

MEMORANDUM

To: NALP Board of Directors
From: Experienced Professionals Section, Yujin An, Chair
Re: Quarterly Update
Date: April 5, 2018

I. Quarterly Call

Our final Section call was on Thursday, March 29. The agenda is included below:

Agenda:

- I. Board Meeting Update with Chuck Curtis
- II. Working Group Update
 - a. RFP/Bulletin Working Group
 - b. EP/NP Working Group
- III. Member PD Working Group Presentation: LinkedIn for Recruiting Use with Michael Balzotti of Greenberg Traurig
- IV. RFP Brainstorming Session

II. Working Group Update

RFP/Bulletin Working Group: Michael Nguyen and Michele Ward

We have a couple bulletin articles in progress one covering Generation Z and another on how to stay energized in recruiting even after 10+ years of working. We have continued to try to solicit more articles from the section.

Part of the quarterly call was a brainstorming session for the RFP process for next year's conference. We had a number of excellent suggestions and we have also reached out to members whose RFPs were not accepted last year to encourage them to submit for this year.

EP/NP Working Group: Clara Solomon and Michelle LeBiavant

The "Ask the Experts" Q&A is off and running and there have been a number of posts already covering topics like Careers in Professional Development and Pros and Cons of Symplicity. The newest question, posted earlier this week asks about how to be heard in meetings when you are new to the team.

The working group is putting together the next "Ask the Experts" webinar, *Summer Time and the Livin' Ain't Easy: Managing OCI*.

Member Professional Development Working Group: Cassandre Stump and Devin Carter

In response to many members' questions regarding the LinkedIn recruiting function after the last quarterly call, Mike Balzotti from Greenberg presented on how the firm utilizes the service in its staff and attorney recruiting efforts. He spoke about the firm's use of the LinkedIn landing page in attracting candidates and walked members through how the page works. Mike also shared some impressive statistics on the firm's success using LinkedIn since launching the page in 2015.

- By the end of 2016, GT accomplished a 52% reduction in agency fees for professional staff hires leading to an immediate increase in ROI.
- 2017 further improved upon those numbers by increasing our total ROI by 43% and noticeably reducing headhunter fees for attorney hires.