

# MEMORANDUM

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

FROM: Karen Amatangelo-Block

DATE: October 19, 2010

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

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## SUMMARY

This report summarizes recent activities of the newly created Legal Employer Alumni Relations/Programs Interest Group. The group was initiated in the summer and we began communicating through the NALP online discussion group. A number of members have joined the discussion group; however some of them are law school member observers, while only about ten legal employer members have contacted me by email and participated in a call.

## GROUP REPORT

We had a conference call on Friday October 8, 2010, where in we discussed our charge and possible projects for the group to consider. We welcome board feedback on our direction - ideas for consideration included the following:

- Expand our group to include additional NALP professionals who work on Alumni Relations
- Explore what firms have strong alumni programs, what are best practices of successful programs, what are the roles of NALP professionals in those firms
- Explore what other professional industries are doing to build and maintain strong alumni programs
- Exchange information among group members to be able to benefit from our collective experience and to be a resource for one another

As we begin to prepare to research and collect data that will benefit the NALP membership, specifically those interested in alumni relations, we determined that we need to solicit more members. We plan to send a message to the experienced professional section discussion group as well as reach out to our own contacts to add members so that we have a broad group of professional experience as a foundation for the interest group.

We are preparing a questionnaire to be used among ourselves to be a resource for one another, and to help gather and collect information from alumni relations professionals. Our next agenda items are to:

- Plan and determine what outreach we can do to gather more information
- Develop a plan of how to best use the data we gather to add value back to the NALP membership
- Consider if there is enough interest in the group and value to membership to advance from an "interest group" into a "NALP section"

### **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. One article was posted last month: "How Law Firms Can Better Maintain Relationships with Laid-Off Alumni," by Kate Neville.

### **GOALS**

Our interest group is in the initial phase, but we do hope to grow and conduct substantial research on alumni relations because there is little information currently available to NALP members. Proposals in consideration for distributing information include a Bulletin Article, a Best Practices or Resource Guide, and possibly a conference program in 2012.