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Change Makers: How Alumni, DEI and Well-Being Programs Enhance and Evolve Law Firm Culture

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Who is in the room?

Law Firm Professionals?

Law School Professionals?

What is your function?

Alumni Relations?

DE+I?

Recruiting?

Professional Development?

Wellness?

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Origin Story



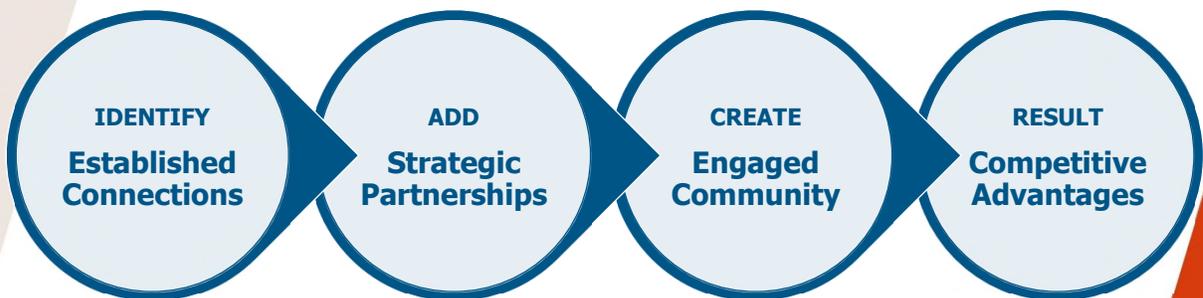
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The Alumni Advantage

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Alumni Relations: Intentional Community Building



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Alumni Relations: Established Connections

Alumni remain our...

- colleagues
- friends
- trusted advisors
- industry experts
- peers
- community members
- mentors

While they work as...

- general counsels
- presidents
- executive directors
- chief counsels
- owners
- directors
- vice presidents

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Alumni Relations: Strategic Firm Partnerships

Marketing

Business
Development

Client
Experience

DEI

Recruiting

HR &
Benefits

Practice
Management

Pro Bono

Innovation

Coaching

Professional
Development

CLE &
Training

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Alumni Relations: Collaboration Stories

Team	Collaborations
Recruiting	Summer associate panel & recruiting events
DEI	Presenters and guests for affinity group events & initiatives
Professional Development	Panelists for firm-wide associate retreat, CLE teaching & learning opportunities
Coaching & Career Planning	Writing mentor program, job placements, introductions to professional groups & boards
Business Development	Alumni rosters for target clients
Marketing	Job moves and success stories for content, promote brand recognition efforts
Human Resources & Pro Bono	Volunteer opportunities

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Alumni Relations: Competitive Advantages



IDENTIFY CONTACTS
AT TARGET CLIENTS



STRENGTHEN
EXISTING CLIENT
RELATIONSHIPS



CREATE REFERRAL
OPPORTUNITIES



AUGMENT THE
TALENT PIPELINE



COLLABORATE WITH
INDUSTRY LEADERS



BOLSTER BRAND
RECOGNITION



CROSS-PROMOTE
OPPORTUNITIES



EXPAND SOCIAL &
PROFESSIONAL
NETWORKS



SHARE EDUCATIONAL
OPPORTUNITIES

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Alumni Relations: Helpful Practices

Take every opportunity to promote Alumni Relations a strategic tool for attorney success

Work to embed alumni considerations into routine attorney and administrator tasks and practices

Capture useful metrics that align with firm priorities

Continuously seek opportunities to collaborate with other departments

Encourage warm alumni relationships (even if they join a competitor)

Enjoy your time with the alums!

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Well-Being + Alumni

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Well-Being + Alumni: The Big Picture



ABA Well-Being Pledge

Starts with our current attorneys

Listen to feedback

Education that influences personal well-being

Don't work in silos

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Well-Being + Alumni: Collaboration Stories

Lifelong Learners Program

Movement challenges

Supportive policies

Offboarding process

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DEI + Alumni: Challenges

Reasons that diverse lawyers might hesitate to participate in their former firms' alumni programs.

- Lack of Inclusivity**
If a lawyer felt marginalized or excluded during their tenure at the firm due to their background, identity, or experiences, they might not view the alumni network as welcoming or beneficial.
- Negative Experiences**
Lawyers who had negative experiences, such as feeling undervalued, facing microaggressions, or encountering outright discrimination, may not want to maintain a connection with the firm.
- Relevance & Representation**
Diverse alumni might question the relevance of the programs to their career paths or interests. If alumni events, content, and networking opportunities don't address the unique challenges and opportunities that diverse lawyers face, they may feel that involvement won't add value to their professional development.
- Networking & Mentorship Opportunities**
If diverse lawyers feel that networking and mentorship opportunities are limited or not accessible to them due to their background or the firm's network composition, they may see little benefit in participating.

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DEI + Alumni: Collaboration Stories

Cultural Heritage and Awareness Month Programs

Educational and Professional Development Programs

Diverse Alumni Networking Events

Affinity Group Meetings and D&I Associate Sponsorship Program

Spotlight Success Stories

Newsletter

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Questions?

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Thank you for joining us!



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