

## NALP Directory of Legal Employers Mail Merge System Functionality Information for Career Services Offices

The mail merge function of the NALP Directory is available free of charge to eligible law students and graduates. The mail merge function is available as a fee-based service to all other parties. This system ensures two critical benefits for job seekers and employers: first, responsible job seekers have free and comprehensive access to the mail merge capabilities of the NALP Directory; and second, use of the mail merge function for indiscriminate, massive, untargeted mailings is reduced. Most important, this system allows the career services professionals at each law school to control access to the mail merge function at their discretion. The CSO can —

- provide access to all students by uploading a file with student information;
- allow access to select students and alumni based on need; or
- require that all students pay for downloads in order to restrict mass mailings.

Mail merge data consists of the employer name, contact name, and postal mailing information. Key components of the administration and delivery of the mail merge function:

- **Email identifiers and confidentiality:** Access to the mail merge function is dependent on email addresses as “identifiers” to ensure only qualified use of the free mail merge system. These identifiers are used for NALP members and for students and graduates qualified by their career services offices. NALP is cognizant that the privacy policies of many law schools preclude distribution of email addresses to any outside entity without the consent of the students. For this reason, career services officers should extend an “opt in” option to students so that they can make a determination regarding their interest in gaining free access to the mail merge system. Students opting for free access to the mail merge function can be confident that all member, student and alumni information is kept confidential and the information will not be provided to other organizations or used by NALP or vendors except in the administration of the NALP Directory web site. Privacy information is posted prominently on the NALP Directory site and the main NALP site.
- **Student access:** Email addresses, with the student’s name and anticipated graduation month/year and the school’s ERSS code, can be uploaded into the system by career services officers through a special administrative interface. Career services administrators can make changes at any time (e.g., change a student’s email address or add new students or graduates). Once a student’s email identifier is in the system, it will remain until nine (9) months after the “expected date of graduation” that is associated with the record. The extended nine-month time frame of free access to the NALP Directory mail merge system will support recent graduates as they complete bar exams and pursue employment. Any student user who attempts to access the mail merge download using an unregistered email address will be instructed to contact their career services office for registration.
- **Alumni access:** Email addresses of alumni can be uploaded at any time by career services administrators. These email addresses will be eligible for five (5) months and will be purged from the database upon expiration. Individual alumni can be re-registered for access as deemed appropriate by career services.
- **Public access:** All other users — those not otherwise identified by email addresses as qualified users — are required to pay a fee for downloading mail merge information. This is an extraordinarily valuable premium service and users will be charged at a rate of 60¢ per record.
- **Download limitations:** The number of records that can be downloaded at one time is restricted to 50 — a reasonable number that is based upon both the recommendations of NALP’s server administrator and also the requests of employers that NALP not be encouraging large mass mailings. Users can, however, perform multiple downloads if their search results include more than 50 records.
- **System administration:** Both employers and school members recognize the importance of minimizing indiscriminate mailings through the free mail merge system. To that end, system administrators monitor use of the mail merge download function. In the event that extremely high volume use is discerned by an individual user, the primary representative from the organization through which the free access to the mail merge system was granted may be notified. NALP retains the right to assert reasonable use standards in the event that indiscriminate use of the mail merge system becomes problematic.

**Registering Eligible Students for Free Mail Merge Functionality at [www.nalpdirectory.com](http://www.nalpdirectory.com)  
Instructions for Career Services Offices**

Point your web browser to [www.nalpdirectory.com](http://www.nalpdirectory.com) and click on “For Law Schools.” Log in using your five-digit school (ERSS) code and the associated password (**ERSS\_** plus assigned password – in other words, the password is the capitalized letters ERSS followed by an underscore followed by your assigned NDLS log-in password; the password is case-sensitive). This login information is separate from an individual member’s login information. If you do not know your school code or password, please contact the NALP office to request it.

If you registered students in previous years to the old NDLE system, you will need to re-register those students and alumni in the new system.

Career services administrators can register students in one of two ways:

**1. Register one or a few students at once.** To register a limited number of students, enter a student’s email address under “Add Students/Alumni” and click “Add,” then enter the additional student information requested.

**2. Upload a file of student and alumni email addresses.** Download the sample file at [www.nalpdirectory.com/uploads/NDLEstudentfileuploadtemplate.xls](http://www.nalpdirectory.com/uploads/NDLEstudentfileuploadtemplate.xls). Use Microsoft Excel to edit the data in the sample or create a new file with the specifications listed below. To upload the file of your student data, click on the “Browse” button to locate the file on your computer. Double click the file name, then click the “Upload” button to upload the file to the mail merge system.

**File Specifications for File Upload**

Column names:	Data specifications:
FirstName	Student’s first name
LastName	Student’s last name
Email	Email address to be used for login
GraduationYear	Include <b>year only</b> : YYYY
StudentType	“Current” for current students “Alumni” for alumni

**Please note:** If you uploaded a file in previous years to the old NDLE system, you will need conform that file to match the new template (above) **or** create a new file based on this template.

Once a student has been registered in the system, he or she can access the mail merge function using the email address that was registered. Individuals who access the system using a different email address from the one registered will be prompted to pay the download fee or contact their career services office.

Some law schools with password-protected career services portals may be eligible to grant direct access to students rather than creating and uploading a file. Contact the NALP office for more information.