

MEMORANDUM

To: Jessica Sisco, Board Liaison

Cc: Fred Thrasher, Deputy Director
Claire Nash, Member Services Coordinator

From: Jennifer Gewertz and Adrienne Jaroch, Co-Chairs; Laura Higgins, Vice Chair
Legal Employer Alumni Relations/Programs Section Leadership Team

Date: October 12, 2022

Re: Board Report, NALP Legal Employer Alumni Relations/Programs Section

During our Q2 Zoom call, the Legal Employer Alumni Relations/Programs Section received updates on its charges from each of the Vice Chairs, provided an overview of a PeoplePath workshop that took place in New York City in September, engaged in a group discussion on the return of in-person events and announced the plan to have Ida Abbott as a guest speaker for our next quarterly meeting in January. This report provides an overview of the leadership team, summarizes the updates on the Section's charges, and the various topics that were discussed.

I. Leadership Team

Co-Chairs:

- Jennifer Gewertz, Arnold & Porter, jennifer.gewertz@arnoldporter.com
- Adrienne Jaroch, McDermott Will & Emery, ajaroch@mwe.com

Vice Chair:

- Laura Higgins, Haynes and Boone, laura.higgins@haynesboone.com

Annual Education Conference/*Bulletin+* Article and Webinar Planning Vice Chair:

- Haley Niven, BLG, hniven@blg.com

Knowledge Management and Resource Implementation Vice Chair:

- Danya Ray, Seyfarth Shaw, dray@seyfarth.com

Career Transitions Working Group Vice Chairs:

- Graziella Reis-Trani, Morgan Lewis, graziella.reis-trani@morganlewis.com
- Lora Whitticker, Sidley Austin, lwhitticker@sidley.com

Secondments Working Group Vice Chair:

- Adriana Marchetti, Fried Frank, adriana.marchetti@friedfrank.com

Member Relations Vice Chair:

- Paul Lazdowski, Proskauer Rose, plazdowski@proskauer.com

Wellness Champion Vice Chair:

- Erin Warner, Troutman Pepper, erin.warner@troutman.com

Communications, Social Media & Marketing Vice Chair:

- Eric Shea, Shearman & Sterling, eric.shea@shearman.com

II. Quarterly Section Call Overview

- On October 6, 2022, 50 members of the Legal Employer Alumni Relations/Programs Section participated in the second quarterly call of the 2022-23 NALP calendar year.

A. Welcome

- The call commenced with a brief “welcome” from Section Co-Chairs, Jennifer Gewertz and Adrienne Jaroch.

B. Charges and Working Group Updates

- The Vice Chair(s) for each charge/work group provided an update.

B1. Member Relations

- The Vice Chair for this charge, Paul Lazdowski, is proactively reaching out to new members of the Section to welcome them. He is also reaching out to new law firm alumni relations professionals to make sure they know about NALP and the Section and encourage them to become a member. Section members who joined since our last quarterly meeting were announced and provided an opportunity to introduce themselves.
 - Veronica Paricio (Goodwin Proctor), On law school side and fun to be back on firm side
 - Andrew Good (Morrison Forrester), Joined firm in Jan 2022
 - Olivia Heitz (Sidley), Recent college grad, first job in alumni world
 - Mary Maher (Jenner Block), Came from Northwestern and Kellogg alumni relations
 - Liz Maninfior (McNees Wallace), New to legal and firm is just starting alumni program
 - Mari Foster (Davis Polk), Previous associate and new to alumni relations

B2. Annual Education Conference/*Bulletin* Article Planning

- Hayley Niven announced that three Annual Education Conference RFPs submitted on behalf of the Section were accepted and that we are exploring options on how we can use the topics from the two RFP’s that were not selected for a *Bulletin+* article or a webinar. The Section has one *Bulletin+* article being published in November. Hayley urged Section members to reach out to her with article ideas.
 - **2023 Annual Education Conference Approved RFPs**
 - Catapulting Careers: How Alumni Relations Positions Members for their Next Move (Paul Lazdowski, Jason Levin, Dana Morris, Christie Reynolds)
 - Current State of Law Firm Alumni Relations (Adrienne Jaroch, Hayley Niven, Dr. Rebecca Paluch)
 - Managing Up: How to Routinely Present Alumni Program ROI to Firm Leaders (Danya Ray, Jenn Pedde)
 - ***Bulletin+* articles**
 - How alumni programs can work with business development departments (by Hayley Niven)

B3. Knowledge Management and Resource Implementation

- The Vice Chair for this charge, Danya Ray, noted that traffic on the Section’s Discussion Board has been slow since August. The last question raised a lot of curiosity about different approaches to job postings. Danya reminded that group that after someone posts a question on

the Section Discussion Board, she reaches out to original poster to gather all of the response they received and then she compiles all of the information to post to the Section's Library.

B4. Career Transitions Working Group

- Graziella Reis-Trani, one of the Vice Chairs for this Work Group, provided that update that she recently had her own career transition and moved from White & Case to Morgan Lewis. She said that they will be sending a message out soon about scheduling the next meeting for the Work Group.

B5. Secondments Working Group

- Adriana Marchetti, the Vice Chair for the Work Group, noted that she sent out a calendar invite and posted on NALPConnect that the next meeting for this Work Group will be 12:30 pm ET on Tuesday, November 15th. Anyone who didn't receive the calendar appointment and wants to attend, should reach out to her. She is also accepting topics for the agenda. In an effort to expand the membership of the Work Group, information about the meeting was also posted to the Lawyer Professional Development Section discussion board.

B6. Communications, Social Media & Marketing

- Eric Shea, the Vice Chair for this charge, shared that the Section is signed up to provide NALP with a social media post in September, November and March. The September post went live at the very end of September and since it was our Section's very first post, it was meant to introduce the Section to NALP members. We were very pleased with the number of comments/likes and the link to the post (https://www.linkedin.com/posts/nalp_nalp-created-an-interest-group-for-legal-activity-6980942101278515200-NzYQ?utm_source=share&utm_medium=member_desktop) was shared via the chat so Section members who had not seen the post could comment and/or like the post. Section members were encouraged to follow NALP on LinkedIn so they won't miss the Section's future posts. The November post will likely be used to promote the Section's programming at the Annual Education Conference. The topic for the March post is TBD.

B7. Well-Being Champion

- Erin Warner, the Vice Chair for this charge, shared that the Well-Being Champions from each Section had their first meeting the week prior. She noted that there was a lot of overlap in the topics related to this issue that each Section was experiencing. Some of the common topics were: having difficult conversation, managing various types of career transitions, how to prioritize well-being on a personal level when an employer may not be supportive. They are working on a "call to action" and are gathering well-being topics of interest to the membership.

C. Discussion Topics

C1. Overview of PeoplePath's Workshop in NYC

- Amanda Stipe provided a recap of the workshop hosted by PeoplePath in New York City that a number of Section members attended. It was a nice opportunity for members of the Section to connect in-person and to learn from alumni relations professionals in other fields. The main focus of the workshop was alumni relations program challenges and creative solutions. The attendees were broken into 4 groups and each group was given a topic to discuss: engaging a quiet community, how to get executive sponsors, workforce trends and content strategy. Notes from the workshop will be posted to the Section's library.

C2. In-Person Event Updates

- Members of the Section shared their experiences with respect to the return of in-person events.
 - Jennifer Gewertz: First in person event in mid-September in DC, it was indoor outdoor which helped; attendance was lower than pre-COVID; not a ton of no-shows; people seemed to be comfortable and spent a lot of time outside
 - Judith Slovin: Did a lot of events at Ropes and Gray; big Boston event was inside and people seemed pretty comfortable; Seeing lower attendance rates and more drop offs internally and externally
 - Clare Roath: Has event tonight; looking good on numbers
 - Adriana Marchetti: Indoor outdoor space, numbers are less than they were, but the drop off wasn't worse than prior years, surprise was internal folks dropping off, need to make sure people are going to be in the office on the day of the event
 - Eric Shea: Event in July and virtual event in September; attrition was so high; try sending recordings after the event
 - Hayley Niven: Montreal event coming up; RSVPs are low; going to try a different pumping up before event
 - Karen Cheung: Planning alumni reception for November; looking at hosting about 500 people indoors
 - Paul Lazdowski: Instead of 500-600 person event, they're trying to do smaller events with maybe more frequency, Fried Frank is continuing with big event
 - Sherri Mayerowitz: Hosting in DC with over 300 guests, shocked at size of RSVPs so far, will be indoor/outdoor space
 - Mari Foster(Davis Polk): Large reception coming up with 600+ alumni, we've had a lot of people reaching out that we didn't get the email, part of firms push to get people back to the office
 - City or All Alumni? Fried Frank will invite all former attorneys of office and anyone who lives/works in region
 - Percentage of acceptances? Ex: 4000 invites and 500 guests
 - Health Attestations? A number of firms are no longer doing this, some event invitations have language that asks for guests to be vaccinated; firms are not policing, but they're communicating
 - Any issues with hosting at offices because restrictions are more strict? Fried Frank is shifting to offsite, Hogan Lovells will continue doing it in the office, Ropes and Gray does most events offsite, White Case decided not to do in person event due to feedback about discomfort for large in person event
 - Lots of NY events hosted at Cipriani
 - Anything successful to boost attendance? Arnold Porter raffled gift cards to attorneys who attended; Latham reimbursing taxi or lyft to/from event; Proskauer identifies partners and alums who are in charge of peer pressure; All in days don't seem to boost attendance

D. 2023 NALP Annual Education Conference Update

- As a member of the AEC Planning Committee, Jennifer Gewertz provided an update on the conference. In addition to the three substantive programs being done by Section members and the Section meeting that will take place during the conference, the Section will host a small and information social gathering during the conference.

E. Next Quarterly Section Meeting

- Adrienne Jaroch announced that our next meeting is scheduled for 12:00 pm ET on Thursday, January 19th and Ida Abbott will be the guest speaker. There have been many questions on the Section discussion board and discussions among members of the Section about best practices for preparing attorneys for retirement and how to keep retired attorneys engaged in alumni programs. Ida is an expert in this area and will share her insights and an overview of the services and resources she is able to provide our employers. Her website (<https://www.retirement-by-design.com/courses/retirement>) was shared with the attendees via the chat.