

MEMORANDUM

TO: NALP Board of Directors
Lynne Traverse, Board Liaison
Fred Thrasher, NALP Deputy Director

FROM: Karen Amatangelo-Block

DATE: April 11, 2011

SUBJECT: NALP Legal Employer Alumni Relations/Programs Interest Group Report

SUMMARY

This report summarizes recent activities of the Legal Employer Alumni Relations/Programs Interest Group. The group has gained a few members in this quarter. As of our last call, we are moving forward with research and data collection.

GROUP REPORT

On our most recent call we discussed the results of our NALPnow! survey (noted below) and our plans to collect information on alumni relations among NALP members and grow membership. We welcome board feedback on our direction.

- We placed a short survey in the March 17 NALP now! The survey asked for responses of members who are involved in alumni relations. We had 13 responses:
 - 55% responded that their firm has an alumni program
 - 7 out of 12 respondents said they are involved in alumni relations at their firm
 - 9 people gave their contact information
- We planned next steps for collecting more information on alumni programs at law firms
 - We are finalizing our longer questionnaire to send by survey monkey to those who we know are willing to complete it; i.e. those respondents that provided follow up contact information to our NALPnow! request.
 - In addition to the 9 respondents to our NALPnow! survey, we are making a list of additional contacts within the NALP membership to target.
 - In May, we will send the questionnaire with a cover email describing our charge.
- In addition, we are doing the following to increase membership and contacts:
 - We have posted our recent NALP now post on LinkedIn NALP group
 - We will place information about our group and the questionnaire at the NALP conference in three locations:
 1. At the NALP conference Program “Capitalizing on Alumni Connections” (we hope to connect with the presenters – and potentially make an announcement)
 2. We will post a sign on the bulletin board
 3. We will have a handout on the conference table.

ENVIRONMENTAL SCANNING

All members are encouraged to post to the discussion group, any current articles, conference events, or other resources and trends in alumni programming that would benefit those on our group and the NALP members.

GOALS

We are moving forward with our main project to conduct substantial research on alumni relations because there is little information currently available to NALP members. Our focus right now is building our list of contacts (a directory of sorts) and then to gather data. Next steps are to review the research and potentially create a best practices guide, a bulletin article, or possibly a program at the 2012 conference.