

Memorandum

DATE: January 28, 2013

TO: Fred Thrasher, NALP Deputy Director
Crist Modesto, NALP Board Liaison, Recruiting Section

FROM: Kristina Gajewicz
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RE: **NALP Recruiting Section Board Report**

Please find below a report of the Recruiting Section's activities during the third quarter of the 2012-2013 NALP Year.

Summary

The Recruiting Section activity this past quarter has been relatively quiet, due in part to the end of OCI and the holidays. Our last call was in October where we discussed outcomes of the quick take survey, ideas for member communication via NALP Connect, opportunities to partner with the Regional Resource Council, among other topics.

Recruiting Section Member Communication

We will be having a third section call in February and I'm currently soliciting topics from the vice-chairs. We continue to try and post updates and section discussion topics to the Recruiting Section NALP Connect page.

RFP Group

There are no recent developments to report as the RFPs have been selected and presenters notified. We look forward to seeing our RFPs that were selected turn into live sessions at NALP!

Bulletin Article Group

Anna Friesenhahn Whitener has secured several bulletin articles and writers for the NALP Bulletin.

The Recruiting section published an article on how Recruitment & Marketing could work together (written by Jessica Buchsbaum of Bilzin Sumberg). Jessica also published a discussion item on NALP connect asking fellow NALP members to please join in discussing "What have you done for Marketing lately? What has Marketing done for you lately?"

In January, a primer on reading legal resumes properly is to be posted by Kimberly Dunn of Buckley Sandler. Members will also see a column in the February issue on developing core competencies for training summer associates by Amy Pretty of McGuire Woods.

Given the roster of other Bulletin topics discussed on recent section calls, the following proposed articles were prioritized and are still in need of writers for 2013. Anna posted another notification on our Recruiting Section NALP Connect Page to solicit volunteers in late January 2013.

- Best Practices in Lateral Associate On Boarding
- Alternative Sources for Candidate Searches
- How to Make Social Media Platforms Work - how different organizations, of various sizes and resources, have specifically approached mobile apps, LinkedIn, text-to-shortcode and next generation websites

Form Review Work Group

Cindy Jahr Evans received a suggestion from a Recruiting Section member who stated, "I have found that communicating with the points of contact at other firms by phone is very challenging at this hectic time of year. Is there any way that the NALP Expense form could include a column for the contact at each firm's email?"

The Section agreed with her suggestion and has edited the NALP expense form for approval by the NALP office.

Cutting Edge Information Analysis & Real Time Data Collection

Ben Litman leads this work group. We proposed a QuickTake Survey on the outcomes of Fall Recruiting, but it never was distributed to the membership. Largely due to the NALP office moving up the timing of when they were going to send their fall recruiting season survey (we didn't want to send duplicate information requests).

The next QuickTake survey is suggested to focus the Summer Program to be distributed in February 2013. This Summer Program survey will be sent to the NALP office by February 4th for review/comment. There is also another QuickTake survey that is proposed by Ben that focuses on technology. However he will be discussing this with the Technology Advisory Group and the NALP office before he proceeds.

NALP Connect

Jessica Buchsbaum & Ben Litman are the vice-chairs of this group. We have posted discussion topics surrounding former bulletin articles that were written and soliciting for new bulletin writers. We continue to work on innovative ways to engage our Recruiting Section membership on NALP Connect.