

# Memorandum

**DATE:** October 24, 2012

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

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**RE:** **NALP Recruiting Section Board Report**

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Please find below a report of the Recruiting Section's activities during the second 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 the summer program and the early interview season. We did have a section call in early 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 continue to experience challenges in communicating with our recruiting section membership in general. We have found that members are either not using NALP Connect, unsure how to use it or just are interested in getting involved (even though they are members). We did have about 10 participants on our last call, but given we have over 200+ section members that is a very low participation rate. We continue to try and post updates 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.

## **Bulletin Article Group**

Anna Friesenhahn Whitener has secured several bulletin articles and writers for the NALP Bulletin. The Recruiting section has three upcoming articles for publication in the Bulletin.

NALP Members can look forward to reading about a newly implemented summer associate blogging initiative by Jessica Buchsbaum of Bilzin Sumberg in the December edition, followed by a primer on reading legal resumes properly by Kimberly Dunn of

Buckley Sandler in January. 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 is posting a notification on our Recruiting Section NALP Connect Page to solicit volunteers.

- 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's work in this area is complete and generally all of the forms that needed reviewing were in advance of the early interviewing season. If there are other forms the NALP Staff feels our section should review, we are happy to help.

### **Cutting Edge Information Analysis & Real Time Data Collection**

Ben Litman leads this work group. The latest QuickTake Survey as reported in the August 9th NALPnow showed an uptick in both law firm hiring needs and law firm summer associate class size (20% of firms reported larger hiring needs and larger summer classes). The law schools reported not much change in the number of employers they expected during on-campus interviewing (80% of schools expected the same or higher number of employers).

The next QuickTake survey is suggested to focus on outcomes from 2012 Fall OCI. Ben is currently working with the NALP office to review and finalize the survey to distribute this by late October/early November.

### **NALP Connect**

Jessica Buchsbaum & Ben Litman are the vice-chairs of this group. On our last section call, we discuss ideas to enhance member participation on our recruiting section site.

Some suggestions we will take forward into the coming months:

- On our NALP Connect page and on our quarterly calls, we could have a quick, relevant training component. Something that would hook people into calling in on calls and logging into NALP Connect to become involved. Maybe quick tips on time management, communication, recruiting trends, regional highlights, etc.

- Post useful tips/articles for NALP members on our recruiting site. This would encourage our members to access our recruiting section page as portal for useful industry trend data.
- When we email our recruiting section members, do so through NALP Connect, that encourages members to get used to using the portal to connect outside of their regular email accounts.