

MEMORANDUM

To: Jessica Sisco, Board Liaison

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

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

Date: June 8, 2021

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

During our Q1 Zoom call, the Legal Employer Alumni Relations/Programs Section reviewed its charges, identified Vice Chairs to lead each charge, and engaged in a group discussion on a number of topics. This report summarizes the leadership team, the charges, and the various topics that were discussed.

I. Leadership Team

Co-Chairs:

- Paul Lazdowski, Nixon Peabody, plazdowski@nixonpeabody.com
- Jennifer Gewertz, Arnold & Porter, jennifer.gewertz@arnoldporter.com

Vice Chair:

- Adrienne Jaroch, McDermott Will & Emery, ajaroch@mwe.com

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

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

Best Practices/Online Resources Vice Chair:

- Hayley Niven, BLG, hniven@blg.com

Career Transitions Working Group Vice Chairs:

- Sharon Light, Sidley Austin, slight@sidley.com
- Graziella Reis-Trani, White & Case, graziella.reis-trani@whitecase.com

Secondments Working Group Vice Chair:

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

Member Relations Vice Chairs:

- Lora Whitticker, Jenner & Block, lwhitticker@jenner.com
- Baina Renaud, Fenwick & West, brenaud@fenwick.com

Knowledge Management & Resource Implementation Vice Chair:

- Sarah Marchitto, Paul Weiss, smarchitto@paulweiss.com

II. Section Call Introductions

- On May 11, 2021, 43 members of the Legal Employer Alumni Relations/Programs Section participated in the first quarterly call of the 2021-22 NALP calendar year.

A. Introductions Summary

- The call commenced with a brief introduction by Section Co-Chairs, Paul Lazdowski and Jennifer Gewertz. Traci Mundy Jenkins, the incoming NALP President, welcomed everyone and thanked the group for being involved. She also gave a separate “thank you” to Amanda Stipe for her past leadership. Jessica Sisco, the group’s new Board Liaison, introduced herself and expressed excitement about supporting the section’s efforts.

III. New Section Members, Charges and Working Group Updates

- Two new law firm members joined the Section since the last quarterly call on March 25. The group also discussed a few of its charges and received updates on its two newly formed working groups.

A. New Section Members

- Lena Gunderman, Alumni Engagement Manager at Wilson Sonsini and Shannon DeGennaro, Director of Recruiting and Professional Development and Brooks Pierce joined the section since our last call. Both Lena and Shannon introduced themselves to the section and were warmly welcomed.

B. Annual Education Conference/*Bulletin* Article Planning

- We reminded section members that *Bulletin* Articles are due on June 15 and Annual Education Conference RFPs must be submitted by August 15. Sheri Mayerowitz (Hogan Lovells) and Elizabeth Claps (Cleary Gottlieb) will resubmit an RFP on Career Services and Alumni Teams working together, a topic that was previously selected for the 2019 and 2020 AEC. A few potential *Bulletin* Articles were also discussed:
 - How to Increase Alumni Engagement Through Data Research (by Baina Renaud)
 - Big 4 to Big Law: Alumni Programs with University Best Practices (by Adrienne Jaroch)
 - TBD Topic from Secondments & Career Transitions Working Groups (by Adrianna Marchetti, Sharon Light and Graziella Reis-Trani)
 - Use of “Alum” to Address Issues of Gendering with Other Terminology (by Hayley Niven)
- In addition, we continued brainstorming other potential topics for future conference proposals and/or *Bulletin* articles.

C. Knowledge Management and Best Practices/Online Resources

- The Vice Chairs for these two charges will work collaboratively to create an online resource guide. Following each quarterly call and/or Discuss Board post, they will work to ensure the NALPConnect Section page capture all of this great content, information, and resources. This will entail following up with each individual who poses question and getting the information they received posted to NALPConnect.

D. Career Transitions Working Group

- The Vice Chairs—Sharon Light and Graziella Reis-Trani—are in the process of scheduling the first meeting. The goal is to meet every six weeks, but this may eventually drop to once a quarter. They are still outlining goals. They have connected with the Lawyer Career Coaching/Advising

Working Group Vice Chair for the Professional Development Section to determine a plan for collaborating.

E. Secondments Working Group

- The group's goal is to own and standardize a process for running secondment programs. The group will collaborate with other NALP Sections who may also be interested in and/or benefit from this topic. Anyone interested in working with others to share resources is encouraged to contact Adriana Marchetti about joining.

IV. Environmental Scanning

- Section members were given the opportunity to discuss any topics of their choosing.

A. Environmental Scanning: Gender roles with alumnus, alumnae

- Some firms are discussing the use of 'alum' as a gender neutral term. Historically the term 'alum' was viewed as slang. As a NALP section, we discussed providing a recommendation on the correct term and endorsing it for all firm's to use moving forward. Hayley Niven expressed interest in co-authoring an article for the *Bulletin*, and will approach a D&I Section member about collaborating. Jessica Sisco will confirm with the NALP Board that there is support for this approach.
- One section member asked if members request preferred pronouns when spotlighting alumni (i.e., they = alum). Members agreed that it would be worthwhile to contact the D&I Section and write other Sections for their buy in and/or feedback. Another member pointed to the Bar Association, which has been considering this topic within the past year (i.e., emeritus). Emeriti is being recommended as a gender neutral version.

B. Environmental Scanning: Alumni Referral Programs

- Alumni referral programs have become a hot topic for firms given the recent uptick in lateral attorney movement. One firm is offering donations to a select group of charities and/or undergrad/law schools of the referring alums choosing. The program starts with attorney positions, but could expand. The firm could not decide how to handle referral bonus on behalf of referring alums who work in government or at in-house positions as well as clients.
- Most firms already have attorney referral program, but if they don't it's important to consider implementing a firm-wide program before extending a program to alumni. Some firms are consider expanding their alumni referral programs to include all attorney positions so as to discourage paying headhunter fees. Other firms have varied payment levels depending on the open positions. There is one firm that is paying referring alumni directly because they do not want to pay outside recruiters. In most cases, firms with internal referral policies are paying slightly more to their employees than they are to alums who refer laterals.
- For the firms that are unveiling alumni referral programs, they are sending emails and leveraging either firm proprietary software or outside vendors (i.e., PeoplePath, etc.) to build referral pages on their platforms. In most instances, the referral submission process entails providing the job requisition number as referrals are for specific roles and not generic referrals.

C. Environmental Scanning: General Alumni Relations LinkedIn Accounts

- Certain firms have created standard/secondary LinkedIn account to connect with alumni. These are "firm owned" profiles that remain with the firm should an alumni manager pursue other career opportunities. When establishing these profiles, it is important to ensure these

“standard” accounts clearly identify the alumni manager and their role as head of the global program. It is recommended that names be included so it doesn’t appear like a spam account.

- There are significant differences because creating a LinkedIn Private Group instead of a Profile. When sharing content from a profile, people tend to engage more with a post. Sharing content in a private group is limiting because members need to go into the group to see the topic. Engaging alums, sharing content, and tracking movement are the primary motives behind creating a “firm owned” profile. To help elevate the exposure of their firm’s profile, one firm alumni manager calls all new laterals six weeks to the day after they start. This individual also calls departing attorneys during the week they leave the firm. During these conversations he mentions the LinkedIn profile and follows up with a LinkedIn invite. Whatever the approach, it is important to consider what your firm is most comfortable with.