

Memorandum

Direct Phone: 213.680.6664
Direct Fax: 213.830.8665
melanie.priddy@bingham.com

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TO: Fred Thrasher, NALP Deputy Director

Chris Modesto, NALP Board Liaison, Recruiting Section

FROM: Melanie R. Priddy

RE: **NALP Recruiting Section Board Report**

Please find below a report of the Recruiting Section's activities during the first quarter of the 2011-2012 NALP Year.

Summary:

The Recruiting Section remains busy and productive. We were able to meet during the NALP Conference in Palm Springs and had a robust discussion about our interests for the year going forward. Our first section call(s) were on Thursday, June 2nd, and Thursday, June 16th and mainly revolved around finalizing RFPs and Bulletin Articles that were to be submitted on behalf of the Recruiting Section. We anticipate as we get into the second quarter that we will be able to concentrate on projects of the other work groups.

Working Group Updates:

- **RFP Group** - Anna Friesenhahn did a wonderful job leading this group and we were able to submit 7 great ideas for next year's conference in Austin. They are listed below in order of priority according to section interest:
 1. The Future of Fall Recruiting: Using JD Match to Enhance Student Placements and Recruiting Efforts
 2. How to Keep a Summer Program Relevant in the World of Increased Lateral Hiring
 3. Alternative Staffing Models: How to Build and Administer an Effective, Beneficial Program for Firm and Attorneys

4. 1L & Pre-Law Hiring as an Effective Tool for Firm Branding on Campus
 5. Effective Lateral Partner Recruiting Through Third Party Relationship Building & Firm Branding
 6. Managing from the Middle: How to Balance Ambition and Expectations
 7. Should I Stay or Should I Go? If I Stay, Will There Be Trouble? And If I Go, Will There Be Double?: Counseling the Transfer Law Student and Helping Them to Achieve Their Career Goals.
- **Bulletin Article Group** - Anja Heidenreich also did an excellent job leading this work group for the Recruiting Section. We have come up with 6 great article ideas that we proposed and submitted to Janet Smith on behalf of the section. She has said she thinks they will all work, but must wait to get all submissions from all sections. Our submitted articles ideas were:
 1. Recruiting at Smaller and/or Lower-Tier Law Schools - which discusses the difference (if any) compared to large, top-ranked schools.
 2. How to Write an Effective Thank You Note - which is one of the most common asked questions during the fall recruiting season.
 3. Recruiting International Law Students/Attorneys - and answers to frequently asked questions about this topic.
 4. Making the Most of the Placement Agency/Law Firm Relationship
 5. Living in a Tech World - How much technology is too much and what is the most effective way to use it.
 6. Ensuring a One-Team Approach - which tackles using different law firm departments to recruit, retain and best serve our lawyers.
 - **Form Review Work Group** - Jennifer Guirl heads this work group. Jennifer, Erin Springer and I reviewed the forms that Fred Thrasher had sent over, and Jennifer turned in our report with minimal suggestions on June 14th. The focus of our suggestions were including a sentence in NALP's open letter to students about using caution when reading legal blogs/gossip as a research source for law firms. In addition we made comments about including a line about the importance of thank you notes (if they are done, to do them

correctly). Finally we also made comments about the Employer Interview Outcome Form and including "OCI" as a source for the candidates.

- **NDLE Work Group** - Marcy Cox confirmed that Erin Springer from Alston + Bird will be our liaison between the Recruiting Section and the NDLE. Erin participated on a conference call that took place on Monday, June 13th. The core focus of the call was that a new vendor was selected for the project. NALP is excited because it's the same vendor that did their website, so there is familiarity there. It was a fairly short call, as more work cannot be done until the vendor is in place and they can move forward.
- **Cutting Edge Information Analysis & Real Time Data Collection** - Angela Welsch and Shannon Williams are the vice-chairs of this group. We anticipate that we will be able to start on any new projects for this group during the second quarter. Shannon has recently taken on new responsibilities with her firm and acquired a new region, which has not allowed her to be as active as she would like, although she anticipates that will change now that she is more settled.
- **Experienced Hiring Work Group** - Jessica Buchsbaum & Caryn Schreiber are the vice-chairs of this group and we anticipate that we will be able to concentrate on new projects for this group in the coming quarter.

Environmental Scanning:

Below is an interesting article on how Waller Lansden is rolling out a new recruiting program that moves away from the traditional model.

<http://amlawdaily.typepad.com/amlawdaily/2011/06/wallerlansdenrecruiting.html>