

# MEMORANDUM

TO: NALP Board of Directors  
Donna Branca, Board Liaison  
Fred Thrasher, NALP Deputy Director

FROM: Karen Amatangelo-Block

DATE: January 30, 2012

SUBJECT: NALP Legal Employer Alumni Relations/Programs Interest Group Report

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## SUMMARY

This report summarizes activities of the Legal Employer Alumni Relations/Programs Interest Group.

## GROUP REPORT

- Carol Sprague reached out to us suggest a simple NALP webinar as a way to drive interest. Carol volunteered to help and participate and we have reached out to a few other contacts to gain resources and put together a draft for the webinar on basic nuts and bolts of building an alumni program. The topics would include, the basics of how to talk about it and make a business case to management, how to start the program, from events, to technical website issues to providing value back to the alumni. With Carol's sign on, we would also like to involve another experienced professional and perhaps a marketing person to cover the broad spectrum of key steps for starting out.
- We plan to host a table at the NALP Open House at the conference in April to build interest in the group and broaden the network of contacts.
- The RFP entitled "Harnessing Alumni Power" has been accepted for the 2012 NALP conference. The program will be a panel with one law firm presenter and one law school presenter to share best practices.
- NALP member alumni relations list has been updated with contacts for connecting to members involved in alumni activity.
- The group still needs to connect on volunteers to build out the directory and gather more information about the roles of alumni professionals.

## ENVIRONMENTAL SCANNING

Amy Hancock's article in this month's NALP Bulletin entitled, "New Year, New Ideas for Alumni Sites and Programs!" was distributed on the listserve.

At the December NALP ALI-ABA Program, group member Norma Circione together with Jennifer Greiner and Ericka Schreiber presented the program "From Off Boarding to Onward Boarding: Maximizing the Start of the Alumni relationship." We hope Norma will discuss the program on the next call.

## GOALS

We are moving forward with our main project to conduct substantial research on alumni relations because there is little information currently available to NALP members. Our goal is to plan and implement at least initial steps to help NALP members begin to build alumni programming.