MANAGING UP: HOW TO ROUTINELY PRESENT ALUMNI PROGRAM ROI TO FIRM LEADERS

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Presenters

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Defining Business Objectives

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Business Drivers in Alumni Programs

Business Development

83% of program rank this as the top business driver, yet only **47%** of programs track alumni assisted sales or revenue (**63%** of law firms)

Talent Acquisition

70% of programs rank this as a top business driver. **61%** of programs track rehires and **46%** track alumni referrals (**67%** of law firms track rehires and **50%** track alumni referrals)

Brand Awareness

62% of programs rank this as a top business driver, however only **30%** of programs track Net Promoter Scores (NPS) and/or Glassdoor ratings (**20%** of law firms)

96% of alumni program managers share results with organization leadership & executive team
More than 50% of managers do this on a quarterly and/or yearly basis

Source: 2022 Corporate Alumni Benchmarking Report
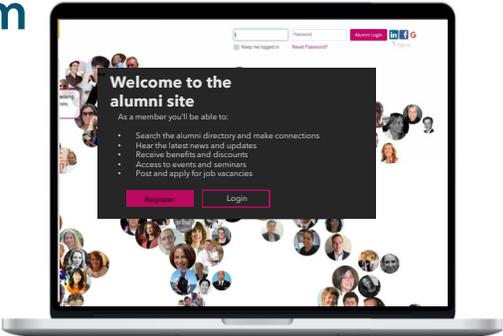NALP 2023 Annual Education Conference

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Case Study:
Magic Circle Law Firm

Problem

Leadership needed a solution to help fuel growth of business on topline and for talent.

Solution

Launched a high-performing alumni platform with PeoplePath in 2010; currently 8,392 registered alumni.

Results

Generated millions of dollars in alumni assisted revenue and exceptionally high level of brand advocacy.

Welcome to the alumni site

As a member you'll be able to:
- Search the alumni directory and make connections
- Hear the latest news and updates
- Receive benefits and discounts
- Access to events and seminars
- Post and apply for job vacancies

Register | Login

$376M

in revenue from alumni at clients in past 6 years.

19%

of global top 20 deals had instrumental alumni involvement

100%

of alumni would recommend firm as preferred legal supplier.

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Understand Alumni Motivations

These five pillars provide a segmentation strategy focused on the alumni's primary motivations for joining an Alumni Program. Research in collaboration with Cornell University's School of Industrial and Labor.

Pragmatic

Product Promotions, Discounts, & Perks

Interested in receiving discounts on products & services and other benefits.

Mission-Driven

Newsletter, Targeted E-mails, Alumni Portal

Interested in the Company, its purpose, happenings, people, and values as well as his or her former colleagues.

Social-Driven

Events: Lunches, Networking, Demos & Webinars

Interested in reconnecting with the Company's people and having more personal interactions.

Product-Focus

Product Trials, Early Access to New Services

Interested in knowing about the latest products & services and testing new products. Typically, early adopters.
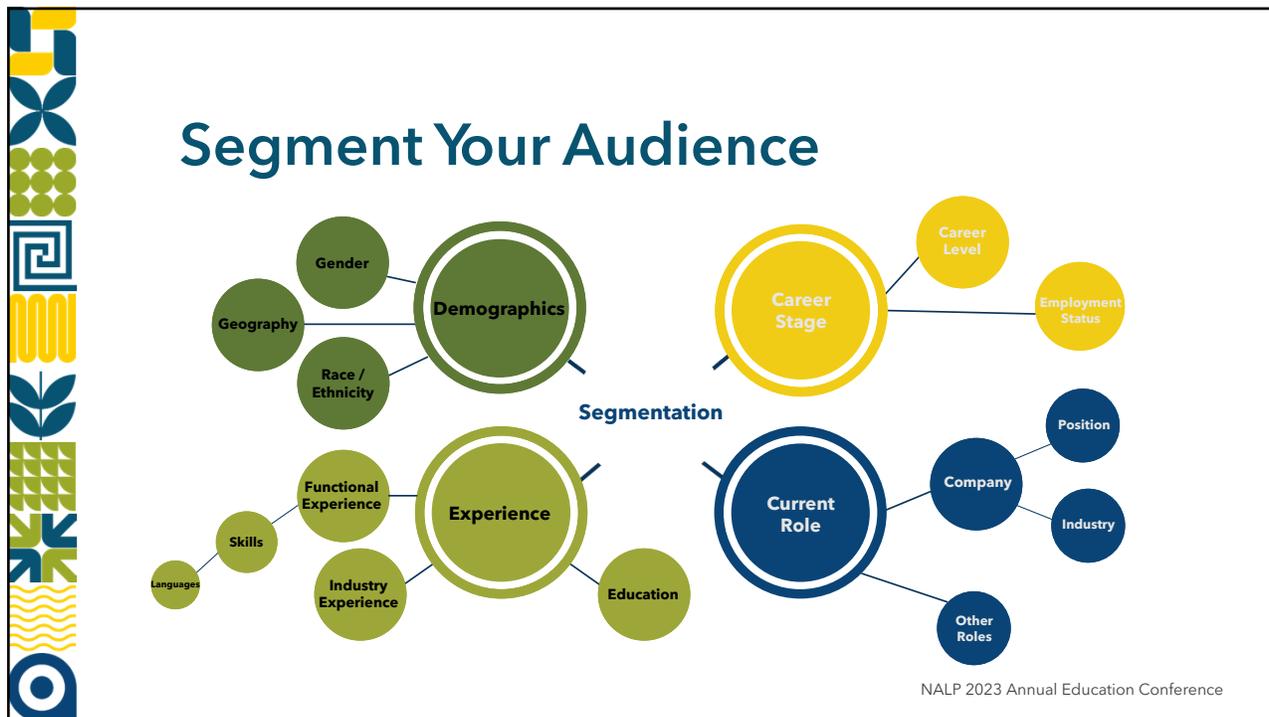
Career-Focused

Easy Access to New Opportunities, & Relevant Jobs

Interested in jobs, continuing education and other professional development opportunities.
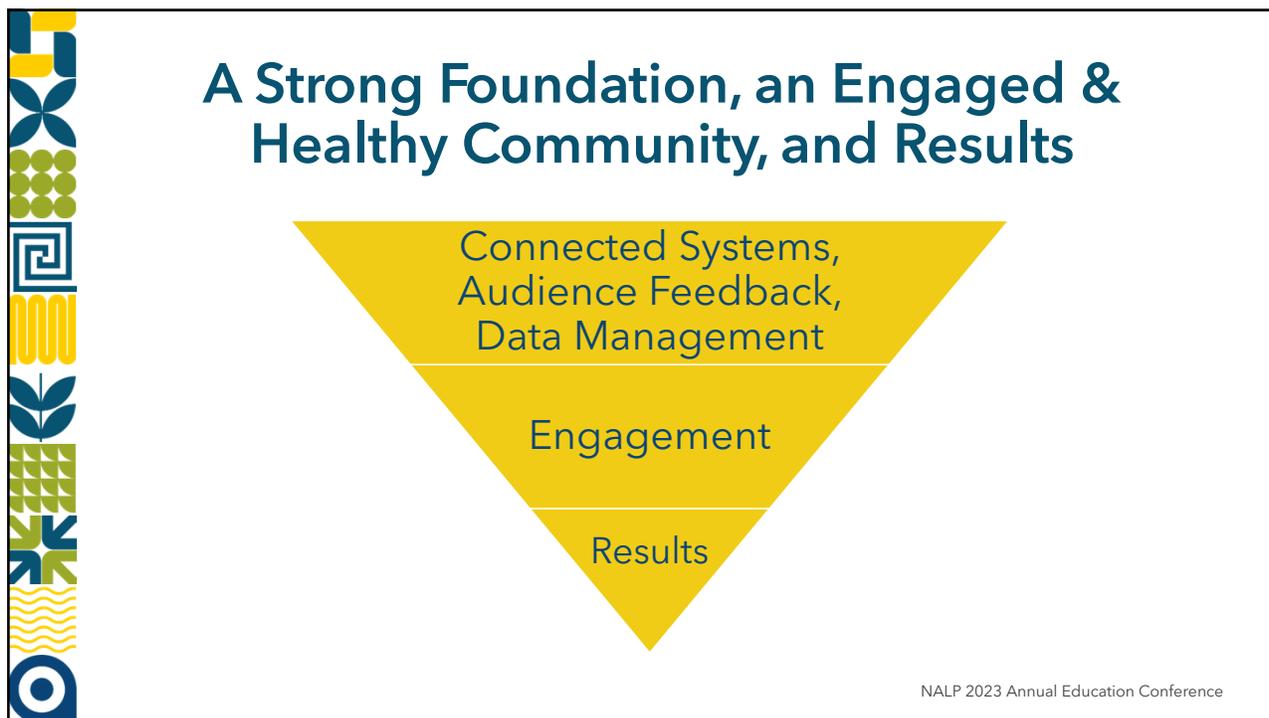
Cornell University

Source: 2018 Corporate Alumni Benchmarking Report
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Setting the Community up for Success

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Seyfarth's Strategic 3-Year Plan

Year 1

- **Growth**:
  Build the alumni database
- **Process:**
  Recruitment, Onboarding, Experience, Offboarding
- **Launch:**
  Alumni Network Platform
- **Content:**
  Create engaging pieces around human interest, firm news, and educational events
- **Marketing:**
  Promote internally/externally to get registrations

Year 2

- **User Engagement:**
  Communications and Events
- **Leverage Resources:**
  Alumni Platform - Provide Resource and Value for Clients
- **Benchmark:**
  Measure Business Driver Success
- **Attorney Engagement:**
  Feel connected to the firm and alumni program

Year 3

- **Enhance:**
  Inter-Department Collaboration
- **Develop:**
  Strategic Career Development Program
  Alumni Advisory Board
- **Create:**
  Secondment Program. Track Secondments and develop metrics
- **Retired Partners**:
  Greater emphasis

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Make Alumni a Part of Company DNA

**More than half of companies invite employees/attorneys into their program.
And they're starting even earlier:**

Recruitment

48% of companies promote alumni during the recruitment phase to demonstrate success (**60%** of law firms)

Onboarding

52% of companies promote the alumni program during onboarding to showcase it as a useful tool (**63%** of law firms)

Employee Experience

60% of companies invite employees to join in alumni program offerings such as events and resources (**70%** of law firms)

90% of companies offer a formal exit interview or survey, with 79% of law firms working to bring career transition support earlier into the process.

Source: 2022 Corporate Alumni Benchmarking Report
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Make Alumni a Part of Company DNA

Seyfarth Internal Engagement Challenge

Goal

Now that SPAN has launched, our top goal in 2023 is increasing engagement in the platform. The goal is to increase engagement on the platform and to get each office to 100%

Solution

Propose a contest between the offices designed to get our attorneys registered. To offset different office headcounts, the contest will be based on percent registered.

Prize

The winning office will be announced in June. The winning office will receive lunch for the staff.

SPAN REGISTRATION
Total Attorneys Registered

Office	Percent
SAN FRANCISCO	55%
SACRAMENTO	28%
DOWNTOWN LA	34%
CENTURY CITY	54%

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A Program Must Offer Resources

When the basics aren't offered, there's a notable difference across these 10 law firms when looking at their login rate of the last 12 months.

These options provide value to the alumni, and along with a consistent content & engagement strategy, more people will come to your network.

Law Firm	Active Members	Job Board	CLE	Alumni Spotlights	Current Lawyer Access	Alumni Program FTE
LF-A	37%	Yes	Yes	Yes	Yes	1
LF-B	14%	Yes	Yes	Yes	Yes	1
LF-C	37%	Yes	Yes	Yes	Yes	1.5
LF-D	39%	Yes	Yes	Yes	Yes	2
LF-E	29%	Yes	Yes	Yes	Yes	2
LF-F	10%	Yes	Yes	Yes	Yes	1.5
LF-G	24%	Yes	Yes	Yes	Yes	2
LF-H	14%	Yes	Yes	Yes	Yes	1
LF_I	16%	No	No	Yes	No	0.3
LF-J	4%	No	No	No	Yes	0.3

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Case Study: Create Opportunities
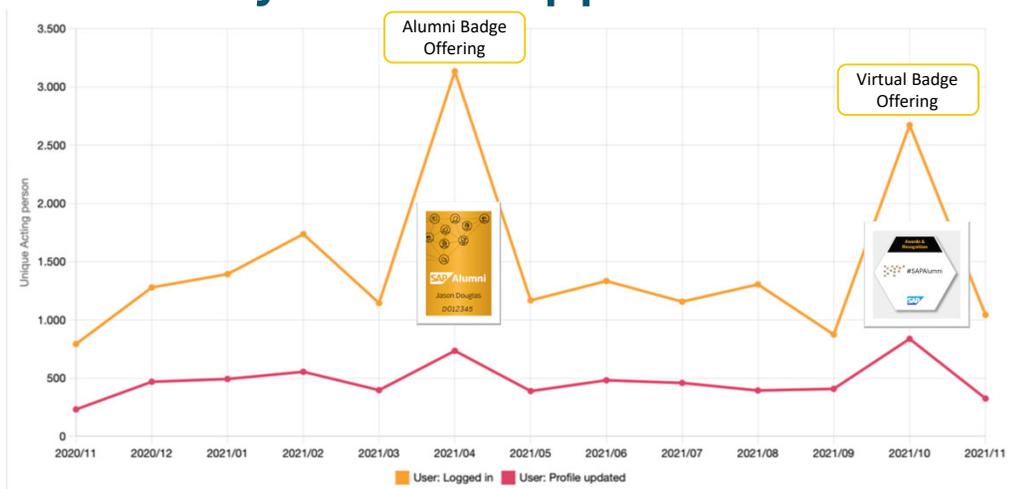
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What to Present to Executive Sponsors

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What Matters Most to Executives

Reports should deliver the most **relevant** amount of information in the least amount of time.

They should include your most important KPIs, connection to overall ROI, and tell a compelling story.

Program Overview

Upcoming Year

Past Year

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Assembling an Annual Report

Annual reports should be cumulative, and have a mix of quantitative and qualitative information

Section 1: Overview
- **Program Goal**
  - A reminder of the business drivers the program is working toward
- **Program Framework**
  - How the program is designed
- **Alumni Facts & Figures**
  - Notable information
  - Program Size
  - Alumni in the News / Recent Moves
  - Examples of Spotlights
  - Quotes directly from Alumni

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Assembling an Annual Report

Program Framework Example

The heart of the overview is the Program Framework. These are the core components of the program at a high-level.

It serves as a section to showcase what you've accomplished and what's strategically taking place.

Global Reach & Engagement
- Alumni Connections through events, programs, etc.

Special Projects
- How alumni expertise is utilized, any partnerships or requests

Strategy & Operations
- Long-term Planning / Program Management
- Measurement & Evaluations

Innovation & Exploration
- Future technology improvements needed, targeted engagement, pilot programs, or future team needs

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Assembling an Annual Report

Annual reports should be cumulative, and have a mix of quantitative and qualitative information

Section 2: Past Year
- **Feedback from Annual Survey**
  - % that would recommend network
  - % would recommend organization as place to work
  - % would recommend organization products or services
  - % satisfaction from post-event surveys
- **Key Impact Areas**

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Assembling an Annual Report
Key Impact Areas

Infrastructure
- Technology, Leadership, Feedback

Community
- Volunteering, Knowledge sharing, In Memorials, Business Resource Groups

The Key Impact Areas are the interactive sections of the program that indicate community health and engagement.

Reach
- Membership Growth, Event Attendance

Advocacy
- Connection to Internal Communications (newsletters, emails), Connection to Executive Leadership (CEO involvement, management engagement, etc.)

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Assembling an Annual Report

Annual reports should be cumulative, and have a mix of quantitative and qualitative information

Section 3: Upcoming Year
- **State of the World**
  - Potential Political/Economic Impacts
- **Program Maturity Level**
  - Next Steps / Review of Multi-Year Strategy
- **Program Strengths / Weaknesses**
  - What to continue to focus on / continue to build
- **Program Opportunities**
  - Explore and develop new ideas/partnerships
- **Alumni Needs & Wants**

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Assembling an Annual Report

Seyfarth Year 2 KPIs

Seyfarth's Year 2 KPIs:
- Expand & Go Global
- Increase Engagement
- Track ROI Automatically

Go Global
Collaborate with technology team/data privacy attorneys to launch to our alumni in Europe

Track ROI
Work with finance to figure out a system to track revenue generated from alums

Grow
Increase the network of alums by 50%

Launch Alumni Newsletter
Publish a regular cadence

Host Great Events
Set up 5-6 Events, In-Person in the US

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Q&A

- How do you approach your annual reporting?

- Is there anything else you include to your executives that works well?

- How long does it take you to pull together an annual report?

- Who do you involve in your reporting each year?

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THANK YOU

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