

NALP Legal Employer Alumni Relations/Programs Section Call  
Thursday, January 21, 2021

**Agenda**

- **Attendance:**
  - **Rachel Boufford** (Sullivan & Cromwell); **Lori Broderick** (Eversheds Sutherland); **Tasha Brown** (DLA Piper); **Erica Busch** (Weil); **Rishi Chopra** (Eversheds Sutherland); **Elizabeth Claps** (Cleary Gottlieb); **Catherine Clement** (K&L Gates); **Cathy Daniels** (Orrick); **Sarah Dunn** (Simpson Thacher); **Nicole DuPue** (Perkins Coie); **Steven Elias** (Weil); **Alexis Fox** (Farella Braun); **Emily Freeman** (Wilmer Hale); **Jennifer Gewertz** (Arnold & Porter); **Wendy Goodridge** (Mayer Brown); **Laura Higgins** (Haynes and Boone); **Allison Ilgan** (Steptoe & Johnson); **Adrienne Jaroch** (McDermott); **Rochelle Karr** (O'Melveny & Myers); **Amy Kattman** (Baker & Hostetler); **Paul Lazdowski** (Nixon Peabody); **Sharon Light** (Sidley Austin); **Cindy Lindsley** (Thompson & Knight); **Adriana Marchetti** (Fried Frank); **Sheri Mayerowitz** (Hogan Lovells); **Erin McNichol** (Morgan Lewis); **Hayley Niven** (Borden Ladner Gervais); **Beth Oliver** (Kirkland & Ellis); **Jen Patton** (Foley & Lardner); **Abby Raanan** (Faegre Drinker); **Graziella Reis-Trani** (White & Case); **Baina Renaud** (Kirkland); **Clare Roath** (Troutman Pepper); **Kerry Robinson** (Davis Wright); **Brooke Ross** (K&L Gates); **Laura Singer** (Akin Gump); **Judy Slovin** (Ropes & Gray); **Amanda Stipe** (Latham & Watkins); **Kari Jensen Thomas** (Faegre Drinker); **Lindsay Tomenson** (Davis Polk); **Lora Whitticker** (Jenner & Block); **Claire Yan** (Sidley Austin)
- **Section Membership Update and Welcome New Members:**
  - Currently 139 NALP section members; membership is a mix of law school and law firm professionals; special thanks to Jen Gewertz, Shane Riedel and Clare Roath for their ongoing efforts with membership outreach
  - Special welcome to new members who have joined since the last section call (October):
    - Rishi Chopra (Eversheds Sutherland)
    - Nicole DuPue (Perkins Coie)
    - Allison Ilgan (Steptoe & Johnson)
    - Beth Oliver (Kirkland & Ellis)
    - Jen Patton (Foley & Lardner)
    - Kerry Robinson (Davis Wright)
    - Lindsay Tomenson (Davis Polk)
    - Lora Whitticker (Jenner & Block)
- **2021 NALP AEC Conference Update:**
  - No decision has been made on the conference in Scottsdale; discussions continue about whether it will be in person or virtual; will not be moved until later in 2021; goal is to get final decision to members ASAP
  - In December, presenters were emailed and told to be prepared to present in-person or virtually, including submitting a pre-recorded presentation
  - Debby Cusumano Caldwell (Winston & Strawn), Jen Gewertz (Arnold & Porter), and Adrienne Jaroch (McDermott) have circulated a survey (click [here](#) to access); asking all section members (one per firm) to **complete by Friday, February 5**; will take approx. 20-30 minutes to complete; results will provide respondents with invaluable perspective on a variety of aspects of law firm alumni relations programs
- **Open discussion and collaboration:**
  - Reports for leadership – sharing samples, metrics, etc.
    - Programs are always looking for ways to reinforce the “why” regarding their existence; internal audience can sometimes be more challenging than an external

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audience; seeking insight into metrics, frequency, format, etc. that accurately support a programs' importance and accomplishments

- Firms take different approaches
  - Capture volume of portal registrations and frequently report on alumni who attend firm events; share information on a quarterly basis, including highlighting high-profile alums; track how many new matters and how much revenue through collaboration with client intake team which flag matters tied to alums; oftentimes collection involves emailing with client attorneys to see how/if alum impacted engagement; overall an inexact science
  - Compile an annual year in review which summarizes events and career services programs; also monitor program's impact on BD front with a monthly email summary
  - Track specific companies, including those with no previous working relationship, and where alums are present over a specified period (multiple years) to determine if alumni presence impacts firm being engaged/collections
  - Capture metrics pertaining to career movement, including how many alums became a general counsel, how many alums took a new position, how many alums became judges, etc.
- Virtual events/professional development programs – continued engagement of alumni via the virtual medium
  - Develop local committees to discuss how to best engage area alums; goal is to create a foundation/repository of ideas and topics on which to execute once in person socialization restarts
  - Host firm wide events for alums, including CLE lunch and learns that are more industry agnostic
  - Offering "CLE to Go"; very little coordination, but provides alums with access to a platform that they can utilize on own time
- Secondments – culture around secondments at your firms
  - Ongoing challenge of how to administer more proactively as opposed to reactively; challenges include preparing attorneys for secondments and reintegrating them upon return
  - Discussions about how to fold alumni programs into secondment process; what are ways to better communicate the process to alumni networks and how can alums who have been on secondments be leveraged to accentuate experiences to current firm attorneys
  - Interest was also expressed in starting a Secondments Working Group to collaborate and share ideas
- Career Transitions Working Group
  - Sharon Light (Sidley) is interested in forming a working group to discuss this subject; topics will include technology, systems for support, etc.; if interested, please contact Sharon ([slight@sidley.com](mailto:slight@sidley.com))
- **Section succession planning and call for volunteers:**
  - Amanda Stipe (Latham Watkins) is cycling off in a few months after two years as a co-chair (thank YOU, Amanda)

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- Based on the Section leadership rotation used in past years, it is expected that Paul Lazdowski (Nixon Peabody) and Jennifer Gewertz (Arnold & Porter) will serve as the 2021-2022 section co-chairs.
- If you would like to volunteer to help with Section initiatives (including becoming the new Section Vice Chair) during the 2021-2022 NALP year, please complete NALP's official "Call for Volunteers" [survey](#) (or feel free to email, Jen Gewertz ([jennifer.gewertz@arnoldporter.com](mailto:jennifer.gewertz@arnoldporter.com)), Paul Lazdowski ([plazdowski@nixonpeabody.com](mailto:plazdowski@nixonpeabody.com)), and/or Amanda Stipe ([amanda.stipe@lw.com](mailto:amanda.stipe@lw.com)))