

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: 5/4/23

Re: Q1 Board Report, NALP Legal Employer Alumni Relations/Programs Section

During our Q1 Zoom call, the Legal Employer Alumni Relations/Programs Section discussed leadership for the year, updates to section Charges, and discussed RFP topics for the 2024 AEC. 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:

- Emma Case, Ropes & Gray, Emma.Case@ropesgray.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

Communications, Social Media & Marketing Vice Chair:

- Stephanie Dorssom, Hush Blackwell Stephanie.Dorssom@hushblackwell.com

II. Quarterly Section Call Overview

On May 4, 2023, 35 members of the Legal Employer Alumni Relations/Programs Section participated attended the first quarterly call of the 2023-24 NALP calendar year.

Welcome

- The call commenced with a brief "welcome" from Section Co-Chairs, Adrienne Kelly. Adrienne thanked Jen Gewertz for her leadership of the section. We also welcomed our Liaison, Melanie Rowan, Manager of Attorney Development and Programs, Latham & Watkins.

2023 – 2024 Section Leadership Announcement and Meeting Dates

- Lora Whitticker will continue on as Career Transitions Working Group Vice Chair
- Adriana Marchetti will continue on as Secondments Working Group Vice Chair
- Paul Lazdowski will continue on as Member Relations Vice Chair
- Emma Case is the Annual Education Conference and Bulletin Article Vice Chair
- Stephanie Dorssom is the Communications, Social Media & Marketing Vice Chair
- Erin Warner, will continue on as Wellness Champion
- We're discontinuing the knowledge Management chair for the year and will instead be more intentional about highlighting the discussion points that are in our meetings that will come from the discussion board and open discussion when we post the meeting minutes to NALP Connect. This will allow members to use the search function to find the discussion posts that relate to their questions and pull up the meeting minutes.
 - i. Notes taken during meeting discussions will be included as topic subjects in the NALPConnect post. When searches are complete in NALP connect, the discussion notes will be available as resources for the section.
- Future Section meeting dates:
 - i. Thursday, May 4 @ noon ET
 - ii. Thursday, October 5 @ noon ET
 - iii. Thursday, January 18 @ noon ET
 - iv. Thursday, March 14 @ noon ET

Corporate Alumni Benchmarking Survey

- Haley Niven encouraged members to take the Corporate Alumni Benchmarking Survey so we can have strong law firm response rate and see comparison data that is most relevant to us.

Charges and Working Group Updates

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

Member Relations

- a. The Vice Chair for this charge, Paul Lazdowski, is proactively reaching out to new members of the Section to welcome them. He is also reaching 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.
 - i. Doris Hamilton, Alumni Relations Coordinator, Akin Gump
 - ii. Cheryl Hunt, Diversity & Inclusion Manager, Baker, Donelson
 - iii. Diana Leatham, U.S. Navy
 - iv. Donna Yergeau, Director of Legal Recruiting, Nutter
- b. We created a new PPT to "Get to Know" our Section Members – each member can complete their own profile

Annual Education Conference/Bulletin Article Planning

- c. Hayley Niven covered for Emma Case as we discussed possible RFPs for 2024 Conference.
 - i. 6 Topics are being submitted for consideration.
 - 1. Marketing: internal and external, brand, communications "marketing mindset"
 - 2. Employee Life Cycle: "alumni relations is not a silo"

3. Career Services / Recruitment Focus
 4. Alumni perspectives panel
 5. Pathway to retirement: how to keep partners engaged at the firm
 6. Coaching senior lawyers in transition
- d. More topics were discussed that might make good Bulletin Articles.
1. Metrics & Reporting
 2. Alumni programs for non-program managers
 3. DE&I Focus
 4. Turning losses into wins
 5. From Big Law to Public Interest

Knowledge Management and Resource Implementation

- e. This position is being eliminated in favor of better utilizing the tools on NALPConnect to share resources
- f. Laura Higgins reviewed how to use NALP Connect, update profile and search the discussion board.

Career Transitions Working Group

- g. No announcement

Secondments Working Group

- h. No announcement

Communications, Social Media & Marketing

- i. No announcement

Well-Being Champion

- j. No announcement

III. Open Discussion

- ACC Law Firm Alumni Program Contact has changed – Abby Rannan
 - i. For those using the benefit here is the website - <https://www.acc.com/law-firm-alumni-program-0>
- Alumni Portal Vendors and Experience – Laura Karmatz
 - i. Adrienne has used Insala but would not recommend
 - ii. Higher education doesn't focus in on the CRM / BD component, they are more donor database
 - iii. Wendy: big accountancy firms may use others. Hayley to reach out to PwC alumni team to see what they are using and share with Laura
- Senior Alumni Manager Position Open at Foley
 - i. If anyone is interested in this role, Paul can connect them to the inside for an informal conversation

IV. Next Quarterly Section Meeting

- Our next quarterly Section meeting is scheduled for Thursday, October 5, 2023 from noon – 1 pm ET.