

NALP LAW STUDENT PROFESSIONAL DEVELOPMENT SECTION BOARD REPORT

TO: Andrew Chapin, Board Liaison
FROM: Susan Fine, Chair
RE: Third Quarter Report – NALP LSPD Section
DATE: 1/21/2015

CC: Fred Thrasher

I. REPORT ON PDI

The 2014 PDI featured many programs of interest to LSPD Section members, many of whom were in attendance. The following presentations by section members were well-received:

No Matter How You Slice It — Professional Development Programming Is a Must for Law Schools (Rob Cacace, Christine Guard, Heather Karns, Julie Mulhern)

Doing More for Less: How Law Firms and Law Schools Can Work Together to Create and Deliver Professional Development Programs (Susan Manch, Marcia Levy)

Training for Non-Cognitive Skills: Practice-In-Action at GW Law School (Susan Fine, Andy Hales, Nancy Rider)

About 25 Section members turned out for the Law School Member Roundtable on Friday morning, December 5th at 8:00 am. I provided updates on:

- A new resource for law students developed by the NALP Foundation: “A Law Student’s Guide to Strategic Career Management: Tools for Career Decision Making, Satisfaction and Success.” (The resource has been uploaded to the NALP shared resources page.)
- Jeff Becherer’s Section report to the Long Range Strategic Planning Committee.
- Phase one results on the Section’s survey of law school professional development programs. (The next phase will solicit input on the employer side.)
- The LPD/LSPD webinar on the Legal Tech Audit, scheduled for Thursday, February 26, 2015 from 12:00 – 1:00 pm ET.
- Upcoming Section call with Luevenia Sterling leading a book discussion on *Executive Presence: The Missing Link Between Merit and Success*, by Sylvia Ann Hewlett.

In addition, attendees reported on new developments at their schools and offered advice to new members on various issues related to assisting students.

II. SECTION CALL SEPTEMBER 11, 2014

Our Section had its third group conference call on January 8, 2015. Luevenia Sterling, Vice-Chair for Membership Development, led a group discussion of *Executive Presence*, by Sylvia Ann Hewlett. Attendance was sparse but those on the call had a robust discussion and Lue was an excellent facilitator. The call minutes, posted on NALPConnect, are included here for your convenience.

Vice-Chair for Membership Development Luevenia Sterling modeled executive presence by expertly facilitating a discussion of the book, *Executive Presence: The Missing Link Between Merit and Success*, by Sylvia Ann Hewlett. We had a lively discussion and I highly recommend the book!

Lue posed the following questions to the group:

1. What do you think of Hewlett's definition of Executive Presence? What insights did you gain in the areas of gravitas, communication, and appearance? What professional experiences contribute to your perspective?
2. Take a moment to consider words that currently describe your brand. What aspects of your reputation have positively impacted your career? How do you plan to cultivate your Executive Presence in 2015?
3. What are your views on the research and anecdotes regarding Executive Presence and gender issues in the workplace? What practices will you continue, or behavioral shifts will you make, as a result of reading the book?
4. How might the information outlined in the book enhance your student/alumni coaching, interactions with colleagues, or work with employers and external stakeholders?

Here are some highlights of the call --

January is a good time to examine your EP, which in Hewlett's terms rests on three universal pillars:

- How you act - Gravitas
- How you speak -- Communication
- How you look -- Appearance

Appearance may be the least important but it is a threshold before you get to the other pillars.

Lawyers need to project confidence and authority in order to establish credibility - a message on EP that we should be communicating to law students.

How to strike the proper balance between authenticity and conformity in the workplace may depend on the ultimate goal. Students considering employment options should determine what is non-negotiable.

In counseling students, talk about the "diversity dividend." The landscape for multicultural professionals is shifting and diversity is a valuable asset. Students need to exercise good judgment about what, how much and when to emphasize difference.

Participants expressed the desire to be more intentional about their individual brands.

Cultivating EP requires time, work and investment. Clarity on your larger vision, driven by subjective values, should precede the commitment to increase EP.

Many thanks to Lue for organizing this and we hope to make it a regular event. And a special thanks to everyone who participated on the call. It was a pleasure!

III. WORK GROUP UPDATES

A. RFPs for PDI 2015

Marcia Levy has assumed a new position and is no longer in her Section role. Jennifer Leonard has been asked to oversee the process of generating RFPs from the Section for next year's PDI.

B. Law Student and Lawyer Professional Development Sections Collaboration (Jerry Slater)

The webinar on the Kia Motors/Suffolk tech audit will be presented February 26, 2015 from 12:00 – 1:00 pm EST by the Law Student Professional Development Section, in collaboration with the Lawyer Professional Development Section. Here are the details:

Training Lawyers for the 21st Century Marketplace: The Legal Tech Audit & Beyond With Suffolk University Law School Professors Andrew Perlman and Gabriel Teninbaum

Technology is revolutionizing the delivery of legal services and lawyers need to understand how to use technology to innovate in an increasingly competitive marketplace. Suffolk University Law School's Institute on Law Practice Technology & Innovation is working to equip law students and lawyers with the skills and knowledge they need to succeed in today's legal market. Recently, the Institute partnered with Casey Flaherty, Corporate Counsel at KIA Motors, to automate the legal technology audit [he developed as an in-house counsel](#). Over the past year, the Institute has worked with Casey Flaherty to make the audit available to the profession and law schools with the goal of incentivizing greater and more effective use of technology in the delivery of legal services. The hope is that this tool can help current and future lawyers work more effectively and efficiently. Suffolk University Law School professors Andrew Perlman and Gabriel Teninbaum will provide participants with an overview of the lawyer and law student editions of the legal tech audit and additional educative initiatives focused the use of technology to deliver legal services effectively, efficiently and profitably.

C. Best Practices Work Group (Rob Cacace, Heather Karns, Christine Guard)

The Best Practices Work Group has completed work on Phase I of the data collection from the survey of law school members' professional development initiatives, although the survey remains up for any of the remaining schools to take it. More than 125 schools have already completed the survey. The Work Group's next project is working through and completing the data provided and reaching out to survey participants with for credit or other formalized (such as certificate) programs for more information. The Group will also launch the employer-based survey this spring to obtain information on employer definitions of professional development, what deficiencies they see in current law students and recent graduates and what they believe law schools should be doing. In addition, the Work Group will begin to prepare the two-part Bulletin article, a PDI proposal on the combined data findings, the best practices guide and potentially a PD Quarterly article. The 2014 PDI PowerPoint has been provided to NALP and it is posted in the section's NALPConnect resources.

D. Long Range Strategic Planning Committee Liaison (Jeff Becherer)

The Section solicited comments via email and NALPConnect, and held a Section conference call in October specifically to advise the Long Range Strategic Planning Committee. Jeff Becherer synthesized these comments into a report from the Section that was submitted to the Committee in November. The Committee met in December and drafted a Plan that is now going through various stages of review and comment, which will include an open comment period for all members in the next month or so.

IV. ENVIRONMENTAL SCANNING

a. Relevant Articles (FROM NALP WEEKLY DIGEST):

Seven Career Paths for Lawyers in the New Norm," 11.13.14.

The Recorder looks at [emerging careers for those trained as lawyers](#), looking at everything from virtual lawyering to the new and developing law firm roles of pricing director and information governance.

"A changing market means additional skills are crucial for law students," 11.16.14.

The *Financial Times* reports that as the market for legal services continues to change, [law students need to develop new skill sets, including entrepreneurship and business acumen](#).

"At Georgetown Law, efforts to close gap between law, tech," 01.11.15.

The Washington Post reports that Georgetown Law Center is partnering with MIT ["to create a pipeline of future policymakers that are well versed in both law and technology"](#), through coursework that pairs law students with engineering students to find solutions for complex policy problems.

b. NALP U Proposal (Rob Cacace):

Panelists at the plenary session of the most recent Professional Development Institute engaged in an interesting discussion of trends in legal employment and education, including the expanding scope of

training to include professional/business skills. A particular comment by Dean Daniel Rodriguez of Northwestern stood out: [paraphrasing] “Even if we all agreed that schools should teach this, are we equipped to do so?”

The plenary session – along with many articles and presentations speculating about our industry’s future – signals the beginning of a trend toward specialization and professionalization of the work done by recruiting and professional development staff. This trend will impact both schools and employers and presents an opportunity for NALP to stake out a leading role in training and credentialing its members.

NALP can capitalize on this trend in at least four ways:

- 1) continue to provide excellent training to its members that will redound to the benefit of lawyers and law students;
- 2) accelerate its professional development offerings for members;
- 3) provide members with proof of competence in a given field; and
- 4) maintain NALP’s reputation as a thought and practice leader in its field.

NALP could create a training arm, NALP University (“NALP U”), to train members on best practices on a range of competencies and how to teach them. The content would center on the set of professional skills considered vital for success in practice, but not currently taught consistently or data-driven so as to be effectively evaluated. The model for the program is partly “train-the-trainer” (NALP members would return to their organizations to deliver the skills training that will enhance the professional development of their respective audiences) and partly workshop- or lecture-based teaching for the professional development of the individual members. Not unlike CLE workshops or NITA trainings for lawyers, these sessions could add value to both members and their organizations. Offering this credentialing is a compelling response to Dean Rodriguez: “The people in the audience at PDI are equipped to teach these new skills.”

In addition, NALP U has the potential to become a profitable revenue stream, with training sessions taking place across the country – for a day or a weekend as the subject requires. While training sessions might be designed for employers/schools of different sizes, creating scalable and uniform content would be more efficient. This approach has the added virtue of minimizing overlap with the Annual Conference, which highlights new trends in the field and often takes a more granular look at an issue or case study.

Given the Law School Professional Development Section’s existing focus on professional development training, as well as its current work on best practices, this Section would be a logical home for further exploration of this proposal.