Recruiting
<ul style="list-style-type: none">• Alumni attendance at events• Summer/new associate surveys• Boomerangs• Referrals

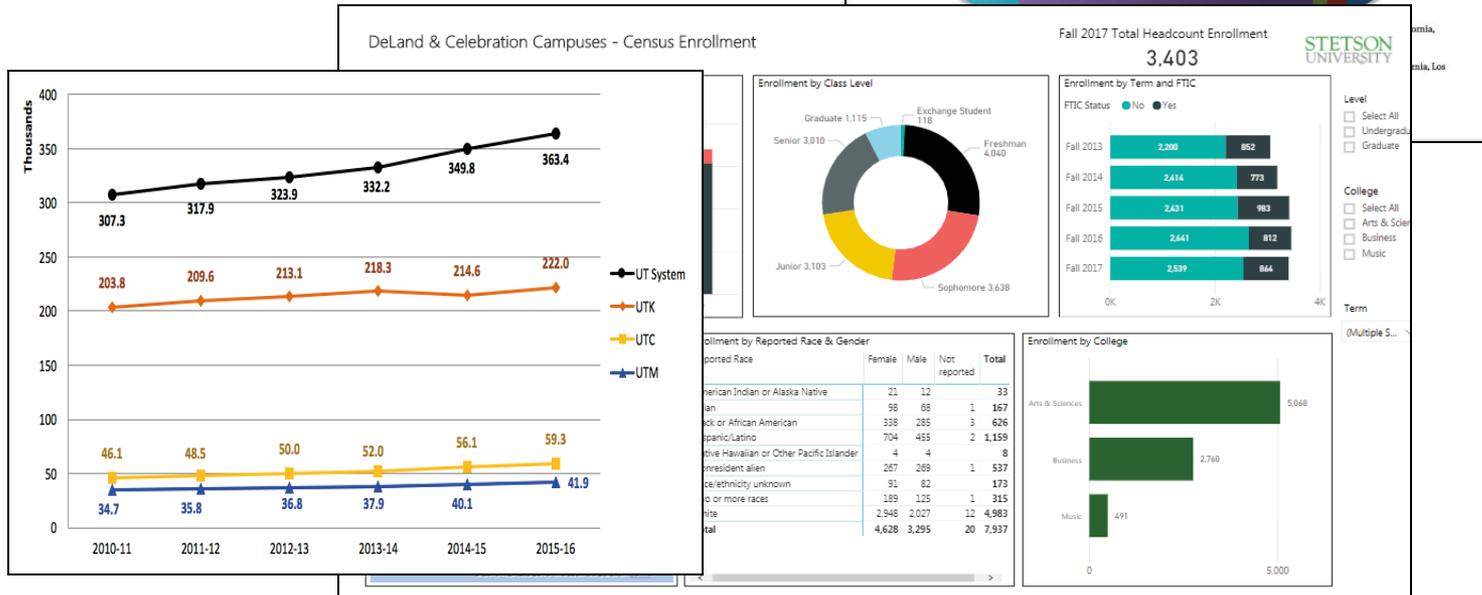
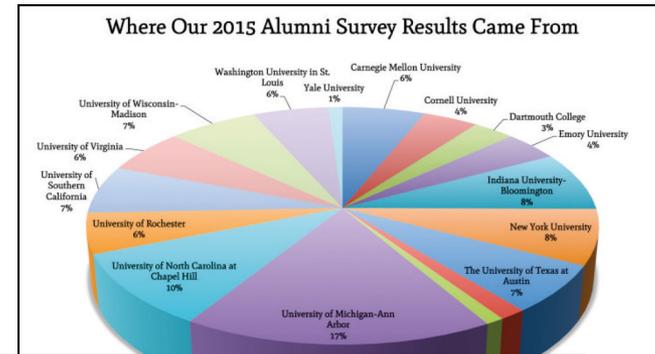
Business Development
<ul style="list-style-type: none">• Revenue generation• Qualifying referrals• Brand ambassadorship• Thought leadership• Mentorship• Competitive intelligence• Cross-selling

Meeting Great Expectations

- Collecting the right stories
- Anecdotal feedback from alumni and partners
- Quick wins: scoring and promoting to alumni, partners, attorneys, staff; strategically highlight alumni, companies

Meeting Great Expectations

- Using data and stories
 - Internal communications
 - Dashboards
 - Vendors



Group Concerns and Discussion



Contact Information

Debby Cusumano Caldwell

Director of Partner Hiring &
Alumni Relations
Winston & Strawn LLP
(312) 558-5222
dcaldwell@winston.com



Brian Sogol

Alumni Manager
Paul, Weiss, Rifkind,
Wharton & Garrison LLP
(212) 373-2438
bsogol@paulweiss.com



Amanda Stipe

Global Alumni
Relations Manager
Latham & Watkins LLP
(415) 395-8038
amanda.stipe@lw.com



Thank you for attending!