

TO: Fred Thrasher, NALP Deputy Director
Valerie Jackson, Board Liaison
NALP Board of Directors

FROM: Sheri Mayerowitz, Chair, Legal Employer Alumni Relations Section

DATE: September 18, 2014

RE: Legal Employer Alumni Relations Section Quarterly Report

Vice Chairs

NALP Bulletin Vice Chair, Graziella Reis-Trani, Alumni Relations Manager, White & Case (recently left Cleary Gottlieb)

Conference Calls

Section conference calls have been scheduled for:

Wednesday, May 21 at 2:00 – 3:00 p.m. ET
Wednesday, September 17 at 2:00 – 3:00 p.m. ET
Wednesday, November 19 at 2:00 – 3:00 p.m. ET
Wednesday, February 25 at 2:00 – 3:00 p.m. ET

Report on September 17 conference call:

We held our second of four conference calls on September 17. There was a smaller group of participants than usual on this call (less than 10), but it was still a lively and valuable discussion. I encouraged early registration for the 2014 PDI and solicited NALP Bulletin ideas for our next article. Our discussion consisted of three main topics:

- 1) Engaging internal constituencies to promote firm alumni programs
- 2) Keeping databases current
- 3) Communications survey – we conducted our own communications survey to see what firms are doing in terms of both internal and external communications (see attached).

NALP Bulletin

Grazielle Reis-Trani and I will coordinate the first of two NALP Bulletin articles for the year. It will be a feature article in the December 2014 issue. Topic to be determined.

Next Steps

- 1) Gather agenda items for the next conference call in November
- 2) Determine topic for December NALP Bulletin article
- 3) Continue environmental scanning

NALP Alumni Section: Alumni Communications Survey

Tuesday, September 16, 2014

25

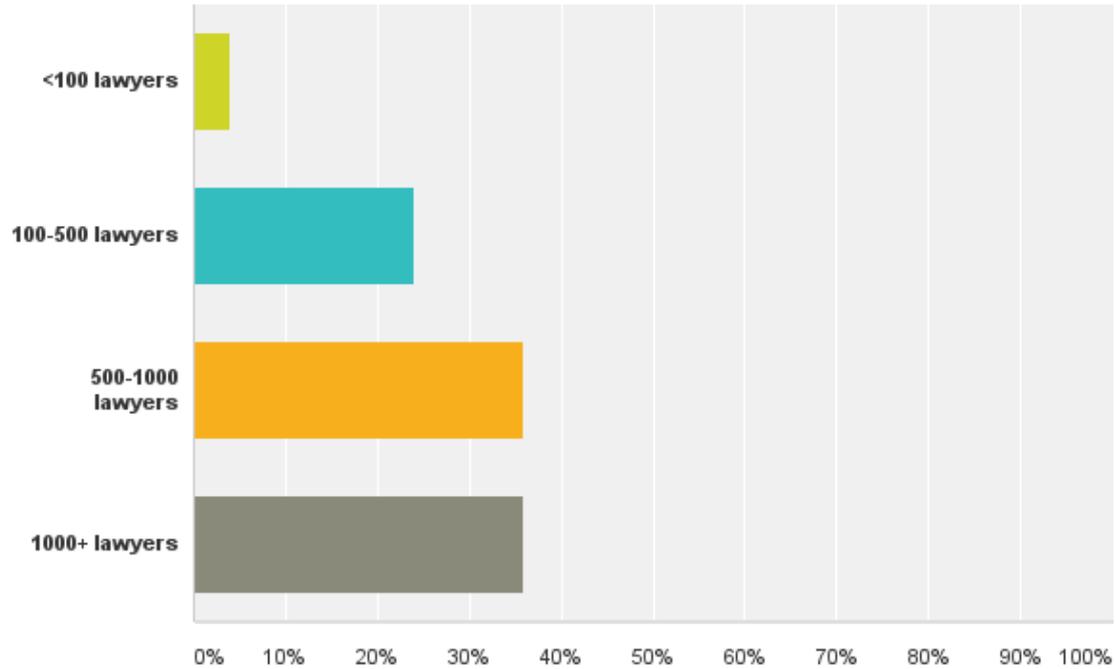
Total Responses

Date Created: Friday, August 22, 2014

Complete Responses: 21

Q1: What is the size of your firm?

Answered: 25 Skipped: 0



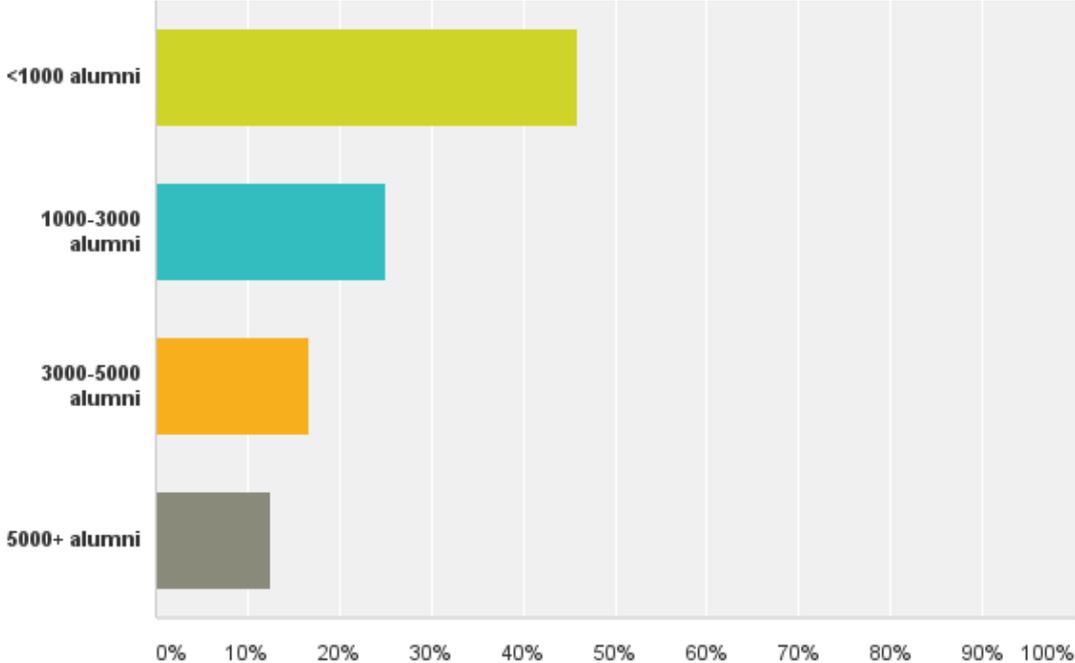
Q1: What is the size of your firm?

Answered: 25 Skipped: 0

Answer Choices	Responses
<100 lawyers	4.00% 1
100-500 lawyers	24.00% 6
500-1000 lawyers	36.00% 9
1000+ lawyers	36.00% 9
Total	25

Q2: What is the size of your alumni constituency?

Answered: 24 Skipped: 1



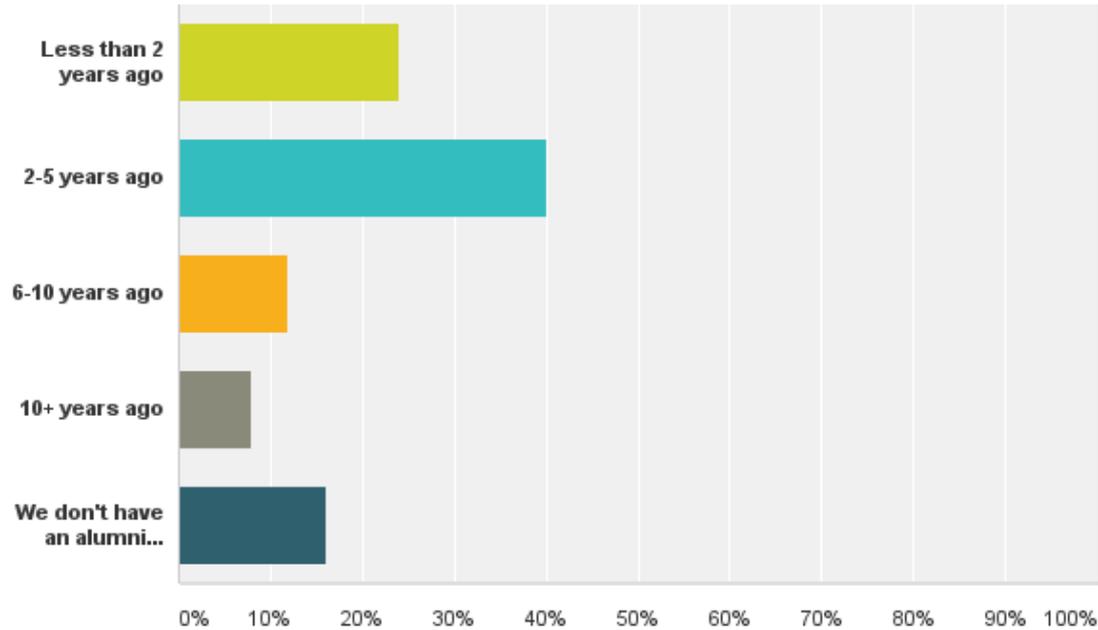
Q2: What is the size of your alumni constituency?

Answered: 24 Skipped: 1

Answer Choices	Responses	
<1000 alumni	45.83%	11
1000-3000 alumni	25.00%	6
3000-5000 alumni	16.67%	4
5000+ alumni	12.50%	3
Total		24

Q3: When did your firm launch its formal alumni program?

Answered: 25 Skipped: 0



Q3: When did your firm launch its formal alumni program?

Answered: 25 Skipped: 0

Answer Choices	Responses
Less than 2 years ago	24.00% 6
2-5 years ago	40.00% 10
6-10 years ago	12.00% 3
10+ years ago	8.00% 2
We don't have an alumni program	16.00% 4
Total	25

Q4: With what frequency do you send the following by email to your full alumni list annually?

Answered: 20 Skipped: 5

	0	1-4	5-8	9-12	12+	Total
Multi-article newsletter	33.33% 6	55.56% 10	11.11% 2	0.00% 0	0.00% 0	18
Single-article message (e.g. News item)	47.37% 9	31.58% 6	10.53% 2	0.00% 0	10.53% 2	19
Event invitations (Not counting reminders)	15.79% 3	57.89% 11	10.53% 2	0.00% 0	15.79% 3	19
CLE seminar invitations (Not counting reminders)	42.11% 8	26.32% 5	15.79% 3	10.53% 2	5.26% 1	19
Alumni news/Class notes	68.42% 13	31.58% 6	0.00% 0	0.00% 0	0.00% 0	19
Holiday card or letter	35.00% 7	60.00% 12	5.00% 1	0.00% 0	0.00% 0	20
Job postings/Career resources	78.95% 15	15.79% 3	0.00% 0	5.26% 1	0.00% 0	19

Q4: With what frequency do you send the following by email to your full alumni list annually? Comments:

Answered: 20 Skipped: 5

- Even though we do not send CLE invitations to all, they are included on our website.
- Many of the correspondence above occurs on a local, regional or practice group level.
- We post the opportunities on the website as they become available.
- Some of these items are included together (i.e., multi-article newsletter is sent quarterly and contains the job postings, alumni news, event information and CLE information). Some of the alumni receive single articles ("client alerts"), event and CLE information if it is relevant or they signed up for the applicable mailing lists.
- In process to develop a newsletter that will be sent monthly.
- I do not send a holiday card to all alumni, but when partners are sending their holiday e-cards to clients, some may also be alumni.

Q5: From which person or email account are your email communications sent?

Answered: 19 Skipped: 6

	Senior partner	Specific partner relevant to communication	Alumni relations manager	Chief marketing officer	Generic alumni relations or events email account	Other	Not applicable	Total Respondents
Multi-article newsletter	5.88% 1	17.65% 3	29.41% 5	0.00% 0	23.53% 4	5.88% 1	17.65% 3	17
Single-article message (e.g. News item)	17.65% 3	5.88% 1	23.53% 4	0.00% 0	23.53% 4	5.88% 1	29.41% 5	17
Event invitations	0.00% 0	10.53% 2	42.11% 8	0.00% 0	36.84% 7	5.26% 1	10.53% 2	19
CLE seminar invitations	0.00% 0	0.00% 0	31.58% 6	0.00% 0	31.58% 6	10.53% 2	26.32% 5	19
Alumni news/Class notes	0.00% 0	11.76% 2	17.65% 3	0.00% 0	29.41% 5	0.00% 0	41.18% 7	17
Holiday card or letter	0.00% 0	26.32% 5	26.32% 5	0.00% 0	42.11% 8	0.00% 0	15.79% 3	19
Job postings/Career resources	0.00% 0	0.00% 0	5.88% 1	0.00% 0	35.29% 6	5.88% 1	52.94% 9	17

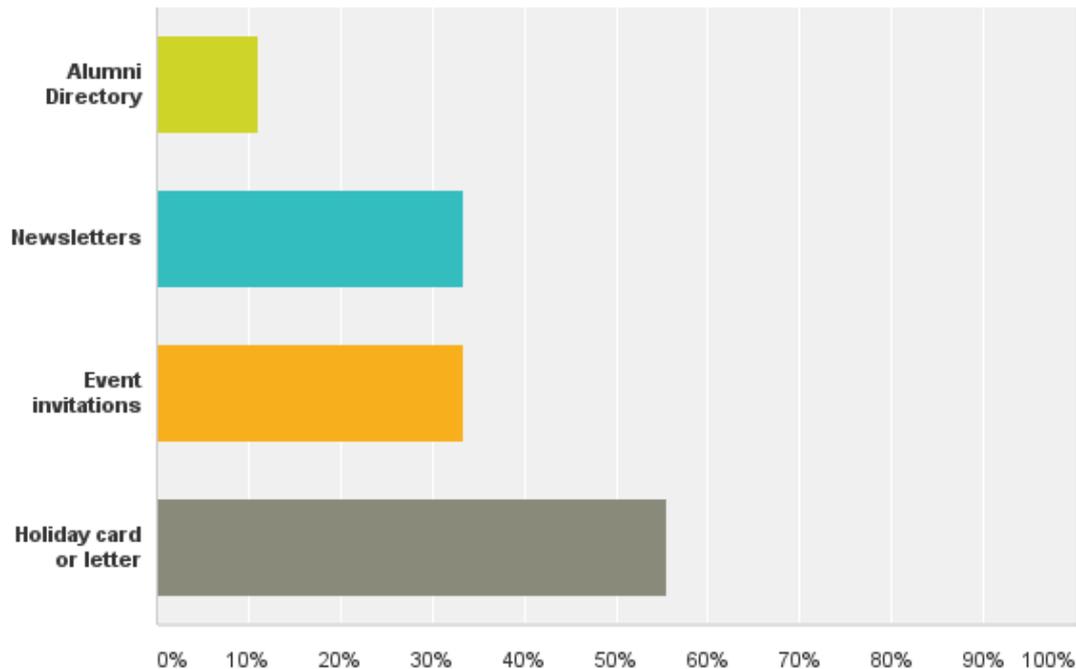
Q5: From which person or email account are your email communications sent? Comments:

Answered: 19 Skipped: 6

- Most of the communications are available or sent through our website and alumni sites.
- I do not send a holiday card to all alumni, but when partners are sending their holiday e-cards to clients, some may also be alumni.

Q6: Do you send any hard copy communications to your alumni population? Please check all that apply:

Answered: 9 Skipped: 16



Q6: Do you send any hard copy communications to your alumni population? Please check all that apply:

Answered: 9 Skipped: 16

Answer Choices	Responses
Alumni Directory	11.11% 1
Newsletters	33.33% 3
Event invitations	33.33% 3
Holiday card or letter	55.56% 5
Total Respondents: 9	

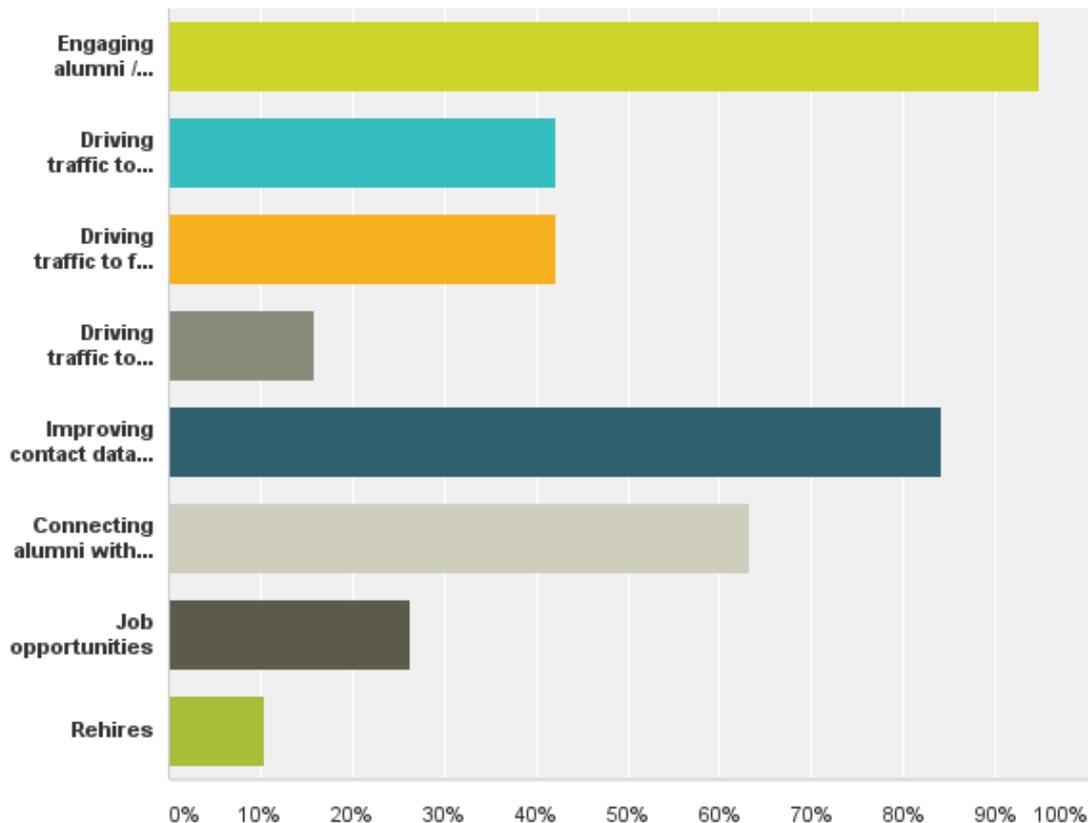
Q6: Do you send any hard copy communications to your alumni population? Comments:

Answered: 9 Skipped: 16

- Typically only for those we do not have email addresses for.
- Some individuals at the firm may send hard copy holiday card or letters, but we don't track.
- The (attorney) chair of the alumni committee sends handwritten congratulations (firm branded) notes to alumni featured in the alumni news section along with a printed copy of the newsletter.
- Post cards for annual address updates or when emails don't go through.
- None.
- Only invites for targeted dinners hosted by our senior partner.

Q7: What are the main benefits you have found from your communications? Please check all that apply:

Answered: 19 Skipped: 6



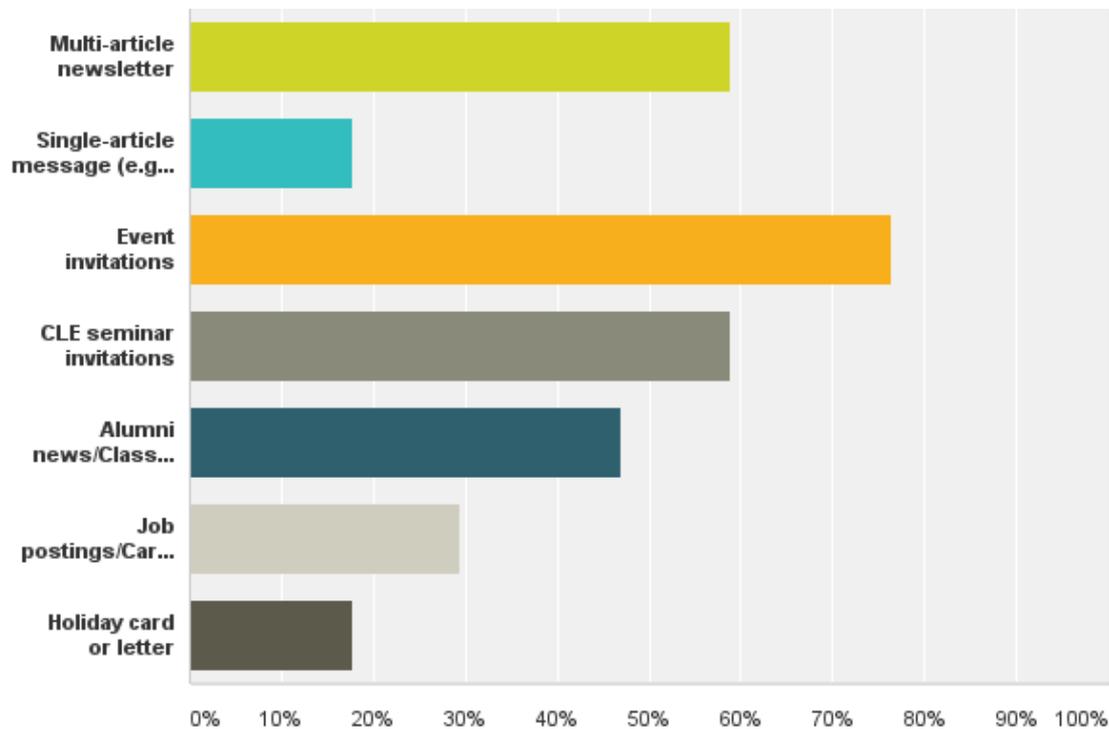
Q7: What are the main benefits you have found from your communications? Please check all that apply:

Answered: 19 Skipped: 6

Answer Choices	Responses	
Engaging alumni / Building community	94.74%	18
Driving traffic to alumni website	42.11%	8
Driving traffic to firm website	42.11%	8
Driving traffic to social media (Facebook, LinkedIn, etc.)	15.79%	3
Improving contact data for alumni	84.21%	16
Connecting alumni with firm partners for business development purposes	63.16%	12
Job opportunities	26.32%	5
Rehires	10.53%	2
Total Respondents: 19		

Q8: Which communications are the most well received by your alumni base? Please check all that apply:

Answered: 17 Skipped: 8



Q8: Which communications are the most well received by your alumni base? Please check all that apply:

Answered: 17 Skipped: 8

Answer Choices	Responses	
Multi-article newsletter	58.82%	10
Single-article message (e.g. News item)	17.65%	3
Event invitations	76.47%	13
CLE seminar invitations	58.82%	10
Alumni news/Class notes	47.06%	8
Job postings/Career resources	29.41%	5
Holiday card or letter	17.65%	3
Total Respondents: 17		

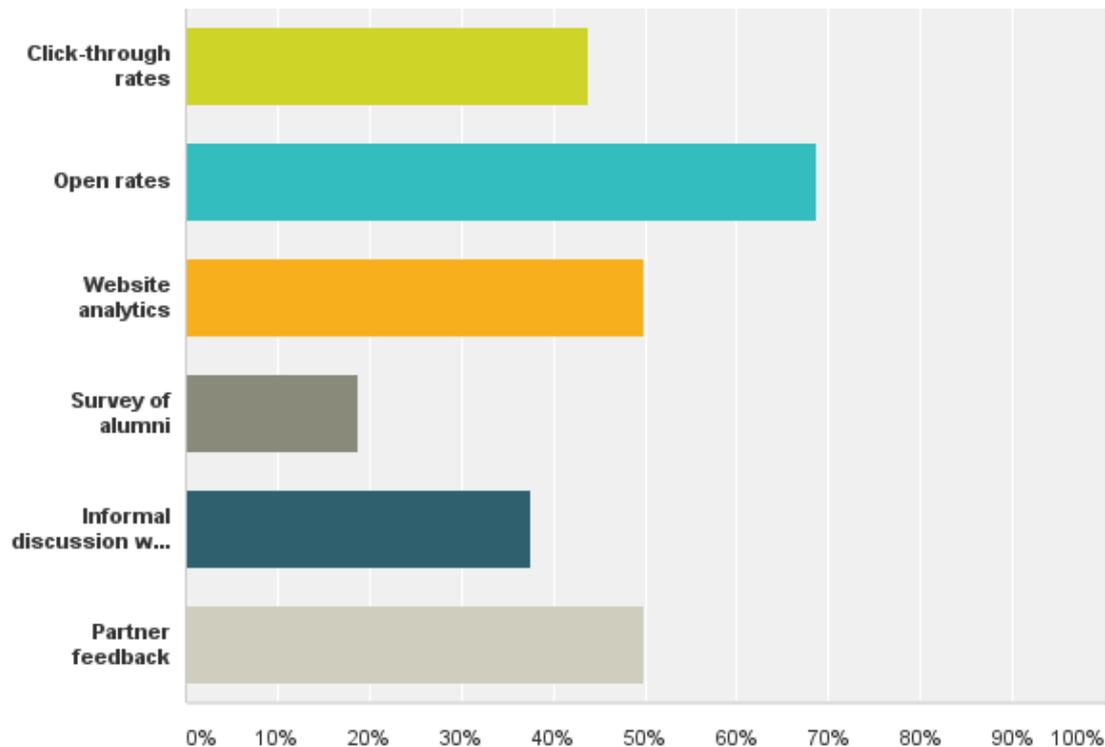
Q8: Which communications are the most well received by your alumni base? Comments:

Answered: 17 Skipped: 8

- We also do congratulatory letters from assigned alumni contact partners as we learn of life events (promotions, job changes, etc.)

Q9: What is your basis for evaluating alumni interest in your communications? Please check all that apply:

Answered: 16 Skipped: 9



Q9: What is your basis for evaluating alumni interest in your communications? Please check all that apply:

Answered: 16 Skipped: 9

Answer Choices	Responses	
Click-through rates	43.75%	7
Open rates	68.75%	11
Website analytics	50.00%	8
Survey of alumni	18.75%	3
Informal discussion with alumni	37.50%	6
Partner feedback	50.00%	8
Total Respondents: 16		