

TO: NALP Board of Directors

Donna Branca, Board Liaison
Fred Thrasher, NALP Deputy Director
Brook Redmond, Section Vice Chair

FROM: Norma F. Cirincione

DATE: October 26, 2012

SUBJECT: NALP Legal Employer Alumni Relations/Programs Section – Second Quarter Report

SUMMARY

This report summarizes recent second quarter activities of the Legal Employer Alumni Relations/Programs Section.

SECTION REPORT

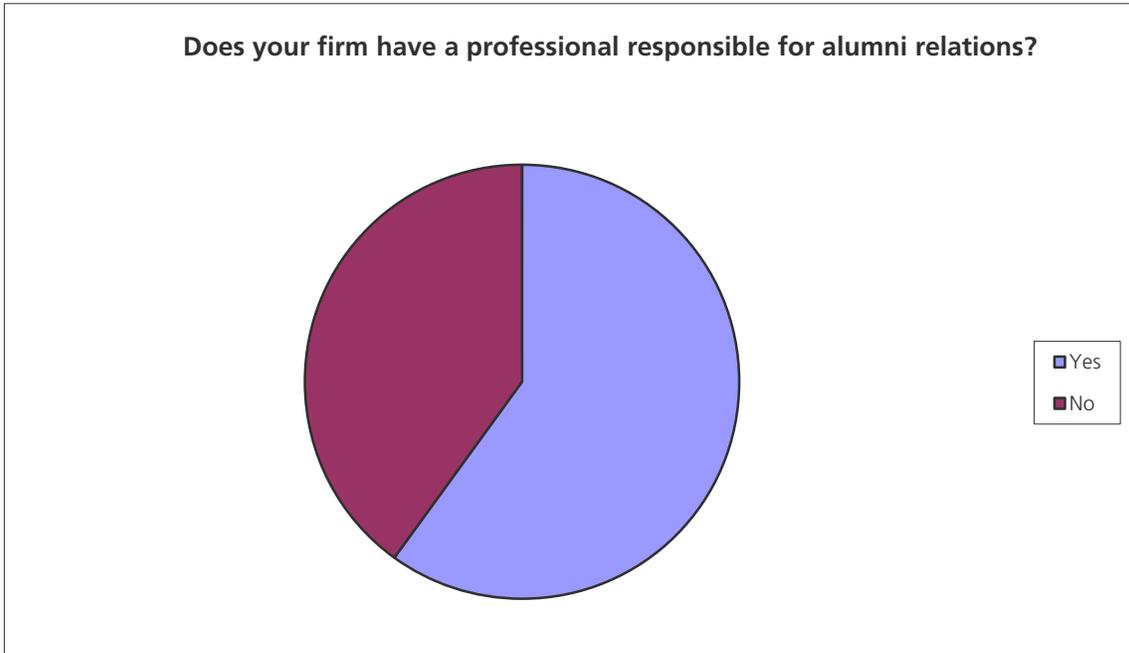
Following are the results of the recent survey which we submitted to Section members for completion. The Law School Alumni Relations Section used our survey as a template for theirs. We will schedule a Section conference call in early November to review the results of the survey and to move forward with regard to future Bulletin articles and conference call discussion topics. We will post the survey results on NALPConnect.

NALP SURVEY

This survey was conducted via SurveyMonkey from June-August 2012. 20 responses were received.

Does your firm have a professional responsible for alumni relations?

Answer Options	Response Percent
Yes	60.0%
No	40.0%



If "yes," what is the professional's title?

Answer Options

Number	Response Text
---------------	----------------------

- | | |
|----------|--|
| 1 | n/a |
| 2 | Marketing coordinator |
| 3 | Chief Marketing Officer |
| 4 | Manager, Global Alumni Program |
| 5 | Director of Recruiting and Legal Personnel |
| 6 | Manager of Alumni Relations |

How long has this position been in existence?

Answer Options

Number	Response Text
---------------	----------------------

- | | |
|----------|--|
| 1 | n/a |
| 2 | one year |
| 3 | 20 years |
| 4 | Just over 2 years |
| 5 | Almost 10 years with the alumni component having greater relevancy over the past couple of years |
| 6 | <1 month |

What percentage of this individual's work time is devoted to alumni relations?

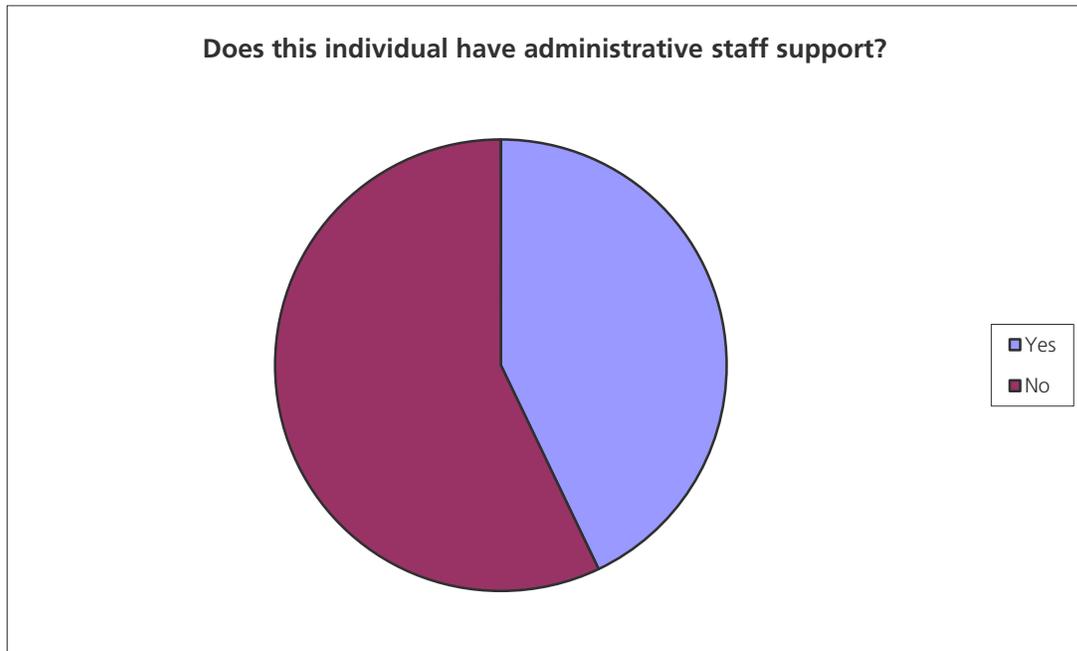
Answer Options

Number	Response Text
---------------	----------------------

- | | |
|----------|---|
| 1 | n/a |
| 2 | 20% |
| 3 | I am not sure, we have an alumni directory but don't know how much we are leveraging our alumni for business development (or professional development). |
| 4 | 100% |
| 5 | Too soon to tell |
| 6 | 100% |

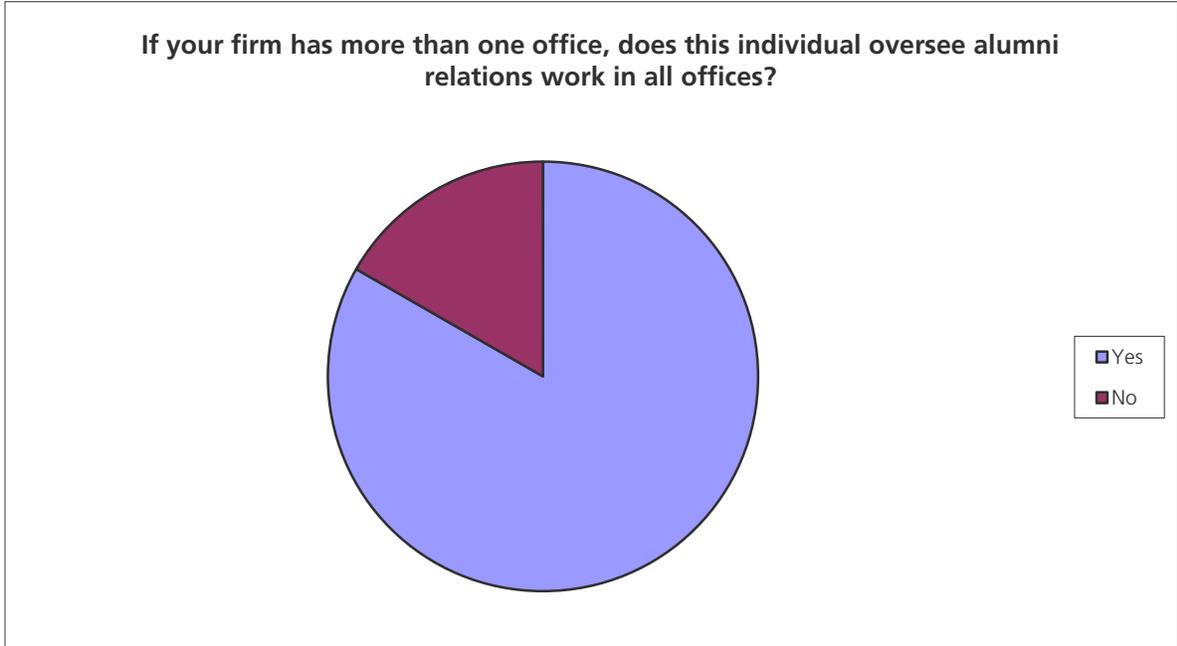
Does this individual have administrative staff support?

Answer Options	Response Percent
Yes	42.9%
No	57.1%



If your firm has more than one office, does this individual oversee alumni relations work in all offices?

Answer Options	Response Percent
Yes	83.3%
No	16.7%

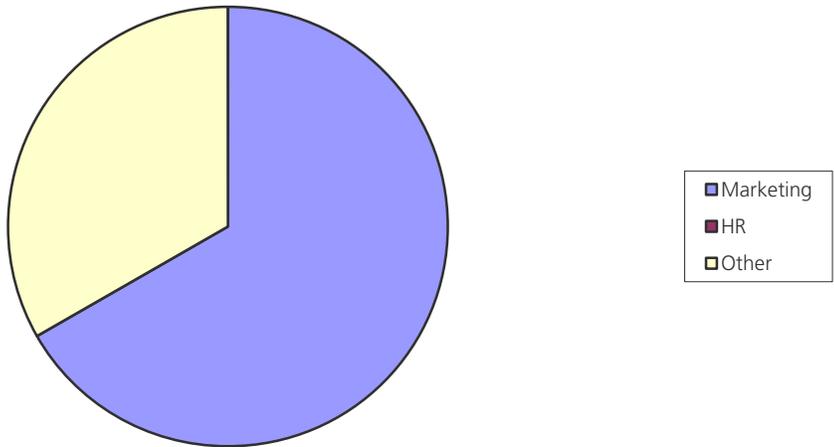


In which department does this individual reside? Please check one.

Answer Options	Response Percent
Marketing	66.7%
HR	0.0%
Other	33.3%
Other (please specify)	

Number	Other (please specify)
1	Recruiting and Legal Personnel
2	Attorney Development

In which department does this individual reside? Please check one.

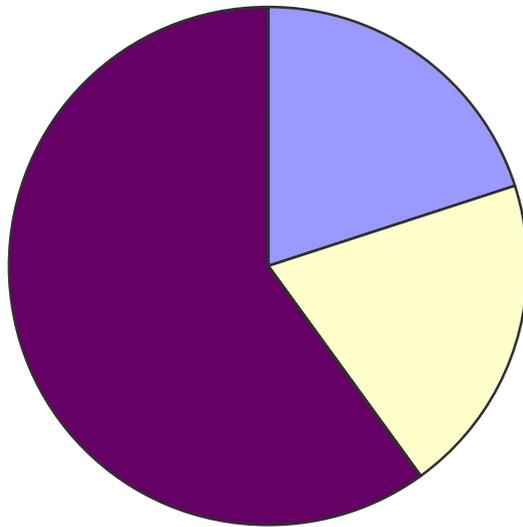


To whom does this individual report? Please check one.

Answer Options	Response Percent
Managing Partner (or equivalent)	20.0%
C-level Officer	0.0%
Executive Director	20.0%
Partner (or equivalent) responsible for business	0.0%
Other	60.0%
Other (please specify)	

Number	Other (please specify)
1	Officially to the Global Director of Business Development with a "dotted line" report to a partner who oversees the alumni program
2	Executive Partner and others
3	Director of Attorney Development

To whom does this individual report? Please check one.



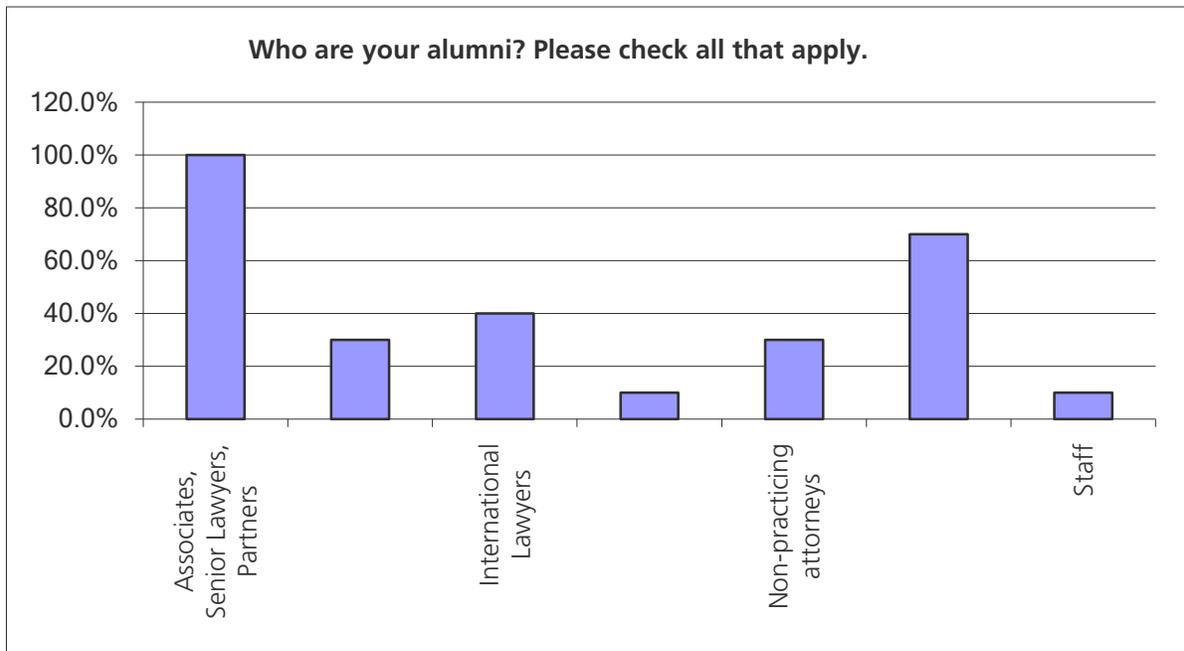
Please list the duties and responsibilities of your alumni relations professional.

Answer Options

Number	Response Text	Categories
1	We don't have a stand alone alumni person, although I think that is a great idea. In Recruiting and PD, I would like to do more with our recent/younger alumni to help foster good will towards the firm and help with career transitions of associates.	
2	All alumni relations activities including alumni events (receptions, CLE programming, speakers and panel discussions, inclusion network events, etc.); acting as the primary contact for alumni requests/inquiries; alumni website content and maintenance; e-newsletter creation (3 times per year) and all other alumni communications; data management and upkeep in our CRM (InterAction); creation of all policies, procedures and strategies related to alumni; overseeing the alumni relations budget; anything related to alumni reporting and tracking	
3	Contact, communications, counseling, etc.	

Who are your alumni? Please check all that apply.

Answer Options	Response Percent
Associates, Senior Lawyers, Partners	100.0%
Summer Associates	30.0%
International Lawyers	40.0%
Contract Lawyers	10.0%
Non-practicing attorneys	30.0%
Retired attorneys	70.0%
Staff	10.0%



Does your firm have an alumni website?

Answer Options

**Response
Percent**

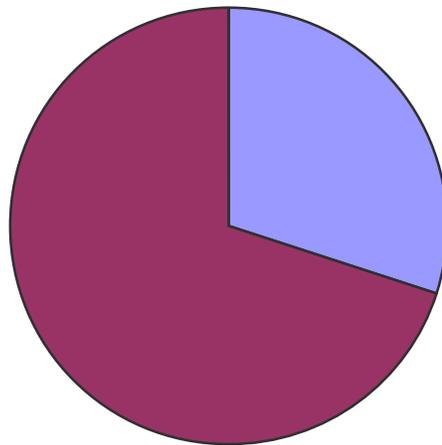
Yes

30.0%

No

70.0%

Does your firm have an alumni website?

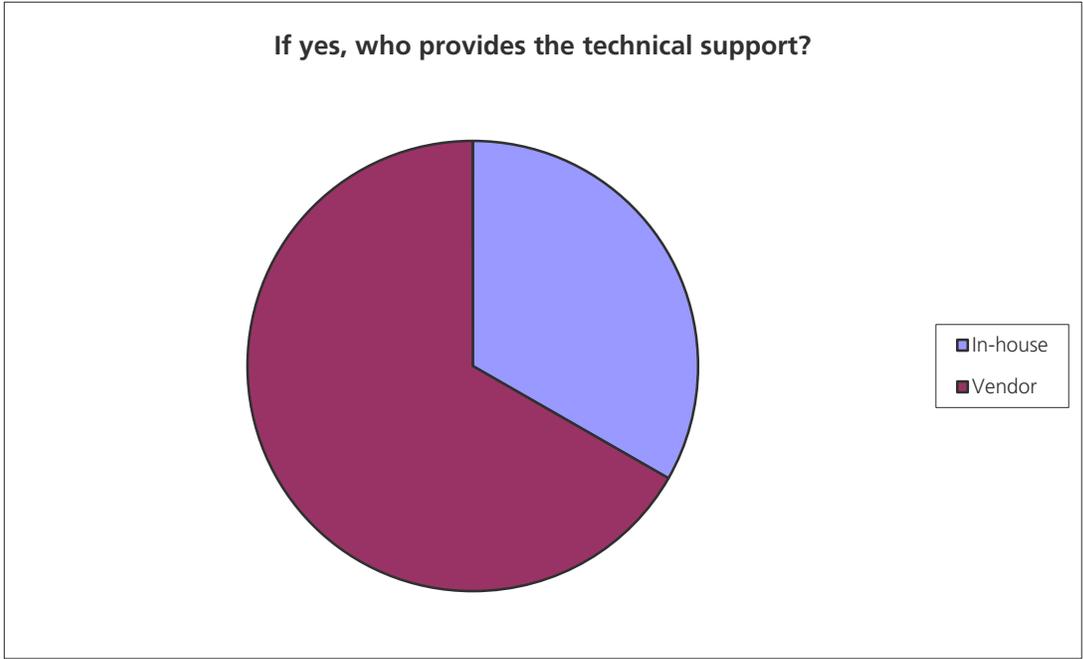


■ Yes

■ No

If yes, who provides the technical support?

Answer Options	Response Percent
In-house	33.3%
Vendor	66.7%



If a vendor, please provide the name.

Answer Options

Number Response Text

- 1 ICVM Group
- 2 SelectMinds

Who manages the information on the website?

Answer Options

Number Response Text

- 1 The manager
- 2 Manager, Global Alumni Program
- 3 Manager of Attorney Relations/SelectMinds

Describe the main features of your website.

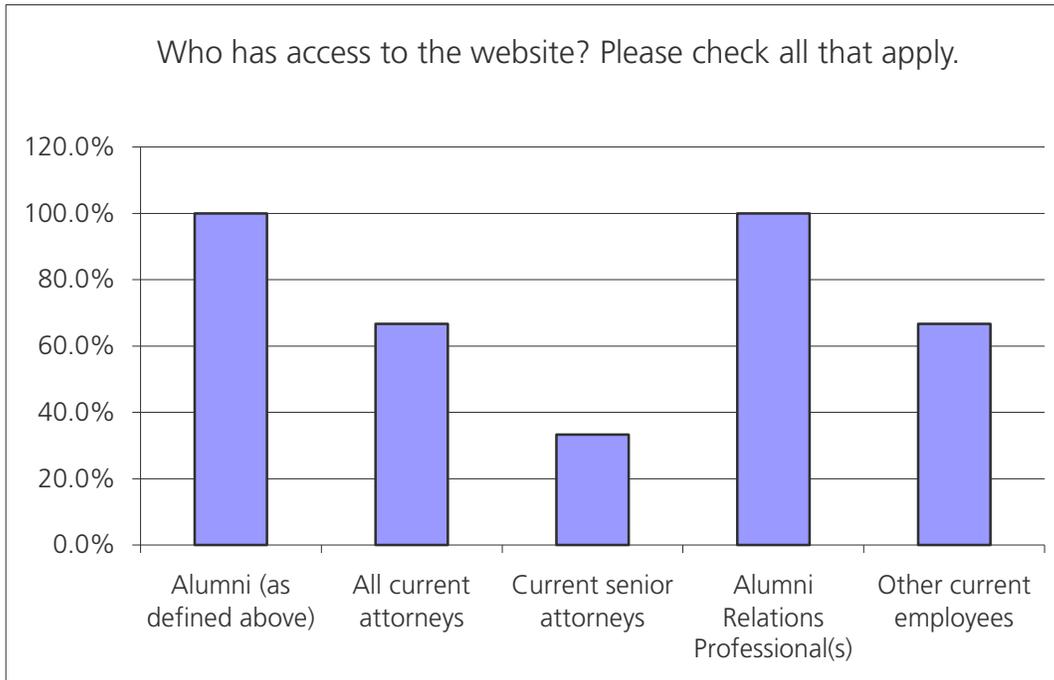
Answer Options

Number Response Text Categories

- 1 Alumni/current lawyer directory, News page, Events page, CLE/CPD page, Inclusion Networks pages, Get Involved page (ways for alumni to get involved and stay connected to each other and the firm), Resources page (discounts, contacts, other benefits), Office pages

Who has access to the website? Please check all that apply.

Answer Options	Response Percent
Alumni (as defined above)	100.0%
All current attorneys	66.7%
Current senior attorneys	33.3%
Alumni Relations Professional(s)	100.0%
Other current employees	66.7%

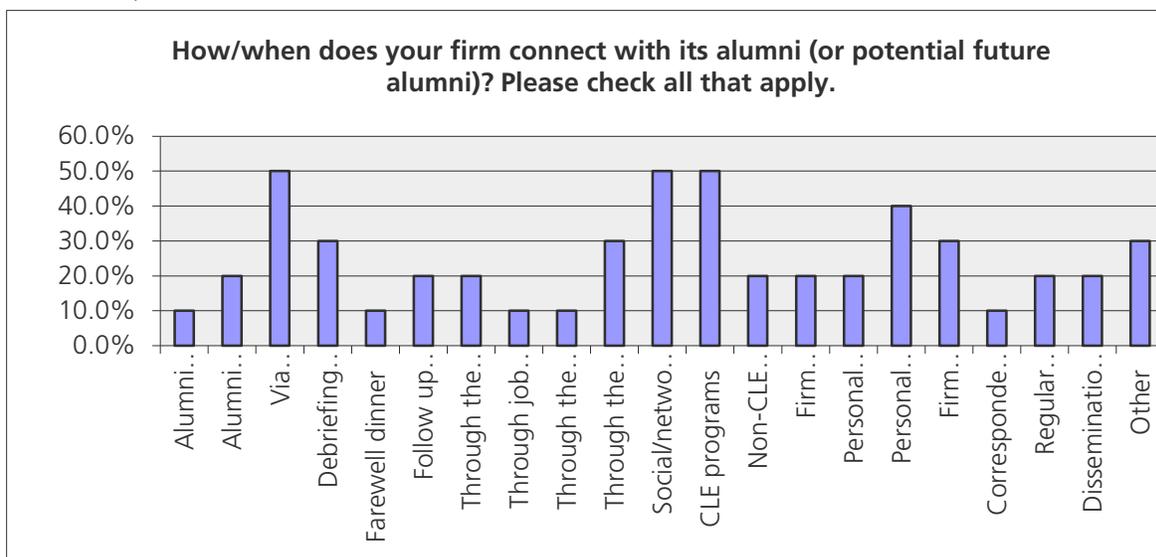


How/when does your firm connect with its alumni (or potential future alumni)? Please check all that apply.

Answer Options	Response Percent
Alumni relations is addressed in recruiting process	10.0%
Alumni relations is addressed through associates' careers (e.g. participation in the alumni website)	20.0%
Via departure procedures	50.0%
Debriefing meetings (exit interviews and/or introductions to the alumni)	30.0%
Farewell dinner	10.0%
Follow up shortly after departure	20.0%
Through the alumni website	20.0%
Through job opportunities/ postings	10.0%
Through the directory (hard copy)	10.0%
Through the directory (online)	30.0%
Social/networking events	50.0%
CLE programs	50.0%
Non-CLE practice area seminars and meetings	20.0%
Firm committee invitations to attend/present (e.g. Women's Working Group, Diversity Committee)	20.0%
Personal outreach by alumni relations professional	20.0%
Personal outreach by lawyers	40.0%
Firm newsletter (print or online)	30.0%
Correspondence from Managing Partner (or equivalent)	10.0%
Regular mailings/alerts on practice area developments	20.0%
Dissemination of information regarding alumni to the firm	20.0%
Other	30.0%
Other (please specify)	

Number Other (please specify)

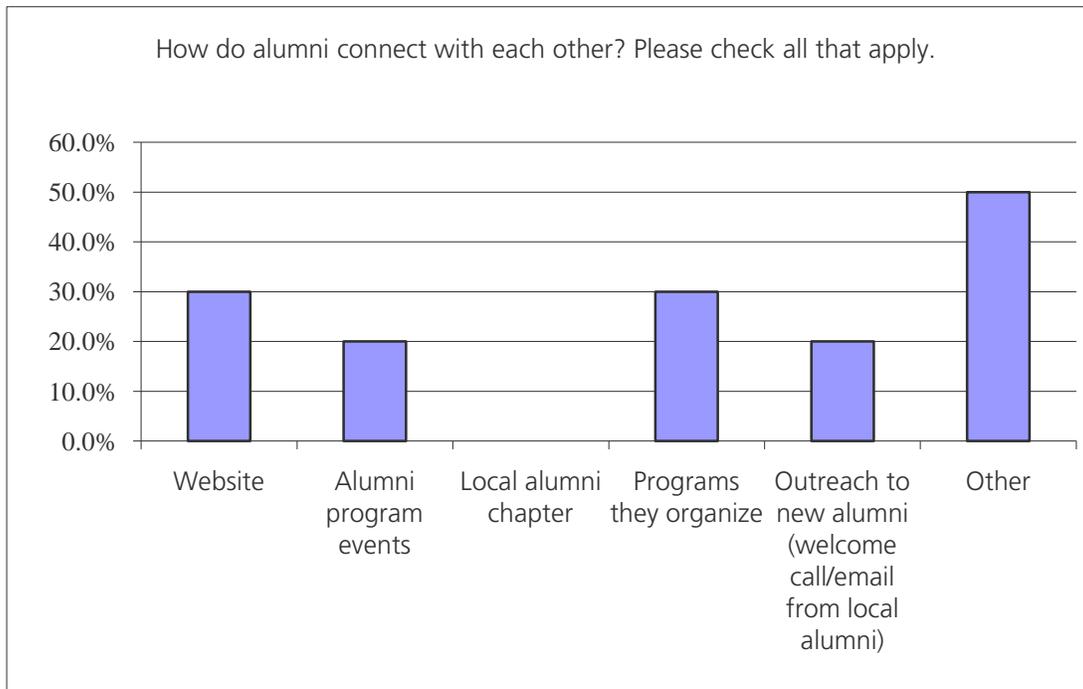
- 1 Not sure.
- 2 We don't have any formal procedure; there is no answer to this question.



How do alumni connect with each other? Please check all that apply.

Answer Options	Response Percent
Website	30.0%
Alumni program events	20.0%
Local alumni chapter	0.0%
Programs they organize	30.0%
Outreach to new alumni (welcome call/email from local alumni)	20.0%
Other	50.0%
Other (please specify)	

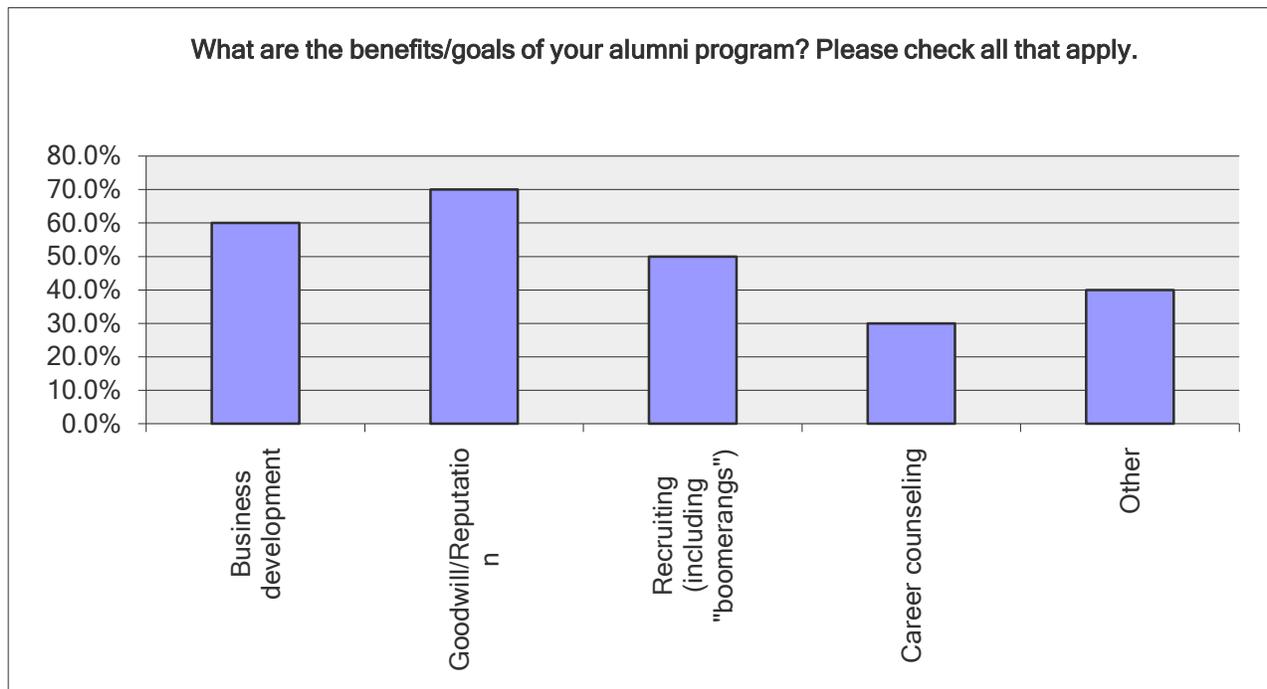
Number	Other (please specify)
1	email
2	Not sure
3	n/a
4	We are in the process of developing an alumni site.
5	they do not



What are the benefits/goals of your alumni program? Please check all that apply.

Answer Options	Response Percent
Business development	60.0%
Goodwill/Reputation	70.0%
Recruiting (including "boomerangs")	50.0%
Career counseling	30.0%
Other	40.0%
Other (please specify)	

- Number Other (please specify)**
- 1 N/A
 - 2 As previously answered, there is no formal program.



What type of support and resources do you believe this section should provide?

Answer Options

Number Response Text

- 1** Assistance on building Alumni Relations
- 2** We do not have an alumni program
- 3** n/a
- 4** We don't have an alumni relations program, but I have listed several reasons (business development, goodwill, etc.) to launch something. The interest doesn't seem to be very heavy.
- 5** n/a
- 6** This section is a great way to help those of us not in marketing, learn more about alumni programs and how we can better work with marketing, and use alumni contacts in recruiting and PD. Thank you for all you are doing!
- 7** Act as a sounding board and offer opportunities for the sharing of best practices.
- 8** Best practices, resources, vendor information, etc.
- 9** Knowledge of what our peer firms are doing to keep alumni interested and engaged
- 10** how to set up an alumni program, how to dispell myths about alumni programs, share success stories and best practices