

MEMORANDUM

To: Jennifer Gewertz, Board Liaison

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

From: Legal Employer Alumni Relations/Programs Section Leadership Team
Laura Higgins and Hayley Niven, Co-Chairs
Erin Warner and Clare Martin Roath, Co-Vice Chair

Date: June 20, 2024

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

I. Leadership Team

Co-Chairs:

- Laura Higgins, Haynes and Boone, laura.higgins@haynesboone.com
- Hayley Niven, BLG, hniven@blg.com

Co-Vice Chairs:

- Erin Warner, Troutman Pepper, erin.warner@troutman.com
- Clare Martin Roath, Troutman Pepper, clare.roath@troutman.com

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

- Mari Foster, Davis Polk Wardwell, mari.foster@davispolk.com

Career Transitions Working Group Vice Chairs:

- Mary Maher, Winston & Strawn

Member Relations Vice Chair:

- Debby Caldwell, Winston & Strawn, dcaldwell@winston.com

Secondments Working Group Vice Chair:

- Open role

Wellness Champion Vice Chair:

- Open role

II. Quarterly Section Call Overview

The section meeting was held on Thursday, May 9, 2024.

Welcome

- Laura welcomed everyone to the first section meeting of the new year.
- Laura introduced the section leadership team:
 - Co-Vice Chairs: Erin Warner, Troutman Pepper & Clare Martin Roath, Troutman Pepper,
 - Annual Education Conference/Bulletin+ Article and Webinar Planning Vice Chair: Mari Foster, Davis Polk Wardwell
 - Career Transitions Working Group Vice Chairs: Mary Maher, Winston & Strawn
 - Member Relations Vice Chair: Debby Caldwell, Winston & Strawn
- Laura encourage members to get involved with the two open roles; Secondments Working Group Vice Chair and Wellness Champion Vice Chair

AEC Proposal Discussion

- Mari Foster reviewed the RFP's that will be submitted for the 2025 AEC. Reminded everyone that the deadline is May 14, 2024.
 - Show Me the Revenue: How Law Firm Alumni Programs Can Turn Former Colleagues into Clients (Danya Ray, Seyfarth)
 - Every Job is an ESG Job: How (and Why) You Should Incorporate Sustainable Principles into Your Day-to-Day (Sharon Light, Sidley)
 - Engaging Gen Z: Focusing on how younger generations have shorter tenures at each employer and that those who move to other firms often end up in-house and can become valuable clients (Olivia Heitz, Sidley)
 - Alumni + AI (Sarah Marchitto, Paul Weiss and someone from PeoplePath)
 - Never Say Goodbye: Retiring Partners (Jennifer Gewertz & Jennifer Greiner)
- Mari shared the topics that were discussed at the 2024 AEC that would also make good proposals for this year, encouraged people to submit ideas on any of these topics:
 - Everybody loves the recruiters > how can alumni work with them? Tangible takeaways
 - Can we combo this with attorney development?
 - Balancing the wide net marketing and 1 to 1 marketing
 - How do alumni managers spend their time?
 - How do we get champions across the firm to do this?
 - Career coaches
 - This is becoming a need to have vs. a nice to have
 - How can we build the case to bring in a career manager?
 - Attracting and retaining underrepresented communities
 - Who is doing a good job of this and can we highlight how they are doing it and the connection to the alumni program?
 - How do we engage alumni that have only ever worked remote?
 - They have a different connection to the firm than traditional alumni
 - What tools are people using?
 - Techniques they are using to keep the data clean?
 - New profile link with PeoplePath., Index solutions works directly in Interaction. Realsci (Relationship Science) & Grawbbit
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Member Relations

New Members

- Erika Butler – Sidley Austin
- Brittany Casey – Greenberg Traurig
- Linda Domyanic – Weil Gotshal

- Samantha Poremba – Cleary Gottlieb
- Sabriena Tarboush – Schulte Roth & Zabel

Career Transitions Working Group

- Mary Maher is taking on this leadership role. Mary is currently transitioning to a new role dedicated to this area so will book a meeting once settled into her role.

Secondments Working Group

- Adriana Marchetti (Fried Frank) stepping down from leadership role. She is happy to connect with anyone that is interested in taking on this role.

Well-Being Champion

- No update

DEI Liaison - none

NALP Liaison

- Everyone in the section is happy that Jennifer Gewertz is our Board Liaison and eager to hear her feedback once the Board meets.

III. Open Discussion/Presentation

- Invitation to join LinkedIn group: CAPE (Corporate Alumni Programs Exchange)
 - Group includes alumni professionals across different industries
- Newer Professionals & Their Key Takeaways from the Annual Education Conference
- Interactions between Summer Associates and Alumni community
- Recommendations for speakers on AI in Law Firms
 - Mention to check out Aluminati, HiveBrite & other alumni site vendors for their insights about the impact of AI on alumni programs
- Event venues list
 - Share recommendations on NALP Connect
 - Enter the subject as “Event – City – Venue”
- Data management – tools for cleaning up contact data
 - Mentions for Bright Crowd, Nexl, Leopard Solutions, ZoomInfo, Courtroom Insight
 - Note to see what Marketing or Knowledge Management teams may use
- Alumni Spotlights – thoughts on group interviews

Upcoming Events

- Enterprise Alumni Webinar: The Power of Stories with NIKE Alumni – May 21 @ 11:00 (EST)
- In-Person: People Path Social in New York – October 17

IV. Bulletin Articles

- Proposed content – preferred issue - author:
 - Important take aways from conference session "If You Don't Market It, Does It Even Exist? Marketing Strategies for Law Firm Alumni Programs" - October 2024 - Hayley Niven
 - Promoting ROI with programming and best practices for reporting - December 2024 -

Precilla Soares

- Balance wide net marketing and targeted marketing - February or Marcy 2025 - Mari Foster

V. Next Quarterly Section Meetings

- Tentative meeting dates:
 - September 26, 2024
 - January 16, 2025
 - March 13, 2025