

# MEMORANDUM

**To:** Jessica Sisco, Board Liaison

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

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

**Date:** June 27, 2022

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

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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:

- Jennifer Gewertz, Arnold & Porter, [jennifer.gewertz@arnoldporter.com](mailto:jennifer.gewertz@arnoldporter.com)
- Adrienne Jaroch, McDermott Will & Emery, [ajaroch@mwe.com](mailto:ajaroch@mwe.com)

### Vice Chair:

- Laura Higgins, Haynes and Boone, [laura.higgins@haynesboone.com](mailto:laura.higgins@haynesboone.com)

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

- Haley Niven, BLG, [hniven@blg.com](mailto:hniven@blg.com)

### Knowledge Management and Resource Implementation Vice Chair:

- Danya Ray, Seyfarth Shaw, [dray@seyfarth.com](mailto:dray@seyfarth.com)

### Career Transitions Working Group Vice Chairs:

- Graziella Reis-Trani, White & Case, [graziella.reis-trani@whitecase.com](mailto:graziella.reis-trani@whitecase.com)
- Lora Whitticker, Sidley Austin, [lwhitticker@sidley.com](mailto:lwhitticker@sidley.com)

### Secondments Working Group Vice Chair:

- Adriana Marchetti, Fried Frank, [adriana.marchetti@friedfrank.com](mailto:adriana.marchetti@friedfrank.com)

### Member Relations Vice Chair:

- Paul Lazdowski, Proskauer Rose, [plazdowski@proskauer.com](mailto:plazdowski@proskauer.com)

### Wellness Champion Vice Chair:

- Erin Warner, Troutman Pepper, [erin.warneri@troutman.com](mailto:erin.warneri@troutman.com)

### Communications, Social Media & Marketing Vice Chair:

- Eric Shea, Shearman & Sterling, [eric.shea@shearman.com](mailto:eric.shea@shearman.com)

## II. Section Call Introductions

- On April 21, 2022, 49 members of the Legal Employer Alumni Relations/Programs Section participated in the first quarterly call of the 2022-23 NALP calendar year.

### A. Introductions Summary

- The call commenced with a brief introduction by Section Co-Chairs, Jennifer Gewertz and Adrienne Jaroch. Kia Scipio introduced herself as the DEI Liaison to the Section.

## III. Charges and Working Group Updates

- The leadership positions within the Section were discussed and the positions that still needed to be filled were discussed. Those interested in filling open leadership positions were asked to contact Jennifer and Adrienne.

### A. Member Relations

- The Vice Chair for this charge, Paul Lazdowski, will proactively reach out to new members of the Section to welcome them. He will also reach out to new law firm alumni relations professionals to make sure they know about NALP and the Section and encourage them to become a member. Section members who joined since our last quarterly meeting were announced and provided an opportunity to introduce themselves.
  - Chanté Spann - Manager of External Career Opportunities at Sidley Austin
  - Eric Shea - Manager, Alumni Relations at Shearman & Sterling
  - Nicole Salama - Manager, Associate and Law Clerk Programs at Gowling WLG (Canada)
  - Cressie Taylor-Scott - Manager, Alumni Relations, Intranet and Events at Milbank
  - Pamela Hoh - Attorney Recruiting & Outreach Manager at Snell & Wilmer
  - Andrew Good - Alumni Relations Manager at Morrison & Foerster LLP

### 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 May 6. We reviewed the ideas that came out of the brainstorming session during the Section meeting at the AEC in New Orleans and we brainstormed additional topics and potential speakers. Below are the details on the proposals that were submitted on behalf of the Section. We expect that AEC proposals that are not accepted might be repurposed for *Bulletin+* article topics.
  - **2023 Annual Education Conference**
    - Catapulting Careers: How Alumni Relations Positions Members for their Next Move (Paul Lazdowski, Jason Levin, Dana Morris, Christie Reynolds)
    - Current State of Law Firm Alumni Relations (Adrienne Jaroch, Dr. Rebecca Paluch)
    - Exchanging Best Practices: Professional School and Law Firm Alumni Programs (Eric Shea, Adrienne Jaroch, Adrianna Marchetti)
    - How Alumni Programs can Strengthen Recruitment, Development & Career Counseling (Hayley Niven, Amanda Leslie, Quinn Clancy, Chanté Spann)
    - Managing Up: How to Routinely Present Alumni Program ROI to Firm Leaders (Danya Ray, Jenn Pedde)
  - ***Bulletin+* articles**
    - How alumni programs can work with business development departments (by Hayley Niven)

### **C. Knowledge Management and Resource Implementation**

- The Vice Chair for this charge, Danya Ray, explained how she will be collecting information from those who post questions on NALPConnect and then making sure that all of the responses are posted on the Section's NALPConnect page, so people have access to all of the information in the future. We reminded everyone that we have an "expert list" available on the Section's library page, so people know who to contact about various topics. We encouraged members to add their name to the list if they are willing to serve as a resource to other members on any of the topics listed.

### **D. Career Transitions Working Group**

- The Working Group will continue to partner with the Lawyer Career Coaching/Advising Working Group for the Professional Development Section. They submitted a *Bulletin+* article that was published in May.

### **E. Secondments Working Group**

- The group's goal is to own and standardize a process for running secondment programs. The group will continue to 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. They will likely meet twice over the course of the year.

### **F. Communications, Social Media & Marketing**

- The Section is signed up to provide social media posts in September, November and March. Section leadership will work together to determine the topic for each post.

## **IV. Alumni Relations Surveys and Other Topics**

### **A. NALP's 2022 Survey of Legal Career Professionals in Law Firms and Employer Organizations**

- We reminded members that the deadline to complete the survey was May 6<sup>th</sup>. We explained that we had worked with NALP to get some alumni relations specific response options added to certain parts of the survey in hopes of NALP being able to provide specific salary data for alumni relations professionals. We were clear that for NALP to provide the desired salary information we needed at least 5 people in a title category to respond to the survey.

### **B. Corporate Alumni Benchmarking Survey**

- PeoplePath is working in conjunction with Dr. Rebecca Paluch to promote this year's Corporate Alumni Benchmarking Survey. The results of the survey will be used for the content of one of the Section's AEC proposals. While the survey is distributed to alumni relations professionals in a variety of industries, if enough law firm alumni relations professionals respond, they will be able to provide law firm specific results.

### **C. LinkedIn Sales Navigator Best Practices and Demonstration**

- Per the request of some Section members, Jennifer Gewertz provided a brief overview and demonstration of how a LinkedIn Sales Navigator account can be used to track employment changes of a firm's alumni. Members of the Section discussed how they have used this tool and how to go about discussing the use of this with decisionmakers at a firm. It was also mentioned that Leopard List could be another helpful resource for tracking employment changes.