

MEMORANDUM

To: Jessica Sisco, NALP Board Liaison & Karl Riehl, NALP President

From: Mary Beth Walsh & Heather Spielmaker, Section Co-Chairs

Date: October 10, 2022

Re: Experienced Professionals Section, 2nd Quarter Report

We are growing!

When the new NALP year began, it quickly became evident what our top priority needed to be in the Experienced Professionals Section. It started materializing when we tried to identify members willing and able to take on workgroup leadership roles. Rather than co-chairs and participants for each workgroup, we struggled even to find a single person to lead each workgroup. It felt like a sure sign that we needed new members with fresh enthusiasm who had not already been asked multiple times to take on leadership roles, particularly when so many of our members had recently retired or left this field. Therefore, this year we have dedicated ourselves to expanding the Experienced Professionals Section membership and developed workgroup goals that supported the over-arching mission.

Our communications/social media/member relations workgroup chair, Karen Kupetz, is sending out quarterly recruitment messages. She is assisted in this work by Christine Whitehead and Susanna Brennan, from our Knowledge Management workgroup. They provide Karen with links to particularly helpful resources developed by Experienced Professionals, so prospective members can see the kinds of projects we participate in. And... it worked! Before our September outreach we had 384 members. As of today, we have 400! That's over 4% growth from a single outreach effort.

Continuing the tradition of high-quality programming:

We are also trying to "build our brand" by continuing the Section's valuable and relevant programming. Therefore, we have brought "Book Club" back this year, with one book review planned each semester. Book Club was introduced by our Section last year. It is intended to save our members time by summarizing the most influential books in our field, so

that members can understand the major themes in minimal time (the sessions are only 30 minutes long). Our first 2022-23 installment takes place later this month. We are reviewing “Let’s Coach All the Lawyers,” by Jessica Natkin and Jessica Hernandez. There is a lot of buzz about this book among our members. So much so, in fact, that the authors are giving a webinar for NALP members. We sneakily scheduled our book review for immediately before the authors’ webinar, with the hopes that NALPers will appreciate being filled in on the book’s major themes before joining the webinar. Having advertised it only once as of the writing of this report, we already have roughly 30 attendees registered. And the best part is that we had no trouble recruiting members to summarize the book. We sent one email asking for volunteers and had SIX members step up. This has really reinforced for us that we are on the right track with our prioritization of expanding membership and focusing on high-value, time-saving programming.

Meanwhile Natasha Patel, our Professional Development workgroup chair, has been accumulating a list of programming that our members would like to see offered through NALP. Be watching for a summary of our findings soon!

Reaching out to new NALPers:

And finally, we lost our Experienced/Newer Professionals Collaboration workgroup chair when Laura Clemens left law school career services to pursue a new opportunity in consulting. However, we have reached out to the Newer Professionals to see if they would like to continue our traditional Q&A sessions, where Experienced Professionals answer questions submitted by Newer Professionals via webinar on a regular basis. While that is in the works, we are finding meaningful ways to interact with the Newer Professionals, including marketing the Book Club directly to their members.

In short, we are working hard to uphold the Experienced Professionals Section reputation for excellence. We are honored to be leading such a talented group, and we look forward to reporting more successes in our 3rd Quarter Report.

Respectfully submitted,

Mary Beth Walsh & Heather Spielmaker – Section Co-Chairs