

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, Vice Chairs

Date: 10/10/24

Re: Q2 Board Report, NALP Legal Employer Alumni Relations/Programs Section

During our Q2 Zoom call, the Legal Employer Alumni Relations/Programs Section discussed an American Lawyer article about alumni networks and had open discussion on recent programs. 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
- Haley Niven, BLG, hniven@blg.com

Vice Chair:

- Clare Roath, Troutman Pepper, clare.roath@troutman.com
- Erin Warner, Troutman Pepper, erin.warner@troutman.com

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

- Mari Foster, Davis Polk, mari.foster@davispolk.com

Career Transitions Working Group Vice Chairs:

- Mary Maher, Jenner & Block, 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

Wellness Champion Vice Chair:

- Open

II. Quarterly Section Call Overview

On October 1, 2024, 46 members of the Legal Employer Alumni Relations/Programs Section attended the second quarterly call of the 2024-25 NALP calendar year.

Welcome

- The call commenced with a brief "welcome" from Section Co-Chair, Laura Higgins.
- Participants were reminded that our calls should foster discussion
- Reminder that topics are pulled from NALP connect posts for discussion.

Secondments Working Group

- On hiatus until we have a volunteer to lead it

Well-Being Champion

- No volunteers to serve as official champion

- Open call to members who want to start the next call with a wellness activity to reach out

Member Relations

- Welcomed new members Marisa Allen - Wilmer Hale, Sarah Owens Willis - W&S, Marsha Nagorski - Wilson Sonsini, Linda Domyanic – Weil, Brittany Casey - Greenberg Traurig, Sabriena Tarboush – Schulte, Hillary Mann - Morrison Forrester

AEC/Bulletin+ Article and Webinar Planning

- Alumni Relations Programs chosen for 2025 NALP Conference:
 - Bricks in the Path: How Generational Job Move Trends Help Us Engage with Gen Z (Olivia Heitz, Sidley Austin)
 - Show Me the Revenue: How Law Firm Alumni Programs Can Turn Former Colleagues into Clients (Danya Ray, Seyfarth)
 - Enhancing Corporate Alumni Programs Through Data Analytics & Technology (Jenn Pedde, PeoplePath)
- Alumni Relations Articles chosen for the Bulletin:
 - [Key Conference Takeaway “If You Don’t Market It, Does It Even Exist?”](#) (Haley Niven, BLG)
 - Promoting ROI with Programming and Best Practices for Reporting (Precilla Soares, Holland & Knight)
 - Balancing Wide Net Marketing and Target Marketing (Mari Foster, Davis Polk)

NALP Liaison

- NALP is coming into Q4 very strong financially.
- PDI will be December 4-6 in Scottsdale, AZ. 2025.
- Annual Education Conference is in Cleveland, Ohio in April.
- NALP is working towards bolstering their current affinity groups.
- Encourage members to follow & interact with NALP’s enhanced social media presences, including 4 podcasts.
- Highlight upcoming Change Management Task Force, which will feature resources to help navigate all kinds of change (stay tuned to see how alumni professionals can participate).
- NALP has information from the [2024 U.S. Survey of Legal Career Professionals](#) posted on the website. It includes salary information and position responsibilities and there were enough responses from members of this Section to include data for alumni relations professionals. Nominations for leadership roles coming up in November.

III. Open Discussion

- ROI & Presenting Metrics
 - Comparing in-house attendees list to matters that were brought in since the event date
 - Dividing the number of in-house attendees by the total event cost – may help determine if larger or smaller targeted events would advance goals.
 - Adjust perspective from “Alumni X has brought in Y number of matters” to “Alumni X is at client Z and client Z has brought in Y number of matters/dollars.”
 - Amplify success with storytelling to report an event that resulted in dollars.
 - Create a tie between event participation and funding for the following year.
 - Considering all RSVPs (including No) as overall engagement.
 - Send very brief survey to firm attorneys who attended the alumni event (for example, “Did you connect with anyone for new business? If so, who?” or “What did you like/dislike about the event?”)
 - Personal outreach to those who attended with photos from the event – consider if it’s more impactful coming from the alumni team or an OMP or other attorney in a leadership role.
 - Alumni quotes– ask an attorney to contact an alumni who attended for a quote about the event or experience with the alumni network.

non-alumni readers to illustrate how alumni are generally a more engaged community.

- Tips for Communicating Alumni Program Success – Adrienne Kelly
 - o It is helpful to have buy in and support from attorneys in strong leadership roles who are relationship developers.
 - o Recommend finding an opportunity to feed up very concise positive feedback about the alumni program once per quarter. (for example, “I congratulated alumni X on her new role and she mentioned that she logs into PLI every week!” to show that an alumni relies on a resource the firm provides.)
 - o Encourage attorneys to do post-event outreach with their contacts (referrals for work, connections made, opportunities to engage again, etc.)
- Job Boards
 - o Concern raised about if job boards might expose a firm’s clients
 - o A section member noted that they do not use language indicating that the firm only posts positions from clients to avoid that issue.
 - o Concern about being held responsible for ensuring that reposted jobs from other websites are compliant with all state and local laws.
 - o A section member mentioned that adding boiler plate language at the top fo the jobs page may be able to reduce friction with that issue.
 - o A section member reported that they confirm compliance before posting.
 - o A section member reported that they collaborate with their firm’s new business intake team to run conflicts on jobs for companies that are not current or former clients. This allows for compliance checks and ensures that they only post jobs the firm would not conflict out of.
- Unfinished business
 - o Firm merger on the horizon? What does it mean for alumni engagement?

IV. Next Quarterly Section Meetings

- Thursday, December 12 @ noon ET
- Thursday, February 20 @ noon ET