

MEMORANDUM

TO: Fred Thrasher, NALP Deputy Director

FROM: Tim Henderson, Finnegan
Jean Durling, Fox Rothschild

DATE: January 23, 2025

RE: Board Report – Legal Employer Chief Officers Interest Group

Since our last report, we hosted the November 2024 Fall Symposium and had a monthly meeting in January 2025.

The agenda for the November 13-14, 2024 Fall Symposium is included below.

January 15, 2025 Meeting Agenda:

1. Management training for attorneys
2. Partnership advancement (from associate, counsel and non-equity)
3. Update on upcoming early OCI (no good solutions)
4. Attorney evaluation software (no one has found good replacement for vi/Aderant)
5. Broader use of FloRecruit beyond OCI
6. Response to LA fires for those with LA offices.

8:45 – 10:00 a.m.

AI-Powered Talent Management: Revolutionizing HR in Law Firms and Schools

Ashley Nelson, Goodwin; Sarah Scott, Lowenstein Sandler; and Steve Gluckman, Skillburst Interactive

In today's rapidly evolving legal landscape, HR professionals face increasing pressure to attract, retain, and develop top talent while maximizing efficiency. Artificial Intelligence (AI) offers a powerful solution to these challenges.

This session will explore how AI can be leveraged to streamline HR processes, enhance talent acquisition, improve employee engagement, and drive better decision-making in law firms and schools. Attendees will gain insights into:

- **AI-driven talent acquisition:** Utilizing AI to identify top candidates, automate screening processes, and reduce time-to-hire.
- **Employee engagement and retention:** Leveraging AI to analyze employee data, identify potential attrition risks, and personalize development plans.
- **Performance management and evaluation:** Utilizing AI to automate performance reviews, provide real-time feedback, and identify areas for improvement.
- **Learning and development:** Utilizing AI to personalize training programs, track employee progress, and measure the impact of learning initiatives.
- **Ethical considerations and bias mitigation:** Addressing the ethical implications of AI in HR and discussing strategies to mitigate bias in AI algorithms.

By attending this session, HR professionals will learn how to harness the power of AI to optimize their talent management strategies, improve operational efficiency, and create a more engaged and productive workforce **while focusing on the legal and ethical considerations.**

10:00 – 10:15 a.m.

Break

10:15 – 11:30 a.m.

Data-Driven Decisions: Harnessing Analytics for Professional Services Success

Nicole Archibald, Foley Hoag; Sean Monahan, Harbor; and Kate Boucher, Foley Hoag

In today's competitive landscape, professional services organizations must leverage data to drive informed decision-making, improve efficiency, and enhance client satisfaction. We will hear from Harbor Legal some case studies of how various firms are using data and analytics, and then join an open conversation to explore how attendees are using such information at their own firms.

Key topics:

- **Data Collection and Management:** Understanding the importance of collecting and managing relevant data to support analytical efforts.
- **Key Performance Indicators (KPIs):** Identifying and tracking critical metrics to measure performance and identify areas for improvement.
- **Client Relationship Management (CRM) Analytics:** Utilizing data to enhance client satisfaction, identify upselling opportunities, and improve customer retention.
- **Financial Analytics:** Analyzing financial data to assess profitability, identify cost-saving opportunities, and improve budgeting.
- **Case Studies and Best Practices:** Examining real-world examples of how professional services organizations have successfully implemented data analytics to achieve tangible results.

11:30 – 12:00 p.m. Antitrust Primer

Nikia Gray, NALP Executive Director

**12:00 – 1:15 p.m. Navigating the Tangled Landscape of Law Student
Recruitment: The Impact of a Free Market Approach
(Working lunch)**

Ashley Nelson, Goodwin; Melissa Lennon, Richards Layton & Finger; and Jean Durling, Fox Rothschild with special guests from NALP, Nikia Gray, Executive Director and Rebecca Calman, President

The increasing adoption of a free market approach in law student recruitment has led to a more chaotic and competitive landscape. With a proliferation of online platforms and virtual events, law firms are struggling to stand out and attract top talent. This session will explore the challenges and opportunities presented by this shift and offer practical strategies for law firms to navigate the new normal. Share insights and challenges with NALP leadership and strategize ways to make the most of the changing landscape.

Key Topics:

- **The Free Market Impact:** Analyzing the consequences of a more market-driven approach, including increased competition, information overload, and decreased candidate engagement.
- **Adapting to Chaos:** Developing strategies to thrive in a dynamic and unpredictable recruitment environment.
- **Building a Strong Employer Brand:** Differentiating your firm in a crowded marketplace and attracting top talent through a compelling value proposition.
- **Leveraging Technology Strategically:** Utilizing digital tools (Flo Forward and others) to streamline recruitment processes, enhance candidate experience, and gather valuable data.
- **Measuring ROI:** Evaluating the effectiveness of your recruitment efforts and making data-driven decisions to optimize your investment.

1:15 – 1:30 p.m. Break

1:30 – 2:45 p.m. Bridging Divides for a More Engaged Law Firm

Ryan Galvin, Stradley and Chandra Kilgriff, Saul Ewing

In today's law firms, fostering a sense of belonging and driving collaboration is critical for organizational success. This session invites participants to share ideas and develop innovative solutions that increase engagement and bridge generational divides among attorneys and staff of all ages at all levels. We will facilitate small group discussions on various aspects of law firm engagement, inviting participants to share technology solutions, workplace culture and talent initiatives, and communication strategies that are working within their firms. Walk away with ideas that you can adapt to your own firm.

Key Topics:

- **Promoting cross-generational understanding and collaboration:** Initiatives that foster empathy, respect, and appreciation for different perspectives and work styles.
- **Breaking down silos:** Strategies for investing in and developing your business professionals to promote inclusion and improve retention.
- **Foster a sense of community:** Events, volunteer opportunities, or networking initiatives that bring employees together and promote engagement and connection in a hybrid environment.

2:45 – 3:00 p.m. Closing Remarks