

MEMORANDUM

To: Melanie Rowen, Board Liaison

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

From: Legal Employer Alumni Relations/Programs Section Leadership Team
Adrienne Kelly and Laura Higgins, Co-Chairs
Hayley Niven, Vice Chair

Date: 1/18/2024

Re: Q3 Board Report, NALP Legal Employer Alumni Relations/Programs Section

During our Q3 Zoom call, the Legal Employer Alumni Relations/Programs Section discussed the 2024 AEC conference and had open discussion on topics from NALPConnect. This report provides an overview of the leadership team, summarizes the updates on the Section's charges, and the various topics that were discussed.

I. Leadership Team

Co-Chairs:

- Adrienne (Jaroch) Kelly, McDermott Will & Emery, akelly@mwe.com
- Laura Higgins, Haynes and Boone, laura.higgins@haynesboone.com

Vice Chair:

- Haley Niven, BLG, hniven@blg.com

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

- Mary Maher, Jenner & Block, mmaher@jenner.com

Career Transitions Working Group Vice Chairs:

- Lora Whitticker, Sidley Austin, lwhitticker@sidley.com

Secondments Working Group Vice Chair:

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

Member Relations Vice Chair:

- Paul Lazdowski, Proskauer Rose, plazdowski@proskauer.com

Wellness Champion Vice Chair:

- Erin Warner, Troutman Pepper, erin.warner@troutman.com

II. Quarterly Section Call Overview

On January 18, 2024, 43 members of the Legal Employer Alumni Relations/Programs Section attended the second quarterly call of the 2023-24 NALP calendar year.

Welcome

- New NALP Connect login process reminder
 - Go to NALP.org > My Memberships at top of page > NALPConnect is the second icon. Login from there.
 - New NALP Membership Database – requires a password reset. REMINDER your password must be 16 characters and include 1 number.

- Conference Registration is OPEN – early bird deadline is March 1
 - Poll question to attendees on registration plans
 - Yes – 14 | No – 8 | Not Sure Yet – 15
 - Hayley will share NALP funding support in discussion board to help get approvals to attend.
- Shoutout to Karen Cheung on her NALP Bulletin Post – Business Development in Alumni Service
 - <https://nalpbulletin.mydigitalpublication.com/publication/?m=69200&i=812289&p=32&ver=html5>
- NALP Call for Volunteers – Due February 2
 - NALP board members have offered to have discussions with anyone interested in exploring the open positions.
- Get to know you slide highlights.
 - The latest slides were highlighted (Emma Lindwall and Samantha Longo)
 - <https://connect.nalp.org/viewdocument/get-to-know-the-members?CommunityKey=33b5118c-b955-4d0f-adc8-392baf4e9836&tab=librarydocuments>

2023 – 2024 Charges and Working Group Updates

- The Vice Chair(s) for each charge/work group provided an update.

Member Relations

New Members

- Marcelene Veysey – Senior Manager of Alumni Relations, Ropes & Gray
- Samantha Longo – Alumni Relations Coordinator, McDermott Will & Emery
- Elissa Meyer - Attorney Professional Development Manager, STINSON
- Nika Bennet – DWTSurge Recruiter, Davis Wright Tremaine LLP
- Surena Mitchell – White & Case
- Patrice Haden – Hogan Lovell
- Emma Lindwall – Paul Weiss

Annual Education Conference/Bulletin Article Planning

- Conference presenter deadlines
- The case for attending - we have 5 alumni presentations this year – that’s a lot of robust alumni specific content!
 - April 17:
 - 10:45am - Alumni Perspectives: Leveraging Law Firm Alumni Networks for Professional Success
 - April 18:
 - 9:00am - Change Makers: How Alumni, DEI and Well-Being programs Enhance and Evolve Law Firm Culture
 - 1:30pm - If You Don’t Market It, Does It Even Exist? Marketing Strategies for Law Firm Alumni Programs
 - April 19:
 - 10:30am - Goodbye Yellow Brick Road: Coaching Experienced Lawyers Through Significant Career Changes
 - 1:45pm Retired Partners: Easing the Retirement Process and Engagement in an Alumni Program
- Presenter reminder: April 5th – all handouts are due. Speaker kit
- Bulletin+ article updates > Karen article

- Email Mary if you are planning on writing or have already written an article.
 - You can partner with people as well.
 - Editorial team make it easy.
 - Mary happy to read any drafts as well.
 - Adriana is finalizing article on secondments.

Career Transitions Working Group

- met 3 times in 2023. Next meeting last week of January / first week of February
- She is seeing an uptick in in-house counsel roles so there is an increase in engagement from staff and coaches to help current lawyers transition to outside opportunities.

Secondments Working Group

- Article coming out soon.

Well-Being Champion

- 2-minute wellness break activity: Color box breathing activity
- Well received by the group

DEI Liaison - none

NALP Liaison - none

III. Open Discussion

- Firm Anniversary Celebrations (Adrienne)
 - Recorded video from chairman thanking the alumni for being part of the history.
 - Hayley: Alumni added to overall videos and were part of larger celebrations.
 - Sharon: 150th anniversary - still getting mileage over “150 moments of history” throughout the year. Alumni were really engaged. Archival photos, diversity themes (first female partner), technology theme (first telephone, computer, etc.), firm clients they’ve had. “Legends of the firm”. Great fire of Chicago and how the firm was affected by that. The firm also worked on a new version of the firm history book that alumni appreciated.
 - Danya: Anniversary party – beforehand sent out “fun facts” on the history of the firm. When they answered a trivia question correct, they were able to ‘Spin to win’ little prizes.
 - Erin McNichol: Creative team worked on anniversary website <https://anniversary.morganlewis.com/>
 - Elizabeth: Deep Jewish history at the firm so they highlighted the founding partners and their journey to America.
 - Sheri: Could be regional or office wide anniversary. Celebrated 30th of New York office and used this as the alumni event theme, highlighted partners and alumni that were there right from the beginning.
 - Judith: Has been working on a Story Telling idea to bring alumni in and let them tell their favorite stories from over the years. Will update the group as this gets developed.
 - Adriana: Firm history video was created. Celebrated in the London office as it was a newer office so they could show the alumni their new space.
 - Paul: Lawyer works as the firm historian and so if there is someone at the firm that acts as this role, would suggest leveraging their knowledge to help build the campaign.

- Graziella: White & Case published a large firm history book (in print and digital) <https://www.whitecase.com/firm/history>
- Alumni Committees (Laura)
 - Committees can get stale if they have been implemented for a while. How do we reengage the committee?
 - What's the next stage of the alumni program? Now we should look at those that have already been in the market.
 - Lora W: Quarterly meeting that included lunch. Actively called each member once every 6 months to get input (holiday gift, office plans). Giving them a task/ask to help them engage.
 - Adrienne: Reluctant to start one because they won't be engaged over long periods of time unless you can think of how the committee evolves with the program.
 - Graziella: Only works if you have the right people on board. Could be a lot of roadblocks. If you have the right people can be hugely valuable. Have them commit to specific things they need to work on. Created different subcommittees so that people could be responsible for specific tasks. Opened the committee to beyond Partners and added Associates so that it got more people involved.
- Surveys (Judith)
 - Got some interest from the group on the topic but didn't gather anything from the discussion board.
 - Does them every 2 years. People Path looked at the survey to help with questions.
 - Demographics started the survey and then basic questions (has the program helped you stay connected to the firm?).
 - One open ended question "What other resources would benefit you?".
 - Would you recommend Ropes as a place to work? Would you retain Ropes for business?
 - 150 responses out of 4800 alumni
 - Alumni could identify themselves for door prize which helped motivate people to participate.
 - Can inform other business units.
 - Those that respond are likely already engaged.
 - Graziella: Did one when she joined to get a baseline of what the program should be.
 - Used the survey to show the leadership what alumni want to support the plan.
 - Asked if alumni would be willing to mentor or be mentored.
 - Reenforcing things that you have in mind.
 - Are people willing to be spotlight candidates or speakers.
 - Judy: Talk about the things that we've taken away from the results so that alumni can see that we are listening to them.
 - Will report back on how this latest survey goes.
- Laura K: CLE Programs:
 - Trying to get CLE virtually in her program that's just started. What program are people offering this on?
 - Beth Oliver (Kirkland): Quarterly CLE are offered. Use platform call GlobalMeet/TalkPoint (doesn't need signup) – register on the site which includes calendar hold.
 - Run the session through TalkPoint. Kirkland IT records it and TalkPoint distills it.
 - Can have it on demand up until the CLE expires.

- Beth will send details to Laura on costs for set up.
 - Global Meet provides a dedicated comms person, production person, etc. Very professionally done.
- Paul: Stored in BeaconLive – no username or password needed, if you have the link, you can access it.
 - They guard the link but if someone asks, they can have it.
 - 1000 alum subscribe to this. Find something that doesn't require username and password to avoid the emails of 'forgot my username'.
- Adrienne: transitioning to BeaconLive in 2024 so is going to reach out to Paul.
 - Adrienne records live over zoom, add alumni intro and extro – shares it on demand. Hope is that more content will be available with the new platform.
- Abby: Give them access to Micron for programs that they already have.
 - Abby communicates with people before they leave with the details of this, so they have it already when they are alum.
- Beth: Find lawyers that enjoy creating/presenting CLEs and keep tapping that resource. They will bring in others. Giving alumni a bespoke product that they aren't getting from anyone else.
- Graziella: Create an alumni learning series. Use committee members to figure out what are the topics and partners that can be used.
- The group overall agrees that it's great to try to capitalize on the content that's already being created. Many have found that there is difficulty in working with BD or Attorney development.
- Pain points (Danya)
 - Post a lot of in-house positions on the job board.
 - In the 2nd year of the program and starting to track if any of the alums receive a job from the job board.
 - Tracking whether a file comes in:
 - Alumni must be engaged on the portal and come to the events for it to be included in the BD program. Difficult in how we track this properly.

IV. Next Quarterly Section Meetings

- Thursday, March 14 @ noon ET