

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: June 20, 2013

RE: Legal Employer Alumni Relations Section Quarterly Report

In the time since the 2013 Annual Education Conference, the Legal Employer Alumni Relations Section has done the following:

Vice Chairs

Abby Raanan, Alumni Relations Manager at Drinker Biddle & Reath, and Courtney Mebane, Alumni Relations Manager at Cadwalader, Wickersham & Taft, have agreed to 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

Section conference calls have been scheduled for:

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 June 20 conference call:

We held our first of four conference calls on June 20. There were between 15 and 20 participants. There was interest in discussing the basics of alumni relations programs, so we discussed the many important elements of building a program from scratch. The call seemed to be well received and there was a lot of input from participants, making the call a lively discussion. I will continue to collect agenda items from section members for our next conference call which is on Tuesday, September 17.

RFP Submission

An RFP entitled “It’s a Two-Way Street: Alumni Programs and the Value Proposition” was submitted for the 2014 Annual Education Conference on behalf of the section. The same RFP was submitted for the 2013 PDI, but was not accepted, so I was encouraged by Mary Beale to submit it again for consideration at the Annual Education Conference.

NALP Bulletin

We have been in touch with Janet Smith regarding articles for the NALP Bulletin. The following ideas were submitted for consideration:

- 1) Best practices for communicating with alumni (type of communications, how often, etc.)
- 2) Alumni engagement/getting alumni involved (website, webinars, social events, mentor program, outplacement, etc.)
- 3) Law firm culture and the alumni relationship – how we treat lawyers while they are at the firm makes a world of difference; every interaction matters; from communications to onboarding to departure/exit procedures, etc.

Janet said she would let us know in early July how much space she will have for these articles and in which issues.

Next Steps

- 1) Gather agenda items for the next conference call in September
- 2) Gather more information about our task of creating an online resource guide
- 3) Write an article for the NALP Bulletin, pending Janet's guidance
- 4) Continue environmental scanning