

NALP Legal Employer Alumni Relations/Programs Section Call  
January 28, 2020 Board Report

Agenda

- 2020 NALP AEC Conference (April 28 – May 1 in Montreal):
  - Worked closely with NALP to ensure alumni relations topics are well-represented
  - Three section panels on each day of Conference:
    - April 29 at 3 pm: To Infinity and Beyond: Perspectives on the Evolution of Law Firm Alumni Relations (Panelists: Deborah Cusumano Caldwell; Jennifer Gewertz; Adrienne Jaroch)
    - April 30 at 11:30 am: Tomayto/Tomahto: Two Approaches to Coordinating Career Counseling and Alumni Relations (Panelists: Norma Cirincione; Elizabeth Claps; Robert Duncan; Sheri Mayerowitz)
    - May 1 at 10:30 am: Big 4 to Big Law: Alumni Programs with University Best Practices (Panelists: Cecily Craighill Davis; Adrienne Jaroch; Tom Lardner)
  - Section meeting during Conference; potentially afternoon of Wed., April 29 subject to future confirmation; opportunity to exchange ideas, ask questions and build network
  - If interested in attending, visit NALP resource page to help build your business case: <https://www.nalp.org/makingthebestcase>
  - Members attending: Sarah Ayers (Vedder Price); Deborah Cusumano Caldwell (Winston & Strawn); Elizabeth Claps (Cleary Gottlieb); Jen Gewertz (Arnold & Porter); Adrienne Jaroch (Kirkland & Ellis); Paul Lazdowski (Nixon Peabody); Adriana Marchetti (Fried Frank); Sheri Mayerowitz (Hogan Lovells); Caroline Menes (Proskauer); Graziella Reis-Trani (White & Case); Baina Renaud (Kirkland & Ellis); Shane Riedel (Amanda Stipe); Amanda Stipe (Latham & Watkins)
- Firm mergers + alumni programs:
  - Abby Ranaan (Drinker Biddle) and Kari Jensen Thomas (Faegre Baker) are preparing for firm/alumni program merger on Feb. 1; requested feedback from anyone who went through a similar situation, including challenges and best practices; want to ensure no one feels left out
  - Sheri Mayerowitz: joined Hogan Lovells six years after merger; stressed benefits of having a network double the size; produces more opportunities and possess greater resources
  - Jen Gewertz: joined Arnold & Porter three years after merger; happy to discuss outcome of merger with Kaye Scholer and impact on alumni program
  - Topic was discussed as a potential subject for a future section article
- Alumni engagement + data research:
  - Baina Renaud, the Alumni Program Specialist at Kirkland, shared process for improving engagement through alumni data research; also featured in upcoming section article
  - Key resources:
    - LinkedIn: people regularly self-report on career progress; if connected, shows up in feed; easy way to track where people are
    - State Bar Association websites: great resource for work and/or personal email, but not as helpful if people stop practicing
    - Firm resources and other personnel: library services as well as other attorneys from practice/class year; paralegals and legal secretaries who worked with alum; anyone who might keep in touch
    - Other alumni: alums tend to engage with each other; great for tracking people down
    - Google: last resort, but can be effective to locate article/press release which highlights career movement

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- Data constantly changes and requires regular maintenance; suggest a process whereby data gets validated before each communication is sent to ensure data stays accurate
- Alumni relations survey:
  - Jen Gewertz shared a summary of results, which will also be featured in a February section article and during a wider panel at AEC Conference
    - Sent to 40 people; received 26 completed surveys
      - 50 percent from big firms (700+ attorneys); 25 percent from firms with 30+ offices; 50 percent from firms with 10-19 offices; overall a good representation
    - All respondents received survey results; if interested in receiving, e-mail Jen
    - Noted growth in legal alumni relations when comparing 2019 survey results to 2012 survey found on NALP website and since section was established in 2010
- Job opportunities
  - Adrienne Jaroch shared an opportunity from LawGeex, which automating processes like contract review; hiring full and part-time attorneys and management roles; interested in former BigLaw attorneys seeking return to the workforce and/or looking for flexibility
    - If know anyone with interest or have questions, e-mail Michal Zeira, HR Director, at [michal.zeira@lawgeex.com](mailto:michal.zeira@lawgeex.com)
- ICAN<sup>2</sup> Conference:
  - Sheri Mayerowitz and Jen Gewertz attended; key takeaways include:
    - SAP is a client of IntraWorlds; companies partnered to create an international group of alumni network professionals
    - Held in December 2019 at SAP offices in Hudson Yards (NYC)
    - Conference featured two tracks:
      - Incubating: early stage programs
      - Accelerating: more seasoned professionals
    - Focused on establishing a program lifecycle and engaging people early and often in alumni relations before they depart and become alums
    - Important opportunity for law firm professionals to connect with corporate counterparts, including impressive team from SAP, and learn what they are doing (i.e., Accenture recruits approx. 10k alumni per year back to firm)
    - Other attendees: Accenture, Grant Thornton, McKinsey, Oliver Wyman, BCG
  - No communication yet on a 2020 conference date
- Other
  - IntraWorlds/Conenza merger; formerly friendly competitors, but realized values and interests aligned and stronger together; merger gives IntraWorlds West Coast presence (Conenza based in Seattle); IntraWorlds platform will be used moving forward
  - Other conferences
    - LMA: consensus is not enough of a focus on alumni relations (i.e., only periodic panels every 2-3 years at national/regional programs)
    - Enterprise alumni: potential of a spring 2020 conference, but no confirmed details yet