

MEMORANDUM

TO Anna Whitener, NALP Board Liaison, Recruiting Section
Fred Thrasher, NALP Deputy Director

FROM Lynn Ann Herron, 2015-2016 NALP Recruiting Section Chair

DATE March 24, 2016

SUBJECT NALP Recruiting Section Fourth Quarter Board Report

Please find below a report of the Recruiting Section's activities during the fourth quarter of the 2015-2016 NALP year along with a summary of the accomplishments for the entire year.

Summary

The Recruiting Section continued work on its charges for this year and held a Section call in mid-March to start brainstorming RFP ideas for the 2017 Annual Education Conference. Further regarding the progress of each of our work groups and vice chairs is outlined below.

Work Groups

Annual Education Conference Planning (RFPs)

Vice Chair, Lesli Hutchinson (Morrison & Forester, Los Angeles)

Work for this group was completed in the second quarter. A total of 29 RFPs were submitted on behalf of the Recruiting Section for the 2016 AEC and 13 were selected. The Recruiting Section was charged with giving careful consideration to those that would be appealing to mid-career professionals with 4-6 years of experience. The most active members of the Recruiting Section at are this point in their career and were involved in brainstorming programming. We made an effort to reach out to members in this range, including those who have not previously had opportunities to present, to shepherd through RFPs or suggest speakers. Many, if not all, of the programs selected for the AEC will benefit this particular group because they are focused on strategic thinking/planning beyond the basics and the should encourage mid-level members to build their personal brand both inside and outside their organization, providing new opportunities for growth.

NALP Bulletin Submissions

Vice Chair, Kathy Schmidt (Wiley Rein, Washington, DC)

This group was charged with soliciting authors and contributions for feature length articles in the NALP *Bulletin*. This group was able to publish three feature length article's including: *28 Days - Using the Timing Guidelines to Your Advantage* (published in August 2015) and *Building Your Firm's Brand Through Strategic Partnerships at Law Schools* (published in November 2015), and *Maintaining an Effective Recruiting Strategy When the Firm is Changing* (published in February 2016). These articles featured writing by two members who had not previously submitted articles.

Entry Level Recruitment/OCI

Vice Chair, Nicole Oddo Smith (Dechert, Philadelphia)

This group was charged with reviewing and updating the NALP travel reimbursement form and all forms distributed to members related to the recruiting process. This work was completed over the summer, during a busy time for most members. While only making minor changes to the forms, the simple decision to make the instructions for travel reimbursement the second page of the form itself was very well received by members and helped ensure a smoother reimbursement process for students. In addition to this charge, this subgroup

coordinated a joint call with the Judicial Clerkship Section in November to facilitate discussion on the impact of early clerkship hiring and gap years on law firm recruiting and counseling law students. The call was well attended and the discussion useful. The Recruiting Section and Judicial Clerkship Section are a natural partnership and should be encouraged to continue working together and hosting a similar call at least annually.

Lateral Recruiting Subgroup

Vice Chair, Cathy Maiorana (K&L Gates, Boston)

The work of this subgroup is still underway. We were charge with updating the Lateral Recruitment Best Practices Guide and developing and preparing a partner recruitment guide. The draft is near completion and will be posted for Section member input via NALP Connect with a plan to be submitted by late April. In addition, the section hosted a call in February, which was attended by 15-20 members. The group discussed creative ways to source candidates, the current state of the market, and factors to consider now that millennials are in the lateral market.

We plan to market this section during the Open House and Section meeting at the AEC in order to increase awareness and participation. Lateral hiring is a constant now in our industry. The growing number of members in this subgroup, depth of programming at the AEC and addition of the Lateral Recruiting Summit in 2016 will provide the members with tools and community they need to thrive in a challenging segment of the market.

Small/Mid-Sized Firm Subgroup

Vice Chairs, Soraya Walden (Jackson Walker, Dallas) and Anastasia Cappelli (Stradley Ronan, Philadelphia)

The small/midsized firm subgroup was charged with providing opportunities for those who work for small/mid-sized firms to communicate and network with one another and developing resources. The group hosted a call in January that connected several members, submitted several RFPs, with one being selected. The section will also host a call immediately after the AEC to share information learned during the programs since a lot of members of this group either cannot attend or are unable to attend all the programming they would like.

Members of this group were always vocal on our quarterly calls. We plan to market this section during the Open House and Section meeting at the AEC in order to increase awareness and participation. This is a member group that needs each other and support, so we hope the subgroup is able to become more active in the next NALP year.

Recruiting Summit Planning Committee Liaison

Lynn Herron (Hogan Lovells, Washington, DC)

The annual Legal Recruiting Summit was held on January 28, 2016 and thankfully the weather cooperated, so attendance was at capacity. The Summit was well received by members who attended and ideas shared at the roundtables were plentiful. A summary of the program was shared by Nicole Oddo Smith on our last Section call on March 8. We look forward to the Lateral Recruiting Summit in June!

March Section Call

Our January call had around 25 members dialed in. We started brainstorming topics for RFPs for the 2017 AEC. A discussion on NALPConnect will be posted to continue brainstorming in advance of the 2016 AEC and the Section meeting in April will be devoted to live discussion of RFPs, article and webinar ideas. We are off to a good start and feel it will help make our in-person meeting in Boston more productive.

Overall, the Section has had a good year and contributed to the overall goals of the organization. Member engagement is always a challenge on the conference calls, but we have heard new voices and seen an increase in participation from a wider group of members. In addition, the section continues to grow and currently has around 375 members. We have also noticed members joining the subgroups, which is promising.

I hope this summary is helpful in providing an update on the work done by the Recruiting Section in the 2015-2016 NALP year. If you would like additional details about any of the topics raised above, please do not hesitate to contact me.

Thank you for the opportunity to lead the Section. It was a fun and rewarding experience! The next year will offer many new opportunities for the members of this Section with the potential change in the Part V of the *Principles and Standards* and information obtained through the work of the Innovating Talent Acquisition Group. I am confident the member of this Section will find new ways to collaborate to refresh recruiting processes and procedures for our constituencies and educate our institutions on new ways to engage future talent.

Many thanks to the fantastic Anna Whitener for her active and enthusiastic guidance as our Board Liaison and to Mary Beal for her constant and cheerful support!