

TO: Fred Thrasher, NALP Deputy Director  
Valerie Jackson, Board Liaison  
NALP Board of Directors

FROM: Graziella Reis-Trani, Chair, Legal Employer Alumni Relations Section

DATE: July 1, 2015

RE: Legal Employer Alumni Relations Section Quarterly Report

**Vice Chair**

Elizabeth Claps, Alumni Relations Manager, Cleary Gottlieb Steen & Hamilton LLP

**Conference Calls**

Section conference calls have been scheduled for:

Thursday, July 2 at 2:00 – 3:00 p.m. ET  
Thursday, October 1 at 2:00 – 3:00 p.m. ET  
Thursday, January 28 at 2:00 – 3:00 p.m. ET  
Thursday, March 17 at 2:00 – 3:00 p.m. ET

**NALP Bulletin**

Our section has been approved for three articles in future issues of the NALP Bulletin, all of which will appear in 2016 issues (January, April and June). These articles will examine career transitions, the use of technology in an alumni program and what alumni value in their alumni program.

**2015 PDI**

Our proposal submitted for the NALP & ALI CLE Professional Development Institute 2015 was accepted. The session “*Partnering with PD to Create an “Alumni Friendly” Culture*” is scheduled to take place on December 4, 2015 at 2:15 PM.

**2016 Annual Education Conference**

As a section we put forward two proposed panels for the 2016 Annual Education Conference, based on topics which were of interest to section members present at this year’s Annual Education Conference. Below is information on the proposed panels. More information will follow in our next quarterly report.

<b>Title of Program</b>	<b>Program Description</b>	<b>All Speakers</b>
Social Media & Legal Alumni – Best practices, tips and tricks	Social Media is moving at a rapid pace every day. Keeping tabs on what’s changing, what’s working... and what’s not is critical for any business. The responsibility of keeping an active social media presence is critical in today’s world, but navigating how to implement a successful social media strategy for law firm alumni can be tricky. This presentation is meant to deliver best practices and tips for firms on how they can best use social media to strengthen their alumni efforts, including data collection, event planning and general updates.	Blake Neiman, Fred Zimowski
Technology in Legal Alumni Programs – What is the ROI?	Most firms have either been using technology in one way or another as part of their alumni relations strategy, or are considering adopting it. The question becomes how you use technology to measure the return on investment of your alumni program and what are the costs associated with not having an alumni program. This presentation will look at ways different vendors have leveraged their alumni platforms and how each can help determine the ROI of an existing alumni program. This will cover integration with CRM systems, alumni site vs. alumni groups as well as information on a corporate alumni ROI calculator among others.	Graziella Reis-Trani, Price Eberts