

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 NALP members (primary and associate members of all member law schools and employers) and to eligible law students and graduates. The mail merge function is available as a premium, 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 will need to extend either an “opt out” or “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 completely 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.
- **Member access:** All NALP members (primary and associate) are automatically registered as eligible users through use of the personal email addresses they provide to NALP with their membership/contact information. NALP member identifiers and access are administered by NALP, with email address change updates incorporated through periodic downloads. A NALP member who attempts to access the mail merge system with an email address that is not registered with NALP should contact the NALP office for assistance. Member email addresses can be corrected or changed at any time, but members have the responsibility for ensuring the accuracy of their email addresses and notifying NALP of all changes.
- **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 (recent graduates who need more than nine months access and prior graduates who are deemed eligible by career services administrators to use the download system) can be uploaded at any time by career services administrators. These email addresses will be eligible for three (3) 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:** To prevent strain on the *NALP Directory* server, the number of records to be downloaded at one time is restricted to 50 — a reasonable number that is based on testing and recommendations by NALP’s server administrator. Users can, however, perform multiple downloads if their search results include more than 50 hits.
- **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 Instructions for Career Services Offices

Career services administrators can register eligible students in two primary ways:

1. Register one or a few students at once.

To register a limited number of students, point your web browser to www.nalpdirectory.com and click on “Law School Admin.” Log in using your five-digit school code (ERSS code) and the associated password. (Please note that this login information is separate from an individual member’s login information. If you do not know your school code, please contact the NALP office to request it.) Click on “Student Information” to view a list of registered students. To add a new student, enter the required information and click “Save” at the top of the page . Repeat these steps as necessary for additional students.

2. Upload a file of student and alumni email addresses.*

Create a file that contains correctly formatted* fields of information on all students and alumni who are being uploaded. After creating the file, go to www.nalpdirectory.com and click on “Law School Admin.” Log in using your five-digit school code (ERSS code) and the associated password. (Please note that this login information is separate from an individual member’s login information. If you do not know your school code, please contact the NALP office to request it.) Click on “Upload File,” then click the “Browse” button to locate the file on your computer. Double click the file name, then click the “Upload File” button at the bottom of the page to upload the file to the mail merge system. If your school has uploaded a list of students previously, you can upload a file with only new students to be appended onto the existing list.

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 service portals may be eligible to grant direct access to students rather than creating and uploading a file. Contact the NALP office for more information.

***Instructions and File Specifications for Creating a File for Upload**

Download the [nalpdirectory_student_import.xls](#) template provided online as a guideline for the file format. Use Microsoft Excel to edit data in the file. Each field MUST correspond to the position specified below.

File Format:

<i>Position</i>	<i>Field (Format)</i>	<i>Field Type</i>	<i>Sample Data</i>
1	Last Name	Character (25)	Smith
2	First Name	Character (25)	John
3	Middle Name	Character (25)	Scott
4	Graduation Year	Character (4)	2004
5	Graduation Month	Character (2)	05
6	Email	Character (100)	johnsmith@aol.com
7	Type (S - Student or A - Alumni)	Character (1)	S