

TO: Fred Thrasher, NALP Deputy Director  
Georgia Emery Gray, Board Liaison  
NALP Board of Directors

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

DATE: October 4, 2013

RE: Legal Employer Alumni Relations Section Quarterly Report

### **Vice Chairs**

Abby Raanan, Alumni Relations Manager at Drinker Biddle & Reath, and Courtney Mebane, Alumni Relations Manager at Cadwalader, Wickersham & Taft, serve as vice chairs and assist with items such as articles for the NALP Bulletin, creating an online resource guide, and environmental scanning.

### **Conference Calls**

Thursday, June 20 at 2:00 – 3:00 p.m. ET  
Tuesday, September 17 at 2:00 – 3:00 p.m. ET  
Tuesday, December 3 at 2:00 – 3:00 p.m. ET  
Tuesday, March 4 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 were about 20 participants. I mentioned that registration was open for the Professional Development Institute, gave a plug for the 2014 Annual Education Conference at which there will be an alumni relations session, and mentioned the upcoming alumni relations article on communications that will appear in the next NALP Bulletin.

Agenda items for our call included tracking alumni business referrals, how law firms are using social media, and a discussion on creative events that can be used for alumni engagement. Topics that were tabled for the next conference call are best practices for partnering with other functions including professional development, recruiting, communications, etc., and what our firms are doing in terms of associate and/or alumni career counseling?

I will continue to collect agenda items from section members for our next conference call which is Tuesday, December 3.

### **RFP Submission**

Our RFP entitled “It’s a Two-Way Street: Alumni Programs and the Value Proposition” was accepted for the 2014 Annual Education Conference. I am working with Amy Hancock, Director of Professional Development at Andrews Kurth, on finalizing content for the session.

### **NALP Bulletin**

Our section submitted an article entitled “Internal Communications and Buy-In: Critical Success Factors for Law Firm Alumni Programs” which will appear in the October NALP Bulletin.

### **Next Steps**

- 1) Gather agenda items for the next conference call in December
- 2) Write article for the January NALP Bulletin
- 3) Gather more information about our task of creating an online resource guide
- 4) Continue environmental scanning