

## MEMORANDUM

**To:** Jennifer Gewertz, Board Liaison

**Cc:** Fred Thrasher, Deputy Director  
Patrick Lovelace, Member Services Coordinator

**From:** Legal Employer Alumni Relations/Programs Section Leadership Team Laura Higgins and Hayley Niven, Co-Chairs  
Erin Warner and Clare Roath, Interim Co0Chairs

**Date:** 3/24/25

**Re:** Q4 Board Report, NALP Legal Employer Alumni Relations/Programs Section

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During our Q4 Zoom call, the Legal Employer Alumni Relations/Programs Section discussed plans for our section to connect in person at the NALP Annual Education Conference, best practices for how to handle disaster or emergency alumni communications, career services topics related to alumni relations, the pros/cons of tracking alumni board memberships and other open discussion topics including interest in serving in a section leadership role for the 2024-2026 NALP year. 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:**

- Laura Higgins, Haynes and Boone, [laura.higgins@haynesboone.com](mailto:laura.higgins@haynesboone.com)
- Haley Niven, BLG, [hniven@blg.com](mailto:hniven@blg.com)

### **Interim Co-Chairs:**

- Clare Roath, Troutman Pepper, [clare.roath@troutman.com](mailto:clare.roath@troutman.com)
- Erin Warner, Troutman Pepper, [erin.warner@troutman.com](mailto:erin.warner@troutman.com)

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

- Mari Foster, Davis Polk, [mari.foster@davispolk.com](mailto:mari.foster@davispolk.com)

### **Career Transitions Working Group Vice Chairs:**

- Mary Maher, Jenner & Block, [mmaher@jenner.com](mailto:mmaher@jenner.com)

### **Secondments Working Group Vice Chair:**

- This group is on hiatus until another vice chair volunteers to lead it

### **Member Relations Vice Chair:**

- Deby Cusumano Caldwell, Winston & Strawn, [DCaldwell@winston.com](mailto:DCaldwell@winston.com)

### **Wellness Champion Vice Chair:**

- Open

## **II. Quarterly Section Call Overview**

On February 20, 2025, 36 members of the Legal Employer Alumni Relations/Programs Section attended the fourth quarterly call of the 2024-25 NALP calendar year.

## Welcome

- The call commenced with a brief “welcome” from Section Co-Chair, Laura Higgins.
- The section agreed that our format focused on open discussion was productive and lead to greater section participation.

## Member Relations

- Welcomed new members Hazel Zambrano - Munger, Tolles & Olson LLP, Emily Bronstein - Fried Frank, Harris, Shriver & Jacobson LLP, Kayla Kennedy - Troutman Pepper Locke.
- Job changes include Stephanie Dorssom who will be joining Thompson Coburn.
- Husch Blackwell will be hiring an alumni professional and was directed to NALP Connect Library for resources.

## III. Open Discussion

- Business case to attend NALP AEC
  - Early bird pricing
  - We will again coordinate a social event with our section
- Call for volunteers to section leadership as a great way to get to learn from others
  - AEC/Bulletin+ Article and Webinar Planning Vice Chair
  - Secondments Working Group Vice Chair
  - Wellness Champion Vice Chair
- Disaster/emergency messaging to alumni (ex. fires in Southern California)
  - Some members repurposed messages from the firm and sent with alumni branding
  - Some members sent personal messages
  - Some messages included helpful resources
  - Discussion identified potential challenges/feelings around determining which future natural disasters would warrant messaging
- Collecting Board Service from alumni
  - Searchable fields would include role, years of service, organization type, board type
- Job Board Communications
  - Discussed cadence of job posts and anticipated ROI
  - Considering “Job Blast” template pros and cons as a way for connections using career counselor lens
  - Career services webinars can create leads on who may need help
  - Greatest need is for alums in government sector currently
- Attendance at Alumni Events
  - Consensus showed higher engagement related to CLE, career services, and social events
  - Barriers include email fatigue, firewalls and technology policies that mark bulk messages as SPAM and overload of in-person events
  - Collaborate with compliance team to create opt-in campaign

#### **IV. Section Reports**

##### **AEC/Bulletin+ Article and Webinar Planning**

- Call for volunteer(s) to write articles recapping alumni sessions at the Annual Education Conference – especially helpful to those who are not attending
- Promoted recent NALP Bulletin Articles by section members:
  - [Promoting ROI with Alumni Programs](#), by Priscilla Soares
  - [Casting Your Net: Broad Versus Targeted Marketing in Law Firm Alumni Programs](#), by Mari Foster

##### **NALP Liaison**

- The board has been focused on preparations for the 2025 Annual Education Conference in Cleveland.

##### **V. Next Quarterly Section Meeting**

- Thursday, April 10 @ 1 p.m. ET