

NALP Legal Employer Alumni Relations/Programs Section Call
Thursday, October 8, 2020

Agenda

- **Attendance (those highlighted in yellow are not officially members of the Section):**
Amanda Stipe (Latham & Watkins), Jennifer Gewertz (Arnold & Porter), Sarah Marchitto (Paul Weiss), Clare Roath (Troutman Pepper), Laura Higgins (Haynes and Boone), **Erin McNichol (Morgan Lewis)**, Laura Singer (Akin Gump), Claire Yan (Sidley Austin), Kari Jensen Thomas (Faegre Drinker), Alexandra Byrne (Choate Hall), Britt Schmidt (Vorys), Lori Broderick (Eversheds Sutherland), **Judy Slovin (Ropes & Gray)**, Paul Lazdowski (Nixon Peabody), **Sarah Dunn (Simpson Thacher)**, Sheri Mayerowitz (Hogan Lovells), Shane Riedel (Husch Blackwell), Debby Caldwell (Winston & Strawn), Adrienne Jaroch (McDermott), Graziella Reis-Trani (White & Case), Wendy Goodridge (Mayer Brown), **Baina Renaud (Kirkland)**, Sharon Light (Sidley Austin), **Amy Kattman (Baker & Hostetler)**, **Mona Saghri (Weil)**, Hayley Niven (Borden Ladner Gervais), Elizabeth Claps (Cleary Gottlieb), **Cathy Daniels (Orrick)**, Catherine Clement (K&L Gates), Adriana Marchetti (Fried Frank), Erin Warner (Troutman Pepper), **Rochelle Karr (O'Melveny & Myers)**, Fuad Akinbiyi (Winston & Strawn), Abby Raanan (Faegre Drinker), **Rishi Chopra (Eversheds Sutherland)**, Rachel Marx Boufford (Sullivan & Cromwell), Cindy Lindsley (Thompson & Knight), **Tasha Brown (DLA Piper)**, **Carmen Gutierrez (O'Melveny & Myers)**

- **Section Membership Update and Welcome New Members (Jennifer Gewertz):**
 - We currently have 137 NALP members who have officially joined the section. It is a mix of law school members and employer members. Thanks to Shane Riedel and Clare Roath for their help with membership outreach efforts.
 - Welcome to the employer members who have joined the section since our last call in May:
 - Brittaney Schmidt (Vorys, Sater, Seymour and Pease)
 - Lori Broderick (Eversheds Sutherland)
 - Derikka Mobley (Saul Ewing Arnstein & Lehr)
 - Wendy Goodridge (Mayer Brown)
 - Stephanie Felder (McGuireWoods)

- **Recent and Upcoming Thought Leadership (Paul Lazdowski):**
 - Overview of articles published in NALP Bulletin on behalf of the Section. Over the course of the year, we will have a total of 3 articles published in the Bulletin on behalf of the Section.
 - Announcing that anyone who is interested in writing an article for the NALP
 - ICAN² (<https://ican2.io/ican-international-corporate-alumni-network/>) conference will take place virtually on December 9th - It is sponsored by IntraWorlds in conjunction with SAP. It is a good opportunity to learn what other types of companies are doing in terms of alumni relations and to network with other law firm alumni relations professionals.

- Vuture is also going to be hosting some professional development sessions for their users, Introhive/Captcha/eGrabber - can grab signature lines and upload into InterAction, can get alerts or reports set up in IA to see changes to alumni records
- **Open Discussion and Recent NALPConnect Topics (Amanda Stipe):**
 - What are some tips and tricks for updating employment information for InterAction users?
 - Introhive/Captcha/eGrabber were all mentioned as ways to pull signature line information and upload it into InterAction
 - Discussion of options you can set up in InterAction for alerts and reports of employment changes to alumni records
 - What are some tips and tricks for tracking alumni in the news?
 - Discussed how you can use LinkedIn Sales Navigator for this purpose
 - You can set up a Google Alert for your firm's name so when there is an announcement about an alum starting a new job, you are likely to get alerted because they may mention that the person previously worked at your firm.
 - You can use Leopard List and Firm Prospects to track people that move from firm to firm or that start a job at some of the largest companies.
 - You could have someone from your firm's library staff set up a Google alert/Nexis News Desk alert for all alumni. This is a very time consuming process in the beginning but once it is set up, they work with the library to add new people every 6 months.
 - Discussion on automatically listing alumni in an online alumni directory.
 - Most people on the call have some sort of opt in process, such as a departure questionnaire with information check-boxes. In particular, firms that have an office in Europe need to do so because of GDPR. Firms with only U.S. offices have a little more flexibility but with CCPA being implemented in California, that may not be the case for much longer. But, a firm could choose to only have an opt in process for alumni in California.
 - Discussion on how job postings are communicated if you don't have an online job board.
 - One difficult thing about not having a job board is that the jobs can become stale and there isn't an easy way to track when the positions are filled.
 - Some firms include highlighted/featured job openings in emails or newsletters.
 - You could create an opt in list for alumni who want to receive regular emails with job openings.
 - It was noted that alumni relations professionals should consider if they need to implement a process for receiving approval from the appropriate attorney when sharing a client's job posting that you found by searching postings on the client's website and was not received directly from the client. It may be that the responsible/billing partner isn't comfortable sharing the posting without first discussing with the client. Also, it is

usually a good idea to include an internal contact (responsible/billing partner and/or relevant staff) in the posting.

- You also want to think about how you can promote to clients that you have the capability to help them fill their openings by sharing the postings with current attorneys and/or alumni.

- **Open Forum to Share Recent Successes (All):**

- Husch Blackwell launched their alumni site 3 weeks ago. About 15% of their alumni went into the site right away. They used Vuture to develop their site and they had a good experience working with them.
- O'Melveny has been hosting webinars on relevant topics by specific practice areas and have been able to invite their entire alumni community. They also did a virtual movie screening as an alumni event.
- DLA Piper has been focusing on individual outreach to alumni to check-in, ask about job openings with their current employer and make sure they know that the firm has the ability to help promote openings in the future and offering to help connect them with other alumni doing similar work.
- Orrick has hosted 9 virtual alumni receptions. Each one has been a small group of alumni and they are group by practice area. They are sending the attendees drink kits prior to the event. The events have been targeted at in-house alumni. They also did an event for retired partners. They also hosted an ethics CLE webinar focused on civility and professionalism in the law. They are close to launching their new alumni site.