

MEMORANDUM

October 10, 2011

To: Donna Branca, Board Liaison, Experienced Professionals' Section
Fred Thrasher, NALP Deputy Director

From: Esther Rodriguez, Chair, Experienced Professionals Section

Re: Second Quarter Board Report

I am writing to outline the activities of the Experienced Professionals Section (EPS) since the First Board Report of June 17, 2011. The EPS has four Work Groups: (1) Annual Education Conference Planning, (2) Experienced Professionals and Newer Professionals Collaboration, (3) Writing Opportunities/Bulletin Article Planning, and (4) Talent and Interest Give Back Project. In addition, two Projects were started: (1) Lead internal on-line community to post real-time news and information, and (2) Member Services Advisory Work Group Collaboration.

The Annual Education Conference Planning Work Group (Vice-Chairs: Mary Hoagland, Brigham Young University Law School and Danielle Shannon, Akerman Senterfitt with assistance from Laurel Hajek)

Danielle did a fabulous job of leading the RFP process and, with the collaboration of many of our experienced members and other NALP sections and work groups, submitted on behalf of our section sixteen (16) RFPs involving 46 EPS members as presenters to the 2012 Conference Planning Team. The Work Group also proposed (as an RFP) a separate EPS lunch similar to the lunches we had at the Washington, DC, San Juan and Palm Desert conferences.

In addition to the EPS Lunch, nine (9) RFPs were selected involving 34 EPS members as presenters and three (3) of the programs are co-sponsored with other sections/work groups.

EP-Only		
Title	Category	Presenters
The New Law of the Land – Doing More with Less	Management	Christine J. Carlson Jean Lenzner Joni Peet Sarah Staup
Harnessing Alumni Power	Lawyer Professional Development	Mireille Butler Karen Amatangelo-Block
How Career Services Offices can "Do More with Less" in these Tough Budget Times	CSO Administration	José Bahamonde-González Julie Doss Elizabeth Ellis Vickie Huebner Mina Jones Jefferson
Bridge to Practice Fellowships -- Everything You Need to Know	Alternative Careers	Mary Hoagland Bruce A. Elvin Elizabeth C. Moeller Jose Bahamonde-Gonzalez
How to Develop a Successful City (or Suburban/Rural) Group Within Your Market!	Member Professional Development (This category includes: writing, public	Astrid Schmidt Megan Watson Mandie LeBeau

	speaking, time management, negotiation, etc.)	Demetria Johnson Beth Hansen
Now What? When Summer Associate Jobs are Scarce: Skills Building, Employer Outreach & Counseling in the New Economy	Law Student Professional Development	Diane Quick Jessie Howell Traci Mundy Jenkins Elizabeth McManus
Co-sponsored Programs		
Professional Leadership (NALP and Beyond): The Road to the Top – Getting There, Staying There, and Bringing Others With You Along the Way	Member Professional Development (This category includes: writing, public speaking, time management, negotiation, etc.)(co-sponsored with the Newer Professionals Section)	Jean Durling Christine Carlson Elizabeth Armour Sarah Apelquist Amy Perez
Social Media Strategy: How to Teach an “Experienced” Dog New Tricks!	Member Professional Development (This category includes: writing, public speaking, time management, negotiation, etc.) (co-sponsored with the Social Media Group)	Christopher Teague Christina Fox Victor C. Massaglia Jessica Richman Dworkin
Off-Broadway Takes Center Stage: Promoting Your Regional School/Employer in a Highly Competitive Recruiting Environment	Recruiting (co-sponsored with the CSO Employer Outreach Section)	Elizabeth Armour Mary Hoagland Elizabeth Hofmeister Brad Sprayberry

EPS-related RFP planning for the 2013 Annual Conference will begin in January 2012. Danielle Shannon, the current Vice-Chair of the Annual Education Planning Work Group would like the Board to consider Marguerite Durston from Quarles Brady in Chicago, as her successor in this role. I support Danielle's recommendation.

Experienced Professionals and Newer Professionals Collaboration Work Group (Vice-Chairs: Kim Hensarling, Morris, Manning & Martin, LLP and Pam Occhipinti, Loyola University New Orleans College of Law)

Our interaction with the Newer Professionals Section (NPS) has been limited. They reached out to solicit speaker recommendations for the "Ask the Experts" webinar series. They are planning the following thus far:

1. Time Management - scheduled for 10/24/11 - the presenter is Paul Burton from Quiet Spacing
2. Managing Generational Differences - Scheduled for January - the presenter will be Paula Nailon
3. Social Networking for Recruitment Professionals - the group will be reaching out to Rhonda Beassei for a February target date.

The NPS also expressed an interest in hosting a webinar discussion on “Student Timelines.” Pam has been working with Samantha Norris on this project. Several requests for volunteers have been posted on the listserv, and to date, we have not received any response. In addition,

Samantha Norris just notified Pam that she will be leaving her current employer for an in-house position. We await to hear from Tom Ksoviech, Chair of the NPS as to how he wants to proceed.

Pathways to Leadership Work Group (Vice-Chair: Christine Carlson, Jenner & Block)

This work group has been charged with examining leadership and volunteer service experiences of current and former NALP members. The initial project, which was to interview several past presidents regarding their experience as President of NALP, was completed.

We need to determine additional volunteer service experiences to continue to provide examples of pathways to leadership to the membership. Based on membership feedback Christine has received, which has been very positive, we felt the next step would be to interview members holding positions that might be more attainable for newer members. For the second-round of interviews we suggest interviewing a couple of people in appointed positions such as the Chair of the Nominating Committee and/or the Chair of the Conference Planning Committee. These individuals tend to be people who have served on the committees they are now chairing, and by interviewing them, we could find out about the process that they went through professionally through NALP and also through their employers. Additionally, for the third-round, we propose interviewing Board members, i.e. Directors, Treasurers and possibly VPs.

We would like your thoughts about the idea above and would welcome any other ideas the Board may have.

Writing Opportunities & Bulletin Article Planning Work (Vice-Chairs: Mercedes Pino, St. Thomas University School of Law and Sarah Staup, Dykema)

Thanks to Sarah's successful outreach, she has sufficient volunteers from EP school and employer members to author the 7-8 articles that will be needed for the column entitled "Tips from Experienced Professionals." Following is the list of proposed articles for the column:

- Employee referral program for timekeepers. Describe the program at your firm and how the "award" is determined.
- Describe a successful candidate search or follow-up effort using social media.
- If your firm has an active alumni network, how have you used it? Describe an event you hosted that was well received.
- Share a sample update you sent re: a beloved alum – so and so is now General Counsel at X, we remember when she was a summer associate...
- Have you used your alumni network to find lawyers? For example, have you sent a job posting asking alumni to share it with their Linked/In networks?
- Innovative law school or summer associate programming ideas
- Creative ways to integrate technology/social media
- Tips and ideas for students navigating the current market
- Tips on engaging students/alumni
- Counseling across cultures/generations/etc.

- Share your quick tips on managing email during the recruiting season
- Reinforcing when 28 day clock starts ticking

Volunteers to date are Lynn Traverse, Kristin Flierl (Ole Miss), Deb Ryerson (Penn State), Mary Hoagland, Amy Hancock (Andrews Kurth). Sarah is still working on marrying the topics to the volunteers.

We are exploring the possibility of developing bulletin articles on some of the topics that were not selected through the RFP process and plan to solicit volunteers through the EP Discussion List.

- Law Student Skill Development: Make Your Firms Happy. Parts I & II
(Description: Law firms are demanding that first year associates be better prepared for the practice of law, be more productive, and bring greater value to the law firm immediately upon hire. The article will discuss the specific skills and competencies that law firms want their associates to have and that new lawyers need for long-term career satisfaction – and explore how law schools can address and prepare their law students with these skills.)
- Branching Out: Success Strategies for Opening and Recruiting to Grow a New Office
- Collaborating with Your Marketing Department
- Counseling Students Left Behind by the Economic “Recovery”: Recent Graduates, Domestic LL.M.s, and Others on the Market in 2012

Two (2) of the three (3) interviews conducted with former NALP presidents have already been published. The final interview will appear during the early stages of the nomination process. The print list is as follows:

September: 2009 - 2010 - LeaNora Ruffin
October: 2008-2009 Michael Gotham
November: 1995-1996 - Kathleen Brady

Internal on-line community to post real-time news and information project (Vice-Chairs: Jolie Blanchard, Jones Day and Lynne Traverse, Bryan Cave)

No further postings have been made since the initial posting on May 17th. It was decided not to post anything during the summer and fall recruiting. We are now soliciting noncontroversial but provocative topics that might elicit some response (no easy feat) to resurrect the program.

Member Services Advisory Work Group Collaboration Project (Vice-Chairs: Brian D. Lewis, University of North Carolina School of Law and Laura Kanter, Mayer Brown LLP)

This work group completed last year's charges, which were (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. I communicated with Irena McGrath, chair of the Membership Services Advisory Group, and confirmed that this project is still on a hold pattern until NALP's new member database is rolled out.

Environmental Scanning Conference Call (September 28th)

We had our second call last week and had 18 participants. An update on the work of the section was provided by each work group. Following the Section update, Pam Occhipinti led the discussion on the 1L Timeline Proposal below:

"Discuss services to first-year law students and the following proposal: Given the economic climate and poor job market, along with the negative publicity law schools are receiving in the media, it is proposed to allow those schools who would like to provide services to their first year law students prior to November 1st, the option to do so. The proposal is only meant to allow schools who would like to and are able to, an opportunity to openly provide a more welcoming and inviting atmosphere in light of the economic climate and negative perception law schools are combating. This option would not affect the December 1st Employer Contact Policy. Those law schools who choose to allow first year law student access to their services prior to November 1st will abide by all other NALP policies and procedures which are currently in place. This option would not affect the December 1st NALP Employer Contact Policy. Students may contact employers who are not NALP members (for example: small firms, members of the local judiciary, government agencies and legal services for internships, etc.)"

A lively discussion followed, below is a list of the comments that were made:

A member who has worked on the employer and school side sent the following:

- I feel strongly that we should NOT alter the Nov 1/Dec 1 dates for 1Ls.
- Current Part V language already allows a good degree of wiggle room for schools to start engaging students in education about the job market etc prior to Nov 1 -- and many do that. Perhaps we need to educate all schools about that option.
- However, even though "fall" recruiting ends earlier than ever, schools really need to focus on the many 2Ls and 3Ls who have not been successful in that process -- free of the burden of starting to counsel 1Ls too.
- And, should the occasional 1L need early access to a career counselor to get help for a specific application deadline (like the FBI), individual schools can make that judgment call to assist that student on a case- by-case basis.
- Finally, from the employer side, do we really want to start wooing 1Ls in a serious fashion in the fall? My experience with this process is that we would not hire them until they have one set of grades -- usually not available until Jan or even Feb.
- Finally, this may seem materialistic, but I believe that students should retain that brief window of time in the first semester of their first year to acclimate to law school itself. They will have plenty of time to stress about the job search soon enough!

Other comments/suggestions:

- Grant permission to have an introductory welcoming kind of event and then after 11/1 have a meeting to educate them on the interview process

- Career Service Professionals are being pressured by their Deans to be as welcoming as possible to the students - to say "oh feel free to come into my office, have a seat, let's talk."
- Most students are seeking positions outside of NALP member firms
- Competition in the public sector is getting so great that a lot of employers are asking for resumes of first year students in the fall for the next summer
- Employers who are NALP member firms would like to raise their visibility among first years as soon as possible
- Some employers host pre-admitted student receptions for a number of law schools - concern that this practice is in fact breaking the 1L NALP rule
- Schools are concerned over the pressure to follow the course if other schools are doing it the same way they felt forced into early interviewing

Feedback on 28 days

- Very compressed but everyone made it work
- We should keep the 28 days, it seems to work
- Students seem to be accepting offers right away
- Second wave of offers students - seemed to take longer to decide
- Concern on the number of offers (5) students are allowed to have
- Feeling that if students could only hold three (3) offers there would be an opportunity to make some additional offers
- Timeframe is fair to the students
- There is always pressure from the management to try to shorten it but so far most have been able to convince them to abide by the guidelines
- It's in everyone's best interest to abide by the guidelines
- Educate the membership that when extending early offers, the 28 days must start to count from the time the school begins the OCI process, otherwise it is not fair to the student

Experienced Professionals Discussion List

The update on the work of the section was summarized and emailed to the EP Discussion List on Friday, October 7th. The posting was well received by the membership. Attached to this memo is a copy of the EP Discussion List posting.

Our next call is scheduled for Wednesday, 1/18/12 at 2:00 p.m. EST.

From: esther.rodriquez@hklaw.com [mailto:esther.rodriquez@hklaw.com]
Sent: Friday, October 07, 2011 1:34 AM
To: NALP Exp Professionals
Subject: [nalp-expprofessionals] Notes from the 9/28/11 EPS conference call

Hi Everyone,

The second quarter EPS conference call took place on Wednesday, 9/28 at 2:00 p.m. Following is an update on the work of the EPS. Please pay special attention to the action items in red.

The EPS has four Work Groups: (1) Annual Education Conference Planning, (2) Experienced Professionals and Newer Professionals Collaboration, (3) Writing Opportunities/Bulletin Article Planning, and (4) Talent and Interest Give Back Project. In addition, two Projects were started: (1) Lead internal on-line community to post real-time news and information, and (2) Member Services Advisory Work Group Collaboration.

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Danielle did a fabulous job of leading the RFP process and with the collaboration of many of our experienced members and other NALP sections and work groups, submitted on behalf of our section sixteen (16) RFPs involving 46 EPS members as presenters to the 2012 Conference Planning Team. The Work Group also proposed (as an RFP) a separate EPS lunch similar to the lunches we had at the Washington, DC, San Juan and Palm Desert conferences.

In addition to the EPS Lunch, nine (9) RFPs were selected involving 34 EPS members as presenters and three (3) of the programs are co-sponsored with other sections/work groups.

EPS-related RFP planning for the 2013 Annual Conference will begin in January 2012. We welcome your suggestions. It's not too early to get involved, send us an email (danielle.shannon@akerman.com, hoaglandm@law.byu.edu or esther.rodriquez@hklaw.com) if you would like to take a more active part in the group or have any topics you would like to see presented at the 2013 Annual Conference.

Experience Professionals and Newer Professionals Collaboration Work Group (Vice-Chairs: Kim Hensarling, Morris, Manning & Martin, LLP and Pam Occhipinti, Loyola University New Orleans College of Law)

We are collaborating with the Newer Professionals Section (NPS) on the "Ask the Experts" webinar series. They have some great webinars lined up. The first one is scheduled for 10/24 on the topic of Time Management and the presenter is Paul Burton. Mark your calendars, this is one you don't want to miss.

The Newer Professionals Work Group has also reached out to the Experienced Professionals Work Group to assist with creating a timeline. This timeline would help NPs understand and plan for cyclical events throughout the year and would be relevant to the many law student constituents: career development professionals service from 1Ls – 4Ls, from Evening Division –

LL.M.s, from Private Firm – Judicial Clerkships – Public Interest, etc. The timeline will not attempt to cover every deadline out there but we hope to capture major events.

We envision a timeline which can be shared with all on the NALP website, and tweaked accordingly for small schools – larger schools, from one region to another. **If you would like to assist with this project and/or have a timeline you would be willing to share, Pam Occhipinti (Loyola New Orleans) (Experienced Professionals' Co-Liaison to the Newer Professionals Group) is leading the charge and is seeking volunteers to assist with the project. Please email your current timelines to: Pam Occhipinti (occhi@loyno.edu).** The idea is to mesh the timelines into a master prototype for a future NP webinar, and ultimately (subject to NALP's approval) for the NALP website under Resources. All comments and suggestions are welcome!

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This work group has been charged with examining leadership and volunteer service experiences of current and former NALP members. The initial project, which was to interview several past presidents regarding their experience as President of NALP, was completed. The group is now considering which additional volunteer service experiences to interview to continue to provide examples of pathways to leadership to the members. The focus of the interviews could be how they first became involved in the organization, some of the things they did along the way, and what suggestions they may have for others. **We welcome any other ideas you may have.**

Writing Opportunities & Bulletin Article Planning Work (Vice-Chairs: Mercedes Pino, St. Thomas University School of Law and Sarah Staup, Dykema)

Sarah and Mercedes have done a wonderful job in identifying topics for the "Tips from Experienced Professionals" column. **If you have a passion for any of the topics below and would like to volunteer to author an article, please email Sarah or Mercedes (sstaup@dykema.com or mmpino@stu.edu).**

- Employee referral program for timekeepers. Describe the program at your firm and how the "award" is determined.
- Describe a successful candidate search or follow-up effort using social media.
- If your firm has an active alumni network, how have you used it? Describe an event you hosted that was well received.
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I hope you find this brief summary helpful and we look forward to your participation in the EPS third quarter conference call scheduled for Wednesday, 1/18/12 at 2:00 p.m. EST. Thank you and have a wonderful weekend.

Esther G Rodriguez | Holland & Knight

Firmwide Entry-Level Recruiting Manager

701 Brickell Avenue, Suite 3000 | Miami FL 33131

Phone 305.789.7496 | Fax 305.789.7799

esther.rodriquez@hklaw.com | www.hklaw.com

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