

NALP Legal Employer Alumni Relations/Programs Section Call
May 7, 2020 Board Report

Agenda

- **Attendance:**
 - Fuad Akinbiyi (Winston & Strawn); Katie Beach (Jones Day); Mary Beal (NALP); Tasha Brown (DLA Piper); Lexie Byrne (Choate, Hall & Stewart); Debby Caldwell (Winston & Strawn); Elizabeth Claps (Cleary Gottlieb); Sarah Dunn (Simpson Thacher & Bartlett); Jennifer Gewertz (Arnold & Porter); Wendy Goodridge (Mayer Brown); Carmen Gutierrez (O'Melveny & Myers); Jessica Hoffer (Chapman and Cutler); Kito Huggins (Weil, Gotshal); Adrienne Jaroch (McDermott); Rochelle Karr (O'Melveny & Myers); Amy Kattman (Baker & Hostetler); Paul Lazdowski (Nixon Peabody); Sharon Light (Sidley Austin); Adriana Marchetti (Fried Frank); Kate Dowd May (Gibson, Dunn & Crutcher); Sheri Mayerowitz (Hogan Lovells); Erin McNichol (Morgan Lewis); Caroline Menes (Proskauer); Hayley Niven (BLG); Abby Raanan (Faegre Drinker); Shane Riedel (Husch Blackwell); Clare Roath (Troutman Sanders); Laura Singer (Akin Gump); Amanda Stipe (Latham Watkins); Claire Yan (Sidley Austin); and an additional 9 people who dialed-in and were not identified
- **Welcome and Leadership Introductions**
 - Co-Chairs: Amanda Stipe (<https://www.linkedin.com/in/amandakstipe/>) and Paul Lazdowski (<https://www.linkedin.com/in/paullazdowski/>); Vice-Chair: Jen Gewertz (<https://www.linkedin.com/in/jennifer-gewertz-050275a0/>)
 - Group has always been incredibly collaborative and welcoming; want to continue this trend and find new and helpful ways where we can all assist and support each other; goal is to uncover new and innovative means to aid in the success of our respective firm's alumni programs
 - See NALP's COVID-19 Resource Center: <https://www.nalp.org/covid-19>
- **2021 Annual Education Conference (AEC) Panels**
 - Goal: three alumni panels
 - Submitted Panels (both were chosen in 2020 and have been resubmitted for 2021):
 - Title: To Infinity and Beyond: Perspectives on the Evolution of Law Firm Alumni Relations (Panelists: D. Cusumano Caldwell; J. Gewertz; A. Jaroch)
 - Summary: Panelists created an online 2019 survey, which is being refreshed/redistributed, to gather info on a variety of subjects (i.e., roles, reporting structure, alumni sites, etc.); will examine development of alumni relations through survey results and panelists viewpoints
 - Title: Tomayto/Tomahto: Two Approaches to Coordinating Career Counseling and Alumni Relations (Panelists: N. Cirincione; E. Claps; R. Duncan; S. Mayerowitz)
 - Summary: Panel will compare and contrast the ways in which law firms can leverage alumni relations and career counseling to support both internal and external attorneys throughout their careers
 - New Panel Ideas:
 - Concept: Navigating unfavorable firm news (i.e., furloughs, layoffs, summer program cancellations) (S. Riedel and H. Niven)
 - Concept: Building effective partnerships between alumni relations and business development (A. Jaroch)
 - Concept: How alumni relations impacts the bottom line, including outplacement, new clients, etc. (K. Dowd May)
 - Concept: Networks by the numbers; measuring success via data/metrics and showing value (T. Brown)
 - Concept: Confronting challenges during difficult times (P. Lazdowski)

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- **2021 AEC Panel RFP Deadline: July 24** (<https://www.nalp.org/conferenceproposals>)
- If you have a panel topic which you are interested in submitting, please contact Paul Lazdowski (plazdowski@nixonpeabody.com)
- **NALP Business Plan–Section Charges (and call for volunteers!):**
 - 2021 Annual Education Conference Panels and Bulletin Articles (P. Lazdowski)
 - Summary: Brainstorm with Section members to develop ideas and identify speakers for the 2021 Annual Education Conference and topics for ***Bulletin articles*** (***submission deadline is June 15, 2020***); group assists members with the completion of the RFP processes for both; consider the production of a webinar
 - Volunteers/Ideas:
 - Virtual Alumni Engagement and Connections During Quarantine (C. Yan)
 - Shifting Priorities of Alumni Programs in a Post-Pandemic World (C. Yan; P. Lazdowski)
 - Leveraging Your Alumni Program for Rehiring Post-Pandemic (C. Yan)
 - If you have an article topic which you would like to write—or are interested in collaborating on any of the above—please contact Paul Lazdowski (plazdowski@nixonpeabody.com)
 - Member Relations (J. Gewertz)
 - Summary: Contacts new and/or continuing members on periodic basis to welcome them and educate about ways to get involved; consider reaching out to additional members encouraging them to join section
 - Volunteers: S. Riedel and C. Roath
 - Best Practices/Online Resource Guide (A. Stipe)
 - Summary: Develop best practices type resources for posting on NALP’s website/NALPconnect to educate members about developing/maintaining alumni relations program, including technology to reach alumni, alumni connections for business development, alumni-focused publications, and professional development geared towards alumni.
 - Volunteers: S. Riedel and TBD
 - Knowledge Management (A. Stipe)
 - Summary: Collaborate with KM Advisory Group to identify, review, and classify NALP info relevant to Alumni Relations professionals for more effective data searches
 - Volunteers: TBD
- **Upcoming Section Meeting Dates:**
 - Thursday, October 8th @ Noon pm ET
 - Thursday, January 21st @ Noon pm ET
 - Thursday, March 25th @ Noon pm ET
- **Open Discussion**
 - Please remember to utilize the NALP Connect Discussion board for topics where the group can collaborate and share info: <https://www.nalp.org/alumnirelationsinterestgroup>