

Memorandum

To: Lynne Traverse, Board Liaison, Experienced Professionals Section
Fred Thrasher, NALP Deputy Director

From: Mary Hoagland, Chair, Experienced Professionals Section

Re: First Quarter Board Report

Date: July 1, 2010

I am writing to outline the activities of the Experienced Professionals Section (EPS) since the Annual Conference. The EPS has five Work Groups: (1) Annual Education Conference Planning Work Group, (2) Experienced Professionals and Newer Professionals Collaboration Work Group, (3) Talent and Interest Give Back Project, (4) Writing Opportunities/Bulletin Article Planning Work Group, and (5) Pathways to Leadership.

The Annual Education Conference Planning Work Group (Danielle Shannon, chair, with assistance from Laurel Hajek)

Danielle and Laurel pulled together the work of last year's 2011 Conference Planning Work Group (members included Laurel Hajek, Betsy Armour, Karen Britton, Gail Peshel, Marilyn Tucker, Lynne Traverse, Bill Chamberlain, and Mary Hoagland) and the EP Section that met in San Juan. Additionally, they did outreach to solicit RFPs from the section. Sixteen RFPs were submitted on behalf of the EPS for the 2011 Annual Conference—involving 25 EPS members as presenters. Three were RFPs for mini-plenaries and thirteen RFPs for concurrent sessions. The mini-plenaries included:

1. Managing Your Brand in 2011 and Beyond – Michael Melcher
2. Influence: Getting a Seat at the Table and Your Ideas Heard – Steve Hughes
3. Your Leadership Possibilities: Envision, Execute, Excel – Donna Jones Daley

The concurrent session recommendations included:

1. Collaborative Departures Pay Off: A Unitary Team Approach to Positive and Effective Lawyer Outplacement – Norma Cirincione, Celia Paul, Stephen Rosen
2. The Joy of Self-Assessment: How Knowing More About Yourself Can Improve Your Effectiveness as a Law Student and Lawyer – Bill Chamberlain, Paula Nailon
3. Trendsetting: Creating Your Own Career Center of the Future – Skip Horne, Karen Britton, Andrew Ceperley, Rhonda Beassie
4. Harnessing Alumni Power – Norma Cirincione, Mireille Butler

5. A Relationship Strategy with Heart and Mind: How to Deepen and Broaden Workplace Relationships for Personal Fulfillment and Professional Success – Michael Melcher
6. Delivering Negative Feedback and Managing the Aftermath – Sarah Staup, Richard Korst, David Diamond
7. Managing a Team is Stressful: It Can Get Lonely at the Top: HR Tools for Helping Managers Cope – Mireille Butler, Patricia Patrick
8. A New Equilibrium: Finding the New “Right Balance” in Relationship Management – Elizabeth (Betsy) Armour, Lynne Traverse
9. Roundtable Discussion for Newer Professionals & Experienced Professionals – Roundtable topics led by members of the EP Section
10. Beyond Grades and Scores: Factors Predicting Lawyer Success & Effectiveness – Marjorie Shultz, Sheldon Zedeck, Kent Lollis, Alan Haynes
11. Predictors of Success: Models for Selecting Legal Talent – Jennifer Queen, Elizabeth Price, Lynne Traverse, Emily Leeson
12. Social Media: Understanding, Embracing, and Leading in an Ever-Changing Technological Environment – Gina Rowsam, Alisa Rosales

The Work Group also proposed (as an RFP) a separate EPS lunch similar to the lunches we had at the Washington, DC. and San Juan conferences. We also recommended that the lunch include a speaker and that the lunch be followed by a concurrent session for EPs.

The Experienced Professionals and Newer Professionals Collaboration Work Group (Brian Lewis and Kim Hensarling, Co-Chairs)

This work group is divided into two areas: Conference Mentoring (Brian) and EP/NP Interface (Kim):

2011 Conference Mentoring – The Experienced Professionals are willing to serve as mentors to NPs, if this service is requested. Also, we are available to staff a *Newcomers’ Table* near the registration desk and give out helpful information including “Tips from EPs” on making the most of the conference, a list of the breakfast roundtable topics, and information for mentors and mentees (if this mentor program is repeated). We have asked to repeat the *Breakfast Roundtables* covering hot topics for the NPs hosted by the EPs.

EP/NP Interface – Kim will be working with the NP Section chair to set out a year’s plan of action that will include one or more of the following ways of having EPs and NPs interface:

1. Four “Ask the Experts” webinars staffed by EPs on topics chosen by NPs.

2. Invite EPs to join NP conference calls and visa versa.
3. Invite NPs to help EPs understand more about the practical uses of social networking tools.

Talent and Interest Give Back Project (Laura Kanter, Chair)

Laura has spoken with Irena McGrath, chair of the Membership Services Advisory Group, and they are coordinating their respective charges. Additionally, Irena, Lynne Traverse, and I have talked to make sure we understand what the charges are and how best to divide, conquer, and coordinate (Lynne will confirm our understanding with Carol to make sure we have it right). Preliminarily, the three focus areas for this charge will be (1) adding/modifying questions to the Member Profile System, (2) encouraging members to update profiles, and (3) telling members how to use the profile system. The last two items will lend themselves to Bulletin or NALPnow! articles. Because of the overlap in our projects, Laura will sit in on Irena's July group call and we will go from there.

Writing Opportunities and Bulletin Article Planning (Mireille Butler & Norma Cirincione)

In the coming year, this work group will submit monthly Bulletin articles for a column entitled "Tips from Experienced Professionals." The column articles will be authored by EP school and employer members and will touch on a wide variety of topics including crisis management, an innovative law school lecture series dealing with business entrepreneurship, the outlook for LLM's in the current market, and leadership and staff development in the workplace. An article by Lynne Traverse on "Crisis Management" will appear in the July Bulletin and a column by Beth Hansen will be featured in the August issue. The remaining nine columns will run through May of 2011; we have only three slots to fill.

Pathways to Leadership (Christine Carlson)

This work group has been charged with examining leadership and volunteer service experiences of current and former NALP members. This year they will undertake to interview two former NALP presidents to see how this experience shaped and changed their career paths and their lives. They will share their research in a NALP Bulletin article. They will also explore the possibility of recording the interviews and making them available on the NALP website. Christine, Bill Chamberlain, and I met to discuss the Pathways project vis a vis Bill's Leadership Advisory Group's charge to do a quantitative study of NALP's current and past (last three years) leaders. Since Christine's project is very qualitative in nature, there will be less overlap (and less need for coordination) between the two groups than we originally thought there would be. Still, they will stay in contact to make sure we don't overlap.

Environmental Scanning Conference Calls (June 18th and June 23rd)

Two environmental scanning calls were held to take the pulse of members of the EPS on (1) the use of social media, (2) how schools and firms are planning for OCIs, (3) how summer programs are going, (4) any 3 L hiring, (5) whether schools are doing anything differently to prep students over the summer for the next job search cycle, and (6) what people are hearing about the economy. There were fifteen people on each of the calls, with slightly more firm than law school members joining in. There was some overlap in participants between the calls.

Lynne Traverse report from Board meetings:

- Mentioned DC board meeting, ongoing environmental scanning calls, and two new interest groups.
- Reminded us of upcoming webcasts and encouraged us to sign up for the weekly news digests.

FP Work Group Report:

- Danielle Shannon and Laurel Hajek reported on the section's 16 submissions for the 2011 Palm Springs Conference (see above).
- They pointed out that any RFPs that are not chosen can (1) be resubmitted for the 2012 conference or (2) turned into Bulletin or NALPnow! articles.

Firms on Use of Social Media:

- One firm had conducted a summer associate focus group for two summers to study the question of whether the firm should have a facebook page. The overwhelming response from both summers was, "No!" They thought the information could be placed on the regular website, and they thought it was "creepy" that firm administrators would try to find and "friend" them.
- The same firm had a summer associate blog—they asked the summers to write on a given topic and the recruiting staff compiled and redistributed responses. Summers seemed to like having a voice on topics such as, "What did you think of: orientation, work assignments, probono projects, social activities, etc.?" They know their answers will be shared (including their name and school) with other members of their summer class.
- The same firm was doing a diversity blog with one East Coast school—firm partners take turns writing and posting to the blog (also put posts on the firm website). They are exploring having this blog be interactive.
- Several members expressed "risk management" concerns with using social networking tools in the work place.

Schools on Use of Social Media:

- Several schools are using facebook and twitter to publicize events. They find twitter especially helpful for same day event reminders. Pointed out the benefits of using RSS feeds to push out the same content to multiple social media venues, e.g., blog content can go out as email, facebook posts, and tweets.
- Two other schools have or are starting "one way" blogs.
- One suggestion that came out of the call was the idea to have the NPS teach us "old dogs" the new tricks of using social media.
- Many schools are taping (audio and or video) programs and posting them on their websites.
- One school hired two students to staff a full-time marketing/communications position. They manage the blog and they drive content to facebook and twitter plus designate programs for YouTube capture.
- One school uses Skype in lieu of video conferencing for remote interviews.
- Pointed out that students object to getting tons of emails—they like twitter because it is short and immediate. One school does a weekly (another every other week) email with tweet reminders.

Firms on Fall OCIs, 28 days, and the Economy:

- No change this fall—cut three schools last year.
- Didn't do OCIs in 2009, so they are down 50% this year from 2008 numbers. Some of their delayed (Jan 2011) starts have been moved up to July and August—this is good economic news!
- Number of schools down 50% from 2008 to 2009; 2010 is holding steady at 2009 numbers.
- Added a few schools and doing some 3L hiring. Still uncertain how 28 days will work. They are planning to be “flexible and nimble.”
- No 3L hiring due to deferrals.
- One firm is going back up to 2008 hiring levels and some 3L hiring.
- Cut drastically in 2009; cutting a little more this year.

Schools on Fall OCIs and preparing students for the recruiting season:

- Have a small program, but have seen some employers return.
- About the same number of employers as last year at this time.
- Down 1/3 in 2009. Firms that moved to resume collects have stayed in that status.
- Business as usual.
- More positive with their messaging, but still cautious—encourage students to be focused and realistic.
- Opened all law school programs to 2010 grads without charge: seminars on interviewing, solo practice, etc.
- One school has a Public Service Fellowship program. Grads can work for judges, public interest employers, law school's internal centers, etc. It's part-time while waiting for bar results. Another school is starting up a similar fellowship program this fall (see below for more details).

Firms on Summer Classes:

- Great class of summers—very focused and the old questions that demonstrate attitudes of entitlement are gone.
- Half the size of 2008; same as 2009 size. Students keeping a low profile and noses to grindstone.
- Down 1/3 in 2009; same this summer. Students are very committed to learning.
- Loves the positive, appreciative attitudes.

Firms on Summer Programs:

- Summer programs are no longer extravagant; have scaled back on costs but are high on creativity.
- Fewer and smaller events to allow more personal connections with partners.
- Asked the question regarding whether firms are transparent regarding the difference in summer program events between multiple offices of the firm. Answer: since associates share everything, you might as well be transparent. Summers understand that you have to have more events to accommodate everyone when one office has a bigger program. Also, regional trends dictate whether you need to have weekday or weekend events.
- Summer programs varied from 8 to 11 weeks in length. Several people hoped that they could return to the longer programs—8 weeks seemed short to them.
- More substantive work than summers can handle because they are getting all the non-billable work that clients don't want to be billed for by new associates.

- Pared back for 2009 summer and it proved that with imagination, you can still have a great social program on a smaller budget.
- Doing 30% fewer events and negotiating more aggressively with vendors and caterers.
- One firm with a traditionally small program is reassessing whether or not to bring 2Ls in, since they have had great success with lateral hiring.

Schools on new programs for this economy:

- Pathways to Professional Experience: offering free programs to unemployed 2010 grads. Also feeding them pro bono and short term projects to help them build their skills and make contacts.
- Public Service Fellowships are offered by several of the schools. One school offers \$3600 for a 10 week part-time program. Another will offer \$3000 for up to three months (can start anytime between September and December. These grads work under the third-year practice rule—they don't need malpractice insurance because the program ends before bar results come out. Because the host organization doesn't pay anything, they can claim the grads as volunteers and grads get malpractice coverage under the volunteer provisions. Most schools start their Public Interest Fellowship program publicity in July, although some start arranging placements during winter semester. Most schools let students arrange their own host placements, and some give grads a list of willing host agencies.