



Why Alumni Relations Should Matter to You (Even if You Don't Work in Alumni Relations)

Elizabeth Claps, *Senior Manager of Alumni Relations and Associate Life*, Cleary Gottlieb Steen and Hamilton
Sheri Mayerowitz, *Global Alumni Relations Manager*, Hogan Lovells LLP
Graziella Reis-Trani, *Alumni Program Manager*, White & Case LLP
Amanda Stipe, *Global Alumni Relations Manager*, Latham & Watkins LLP



April 9 – 12, 2019 • San Diego, CA

1

Agenda

- What is Alumni Relations?
- #CollaborationGoals
 - Recruiting
 - Professional Development
 - Pro Bono, Diversity & Inclusion
- Measuring ROI
- Resources and Questions



2

UK Recruiting Materials

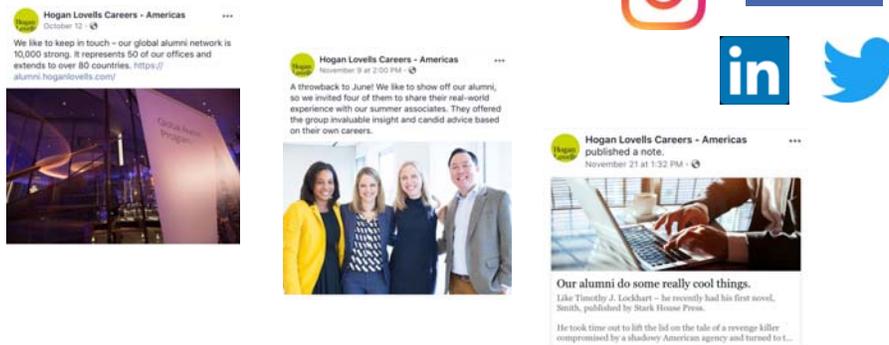


2019 NALP Annual Education Conference

April 9 – 12, 2019 San Diego, CA

5

Hogan Lovells Careers – Americas Social Media



2019 NALP Annual Education Conference

April 9 – 12, 2019 San Diego, CA

6

Alumni and Lateral Recruiting

- Include alumni in the talent pool
 - Consider alumni for open roles
 - Reduced onboarding time
 - Return with improved skills, broader experience, and competitor or in-house intel
 - Boomerangs stay longer
 - Recruiter cost savings
 - Add links to firm openings on alumni job board
 - Consider alumni for contract assignments
 - Alumni can be great sources of talent referrals

2019 NALP Annual Education Conference

April 9 – 12, 2019 San Diego, CA

7

Alumni and Professional Development

- Engaging AR team with the PD Department
 - Career Coaching
 - Confidential
 - Personal goals, not firm goals
 - Training
 - Resources for topics (themes, subjects)
 - Utilizing alumni for Business Development
 - Connections

2019 NALP Annual Education Conference

April 9 – 12, 2019 San Diego, CA

8

Alumni and Professional Development

- Using the Alumni Network to assist PD
 - Guest Speakers at firm CLE or other events
 - Resources for job opportunities
 - Networking
 - Mentors
 - Mock interviews
 - Client development practice

2019 NALP Annual Education Conference

April 9 – 12, 2019 San Diego, CA

9

Alumni and Diversity & Inclusion; Pro Bono

- Invite alumni to attend firm D&I events
- Using alumni to assist with D&I
 - Can help with recruiting
 - Can help with retention
- Recognizing alumni pro bono contributions
- Involving alumni in CSR initiatives

2019 NALP Annual Education Conference

April 9 – 12, 2019 San Diego, CA

10

Measuring ROI



2019 NALP Annual Education Conference

April 9 – 12, 2019 San Diego, CA

11

Resources

nalp Bulletin November 2018

A Perfect Pair: How Alumni Relations and Professional Development Can Partner to Enhance Careers and Increase Revenue

By Amanda Stipe and Alexandra Williamson

With smart planning and collaborative communication, a law firm's relationship with its lawyers can span the entire lifecycle of their legal careers. A firm's Professional Development and Alumni Relations professionals are key figures in this career lifecycle, and a solid partnership between the two can enhance lawyers' career opportunities and ultimately drive revenue growth for the firm. From law students and summer associates exploring career paths, to firm lawyers who need training and access to future opportunities, to firm alumni who have left but want to enhance their professional network, integrating these populations creates a community that benefits its members and the firm.

Recruiting

Law students are hungry for information about the firms they hope to join and are eager to understand the opportunities a career with a firm can provide. In this era where non-generated reviews play a major role in influencing decisions (e.g., Yelp), lawyers who left the firm but return to share their experiences with helpful associates can serve as a first-rate review. Alumni Relations and Professional Development can collaborate to host a thoughtful on-campus discussion featuring firm lawyers' perspectives on diversity and firm culture as well as views from alumni on client service and their careers after leaving the firm.

This partnership can continue adding value for law students and alumni alike during the firm's summer program. Whether sending alumni to a summer event, offering a summer associate on a matter led by an alum-

ni-client, or placing a summer associate in the legal department of an alumni-client for a portion of the summer, giving candidates access to successful alumni role models gives them a sense of the diverse opportunities available to firm lawyers. In turn, alumni welcome the opportunity to reconnect with their alma mater and share their experiences with future lawyers.

Training and Continuing Education

The legal and skills training law firms provide for their lawyers is a key component of a successful legal career. When Professional Development creates skills-based training around client service and professional growth, it might consider partnering with Alumni Relations to identify and invite alumni back to speak on the topic. Alumni often have outside perspectives to share that firm lawyers haven't yet experienced, and this insight is a valuable view into a client's world or life after the law firm. Some jurisdictions award MCLE credit for these skills-based programs with extra credit for the alumni presenters.

When used strategically, MCLE programming also provides an opportunity to showcase a lawyer retaining position or a junior partner who wants to build his or her external brand. Alumni Relations can identify in-house alumni who would welcome an MCLE presentation, since in-house legal departments often have limited access to these substantive legal presentations. Collaboration that highlights the expertise of the firm and its lawyers to targeted in-house legal departments often leads to business opportunities and will drive revenue growth.

nalp Bulletin January 2019

How In-House Career Counselors Help Facilitate Lifelong Alumni Relationships

By Sharon Light

Alumni programs are becoming the new normal at law firms, but offering dedicated confidential resources to discuss such career-related topics as becoming alumni is not always a top priority.

Within most law firms, there have always been quiet, above-board conversations about alternative career paths. Now a growing number of firms are embracing the fact that most lawyers will not remain in the firm for the entirety of their careers and firms are investing in career counseling infrastructure.

In a number of ways, career counseling still seems incompatible with many law firms. No one wants their chances at partnership or access to better work assignments to be squandered just because they expressed curiosity about alternate career paths. For that reason, firms offering counseling know that trust is of paramount importance.

But they also know that it is a business imperative to support these transitions. The NALP Foundation's most recent *Update on Associate Retention* (available at www.nalp.com/research/2018/01/01/update-on-associate-retention) states that an average of 75% of associates will become alumni within five years of leaving a firm. Helping lawyers find the best path for them just makes good, practical sense.

Alumni managers and career counselors cite a number of benefits to offering these programs:

- **Recruiting/Culture.** There is stiff competition for top legal talent. Incoming lawyers want to know how you will invest in their careers and futures. Create a culture that cares about and invests in its people, beginning with career counseling from day one and culminating in a robust alumni program.
- **Tangible ROI.** Look beyond how many lawyers

land in roles you helped them identify. You can track how many people you've counseled, and how many introductions you've made to alumni and clients. Your lawyers may find their next job on their own, but your support will stay with them for life.

- **Access to job opportunities.** Alumni are more likely to contact you when they are looking if they know you actively support this. This may facilitate new client relationships or expand existing ones. A structured program also creates opportunities to inform alumni, which helps firms save on hiring, recruiting, and training costs.
- **Support attorney retention.** By offering counseling, you will know where your best talent is looking to leave, providing an opportunity to address concerns and retain these lawyers for a longer period of time.
- **Create loyal alumni.** Counseling may help your lawyers land a better position than they would find on their own, or guide them to a role with an existing client. Think about the last time you searched for a new job. Any help navigating that process will create deep loyalty.

If you are considering adding or building out this function, these are the know how some suggestions:

1. **Framing is important.** "Career development" is preferable to "career placement" or "outplacement." Some counseling will be for lawyers who do want to make partners. Making your program open to the widest variety of career options will make it easier for people to understand.
2. **Trust and confidentiality are paramount.** Whoever is involved in counseling must be seen as an in-

2019 NALP Annual Education Conference

April 9 – 12, 2019 San Diego, CA

12

Contact Information



Elizabeth Claps
*Senior Manager of
Alumni Relations and
Associate Life*
Cleary Gottlieb Steen &
Hamilton LLP
+1 212 225 3164
eclaps@cgsh.com



Sheri Mayerowitz
*Global Alumni Relations
Manager*
Hogan Lovells LLP
+1 212 918 6121
sher.mayerowitz@
hoganlovells.com



Graziella Reis-Trani
*Alumni Program
Manager*
White & Case LLP
+1 212 763 1749
graziella.reis-trani@
whitecase.com



Amanda Stipe
*Global Alumni Relations
Manager*
Latham & Watkins LLP
+1 415 395 8038
amanda.stipe@lw.com